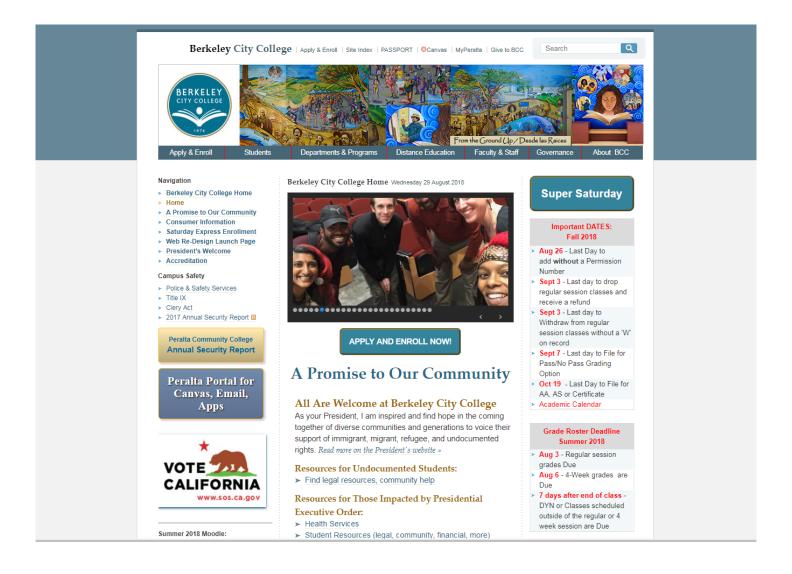
# **BCC WORDPRESS BASICS**



September 2018

# **TABLE OF CONTENTS**

Glossary	3
Your Website or "Sub-site"	4
Maintenance Guidelines	5
How to Log In	6
The Dashboard	7
Page vs. Post	8
The Page and Post Editors	9
Adding Media: Photos, Videos, PDFs	11
Help	12

# **GLOSSARY**

## Front Page

There are two different website front pages. The first is the **BCC front page**, which is what appears when the URL is www.berkeleycitycollege.edu.

The second is your **department's front page**. It's what you see when you type BCC.edu/**chemistry**, for example.

#### **Dashboard**

The Dashboard is the "control center" for your website. Only administrators have access to it. From there you can add and create pages or posts, add/edit widgets, etc.

## **Navigation**

The website's navigation allows you to go from page to page through the entire BCC website and sub-sites. There are two types of navigation, one is the **Main Navigation** at the top of the page and contains the "Why BCC?," "Apply & Enroll," "Campus Life," "Faculty & Staff," "About BCC," and "Library." The main navigation always stays the same.

The second navigation is the right sidebar of your sub-site, which allows people to click-through your department's pages and posts. The sub-site's navigation will change depending on what pages or posts you publish.

### **Template**

The template is the look of the website, which includes the number of columns, colors, etc. Most sub-sites are set to use the "Default" template - a 3-column template. The left sidebar contains the links to navigate through your pages and posts. The right sidebar is "widgetized."

### Website and Sub-sites

There is only one BCC website, but there are dozens of sub-sites. Sub-sites are independently controlled or administered department webpages.

## Widgets & Widgetized

A widget is an element that you can add to the template's right and left sidebars, and footer. There are text widgets, which support HTML code. There are also link widgets, which display links you've customized, and others.

The term "widgetized" refers to an area in the template that supports widgets. The center column of the template is not widgetized.

# YOUR WEBSITE OR SUB-SITE



- 1. "My Sites" is where you can see the sub-sites you manage.
- 2. Area that displays your sub-site's name and links to your Dashboard and other functions.
- 3. "Customize" is a web-interface that allows you to customize your template.
- 4. "+New" is a shortcut to add pages, posts, and media without needing to go to your Dashboard first.
- 5. "Edit Page" is a shortcut to edit the page you're on.
- 6. "Howdy" is the area that shows you're logged into Wordpress.
- 7. Your sub-site's banner. You can change the banner only through your sub-site's front page.
- 8. The right sidebar your sub-site's navigation, which displays the name and links to pages and posts you've created. The area below the navigation is widgetized.
- 9. The left sidebar displays anything you want through the use of widgets.
- 10. The center column displays the main contents of pages and posts.

# MAINTENANCE GUIDELINES

The new BCC website is the face of the college to the world. Prospective students, parents, high school counselors, public officials, and many others visit the website to learn about BCC. Visitors' first impressions are important therefore all webpages should be maintained regularly and look good.

## MAINTENANCE FREQUENCY

At the very minimum, your webpages should be updated once a semester. Give your front page a quick look - add or change dates, change your center column's photos and videos, delete events that have passed, etc.

Ideally, your sub-site will look great if you're dedicating a little more time to it - once a week should be enough. Below are some ideas of what updates you can be making on a regular basis.

- Add a page that features a photo gallery with images of your students, projects, trips, campus activities, etc. You can also create a video page.
- Add a widget of your department's Facebook, Twitter, or Instagram feed.
- Create events using the "Events" feature on the Dashboard.
- Add links to newspaper or magazine articles about your program.
- Feature the great work of your students or colleagues.
- Add your department's faculty or staff bios. Be sure to include a photo of them and keep the bios to no more than a few paragraphs.

#### DO'S AND DON'TS

**Do** take the time to write good content - more complete program descriptions, for example.

**Do** keep your front page nice and clean. Add a welcome message at the top of the page and tell the world why your program is the best in the world!

**Don't** just add lists of photos or videos on your front page. Take the time to provide context to what their seeing and why is important.

**Don't delete your front page!** If you don't like it, just edit its contents. Deleting it causes all kinds of problems to the website's index.

**Do** ensure your sub-site's banner looks good - pay close attention to the size specifications.

# **HOW TO LOG IN**

# **Two Easy Steps**

1. Go to the login page:

www.berkeleycitycollege.edu/login or

www.berkeleycitycollege.edu/wp-login.php

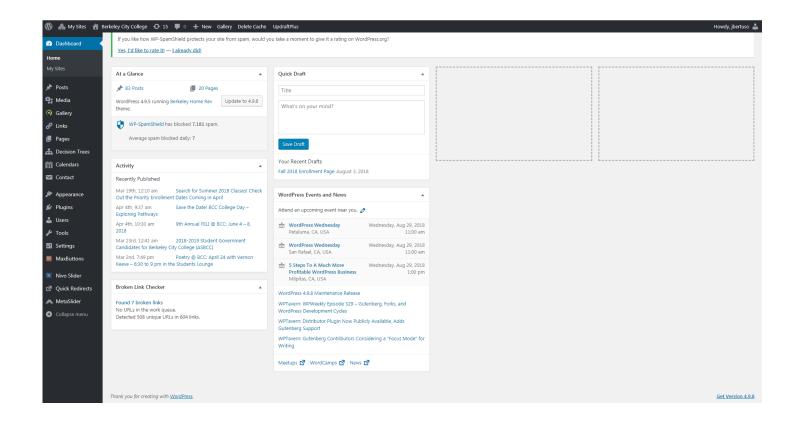
2. Enter your username (not case sensitive) and your password (case sensitive).

## If you forget your password

Please email the public information officer if you forget your password. At this time, our Wordpress website is not sending reset emails. We're working on solving this problem.

Email or call Jeejun Bertuso at jbertuso@peralta.edu, 510-981-5033.

# YOUR DASHBOARD



The Dashboard is the primary area where you can create pages and posts, add media, and widgets (widgets are under "Appearance").

"Settings" is where your sub-site's name and tagline are created. Please do not edit the information, unless the site's name is absolutely incorrect.

"Events" is where you can add or edit events.

September 2018

# PAGE vs. POST

Pages and posts are two different things! Be sure you're using them for the correct purpose.

### **PAGES**

Your front page is a "page" and you can find it when you go to Pages → All Pages on the Dashboard. Create pages that contain information such as program descriptions, course information, staff bios, event or contact information, etc. The pages you create will show up on the right sidebar navigation, so please make sure you're naming them or labeling them correctly before you hit "Publish."

#### **POSTS**

Posts contain information that is new or changing frequently. For example, The BCC Newsletter page contains a list of each monthly issue - those issues were created as "posts."

### **CATEGORIES**

Organizing your posts with categories will make your job a whole lot easier. Just like you would put "Romeo & Juliet" under the category of "Literature" in a library, you should also categories your posts.

If you create a post about why Mars is a cool planet, then categorize it under "Astronomy" or "Planets," for example.

If you create a post about your recent trip to Germany, then categorize it under "Trips" or "Europe."

## **TAGS**

Tags are great! When you add tags to your posts, you're letting search engines like Google know to put your content a little or a lot higher on the list of search results.

Take for example, your name is Isabella Jones and you create a post about your visit to Germany, then you would add tags such as: "Isabella Jones Germany," "Isabella Jones Faculty Germany," "Isabella Jones Europe," and so on. Always make sure you use the tag "Berkeley City College" so that our college stands out!

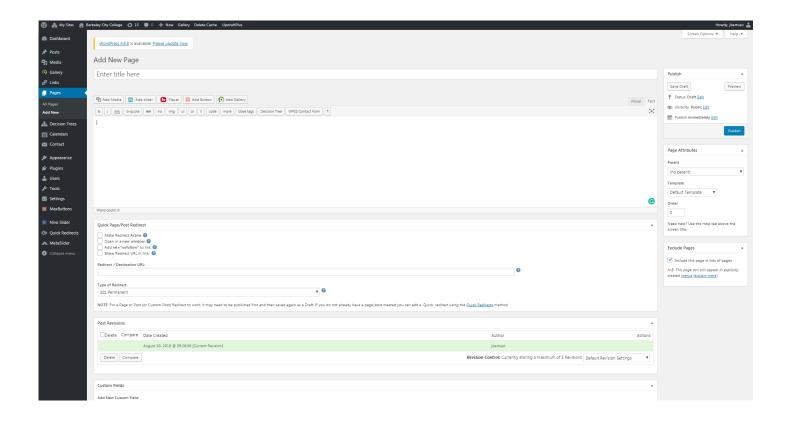
These are the tag combinations that could be used:

Isabella Jones Germany
Isabella Jones Berkeley City
College

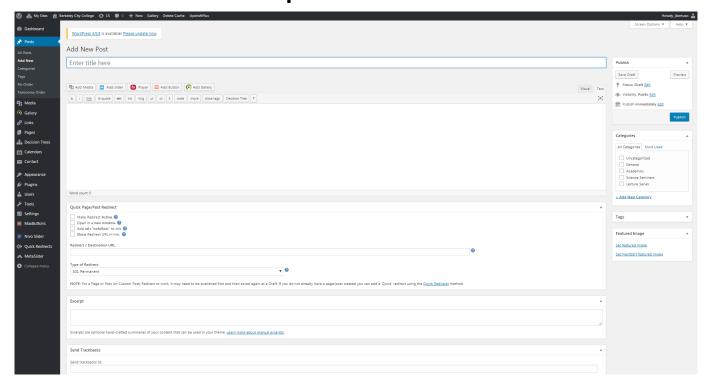
Isabella Jones Trips Isabella Jones Faculty Berkeley City College Germany

# **PAGES & POSTS EDITORS**

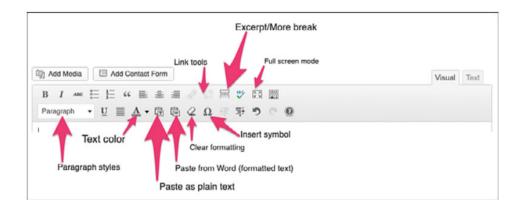
# What the page editor looks like



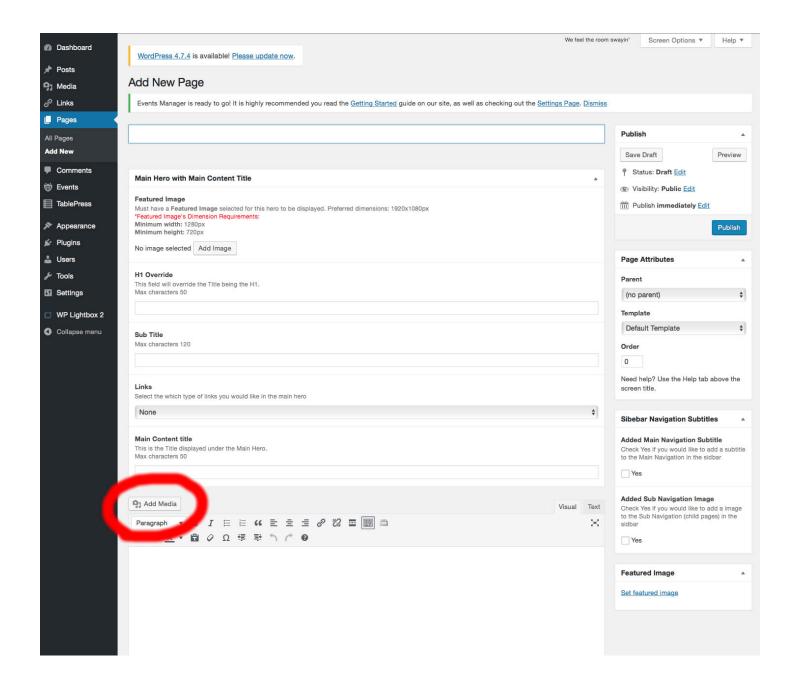
# What the post Editor looks like



## **Editing Tools Explained**



# ADDING MEDIA: PHOTOS, VIDEOS, PDFs



The red circle is what you would click if you wanted to add a photo or video on a post or page. Uploading the file is painless. Once uploaded, you may choose which size image you want for your post or page - make sure you choose what looks better.

Under "Media" on your Dashboard, you can upload items without necessarily wanting to add them to a post or page. You can upload video, PDF and even PowerPoint files.

September 2018

# **HELP**

Wordpress is an amazing web-publishing platform, but there will be times when you'll need assistance. You can try searching for an answer on online forums, or you can contact Jeejun Bertuso at <a href="mailto:jbertuso@peralta.edu">jbertuso@peralta.edu</a>. Calling is often better and requires less typing, 510-981-5033.

Good luck on your web editing tasks!