The Big Guide to WordPress

Prepared by Nick Eaton, Matt Ironside and Josh Hart

Table of Contents

Click on a heading to open a link for skipping straight to that section
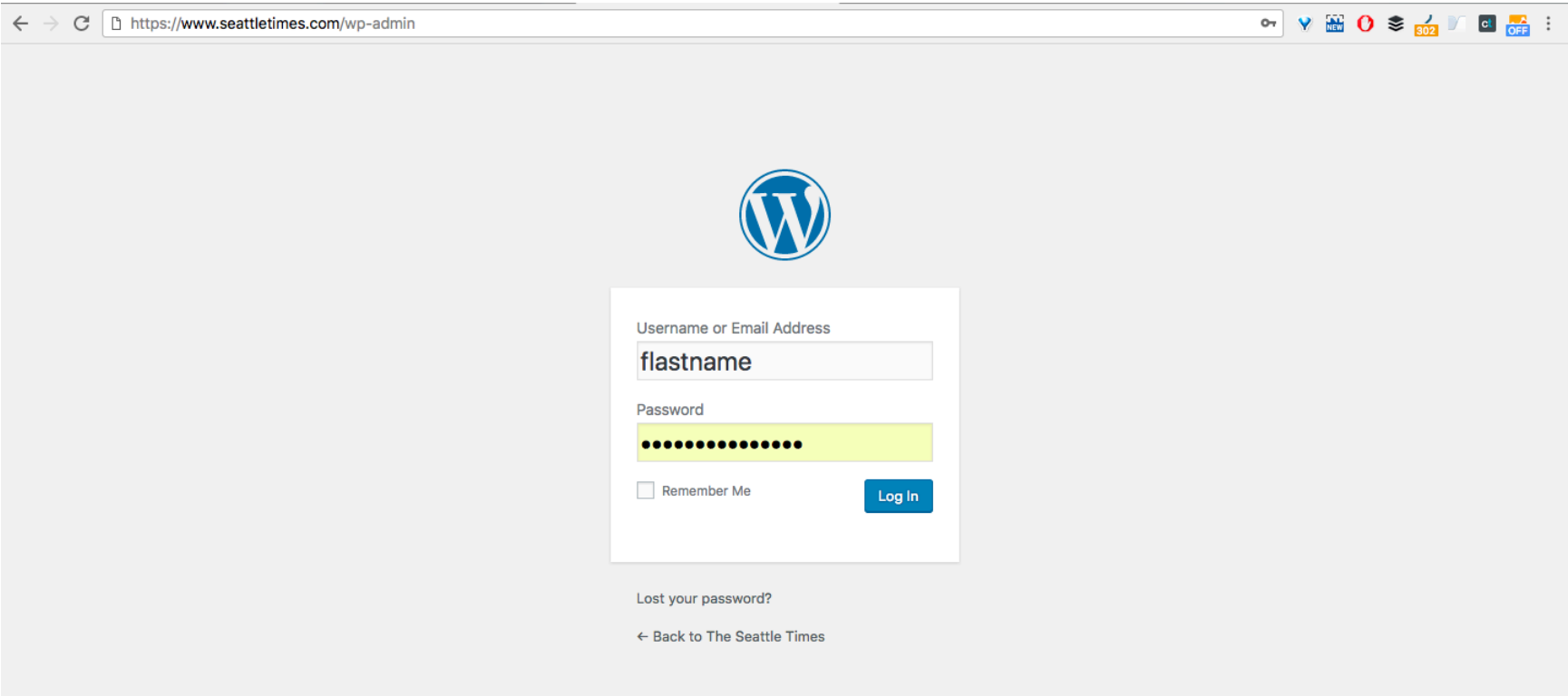
Getting Started

Login

1. In your web browser, navigate to **www.seattletimes.com/wp-admin/**
2. Type in your network username (first initial plus last name in most cases) and password.
3. Click the **Log In** button.

- If you cannot remember your password, click **Lost your password?** below the password entry box. WordPress will send you an email with instructions for creating a new password.
- Passwords must reach a security level of **Medium** before they will be accepted by WordPress.

Dashboard

- Once you're logged in, you will be taken to the WordPress dashboard.
- The dashboard includes links to WordPress and workflow documentation, in addition to other useful information.
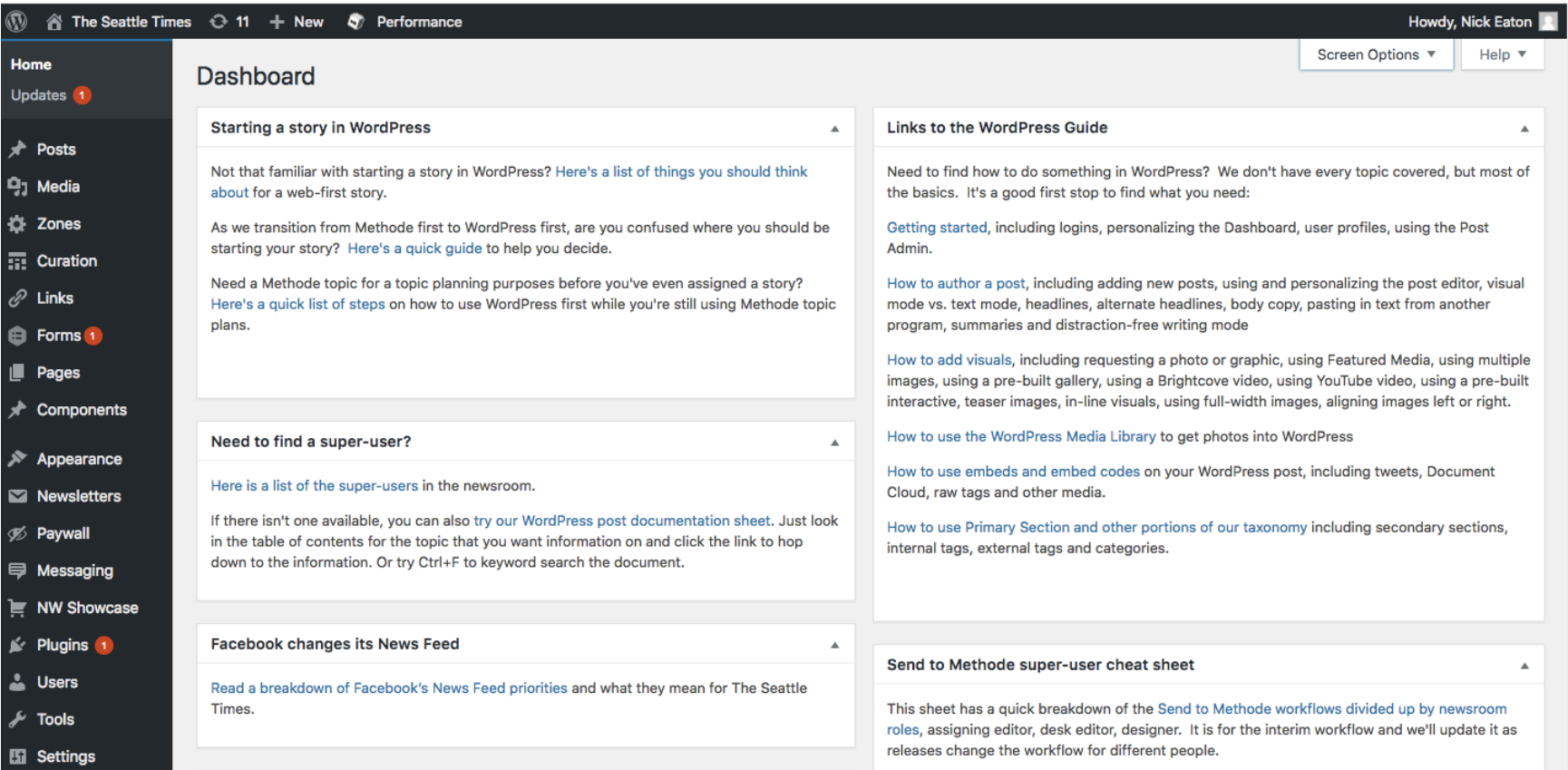
Personalizing the Dashboard

- You can drag around the dashboard widgets to personalize your dashboard.
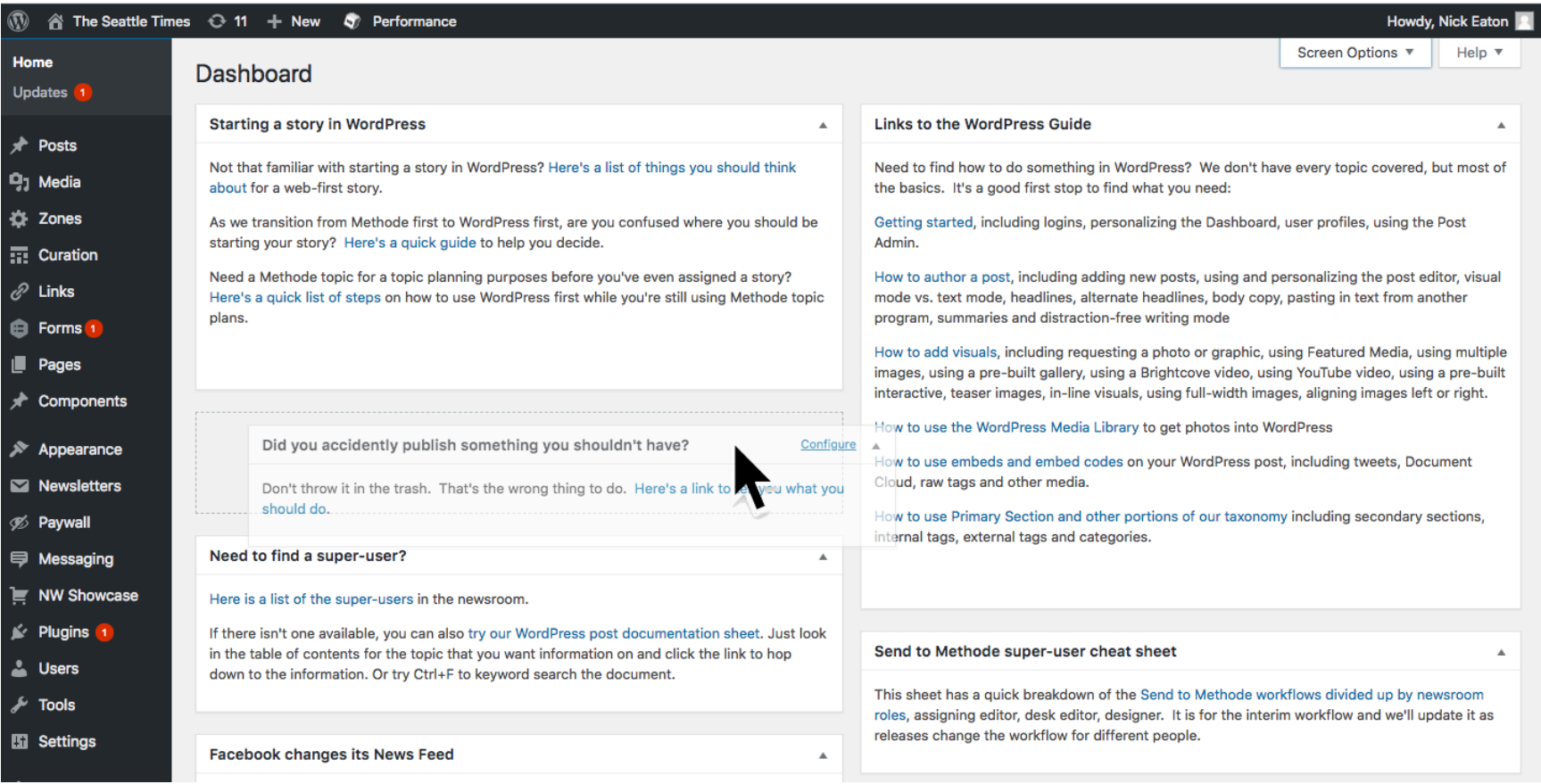
User Profile

- The user profile includes your personal settings, including how you want your name displayed on the website, your email address, your password and more.
- From anywhere in the WordPress back end, you can access your user profile via the sidebar menu.

The Seattle Times   11   + New   Performance

Help ▼

Profile

Personal Options

Visual Editor ☐ Disable the visual editor when writing

Admin Color Scheme
● Default
○ Light
○ Blue
○ Coffee
○ Ectoplasm
○ Midnight
○ Ocean
○ Sunrise

Keyboard Shortcuts ☐ Enable keyboard shortcuts for comment moderation. More information

Toolbar ☑ Show Toolbar when viewing site

Name

Username neaton   Usernames cannot be changed.

First Name Nick

Last Name Eaton

Nickname *(required)* neaton

Display name publicly as Nick Eaton

Contact Info

Email *(required)* neaton@seattletimes.com

Website

About Yourself

Biographical Info

Share a little biographical information to fill out your profile. This may be shown publicly.

Profile Picture

You can change your profile picture on Gravatar.

Account Management

New Password Generate Password

Sessions Log Out Everywhere Else
You are only logged in at this location.

Update Profile

Thank you for creating with WordPress.   Get Version 4.9.4

Dashboard
Posts
Media
Zones
Curation
Links
Forms 1
Pages
Components
Appearance
Newsletters
Paywall
Messaging
NW Showcase
Plugins 1
Users
All Users
Add New
Your Profile
User Role Editor
Guest Authors
Tools
Settings

Sidebar navigation

- Instructions to be written.

Post Admin

- To view content in WordPress, use the **Posts** menu in the sidebar. When you click **All Posts**, the default view shows everything that has been published within the past 24 hours.
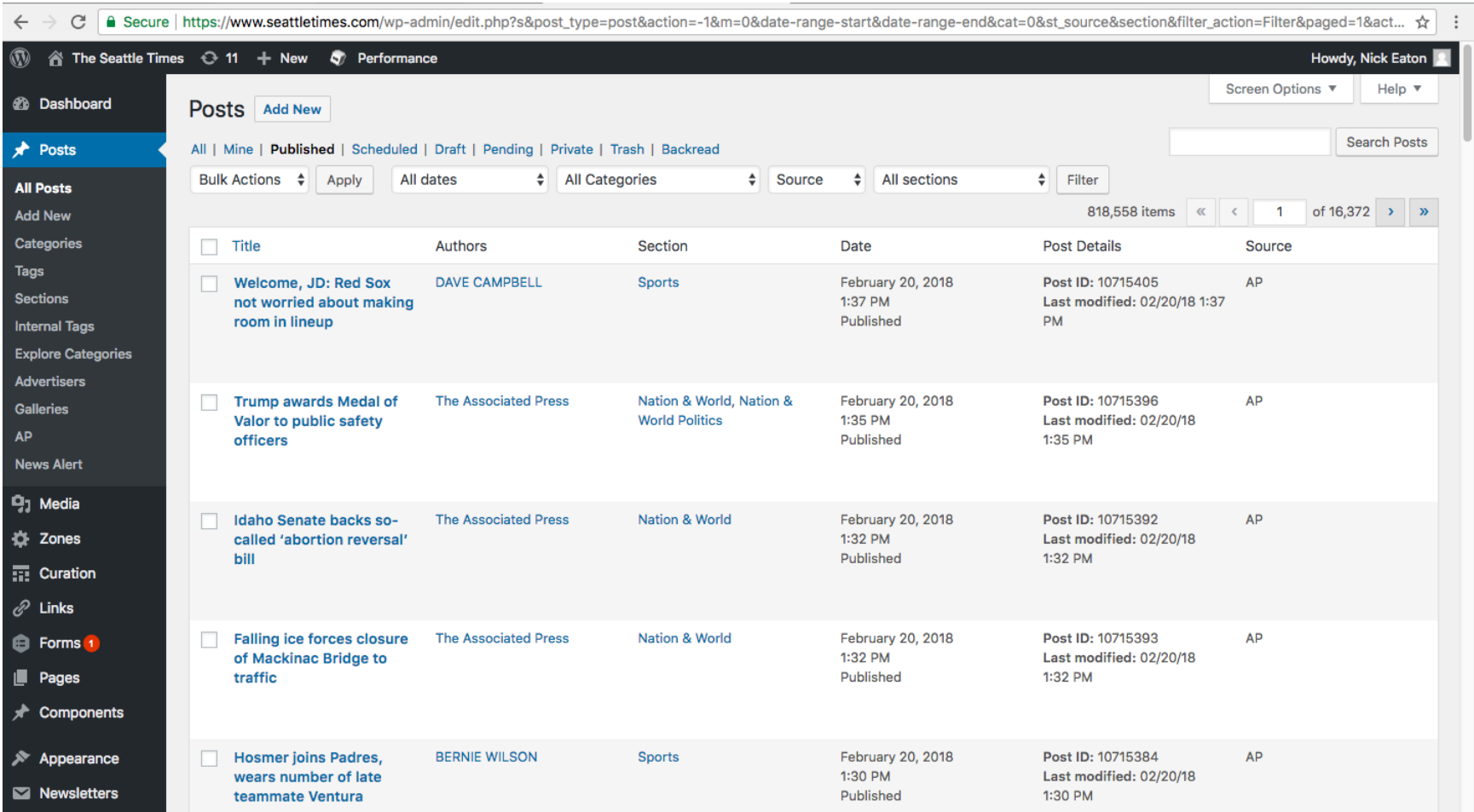
- Use the filter controls to dial in on the content you want to view. You can adjust for post status (published, schedule, draft, pending, backread, etc.), date range, category, source (WordPress, Methode, AP, WaPo, etc.) and section.
- You can also search posts using search window.

- To view your content only -- that is, anything connected to your user account -- click on the Mine filter. If nothing appears, be sure to zero out other filters you may have used.
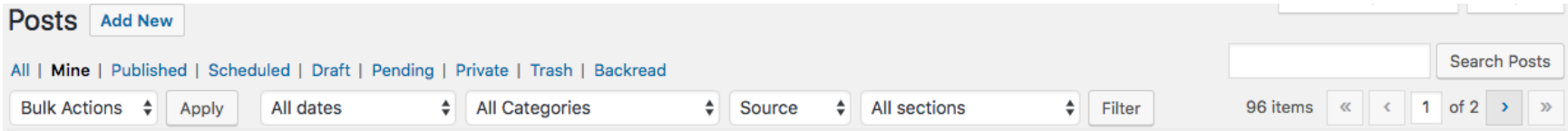
- Each time you use the filters, WordPress generates a different URL for that view, so you can bookmark each view in your browser for quick access.

Authoring a Post

Add New Post

- Click either the **Add New** button on the Post Admin page …
- or the **Add New** menu item in the Posts section of the sidebar.

- You then get a blank-canvas post, which looks like this:
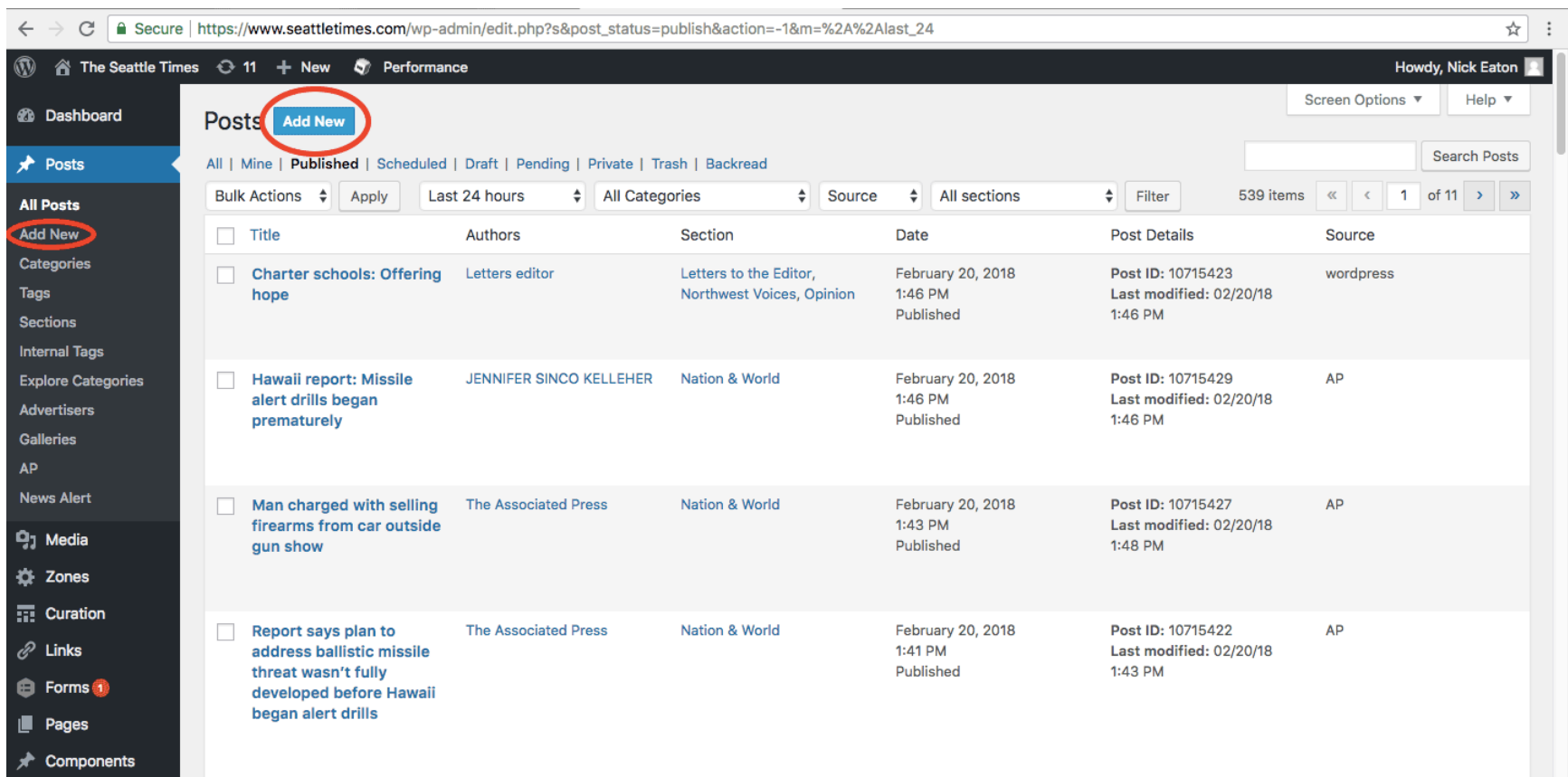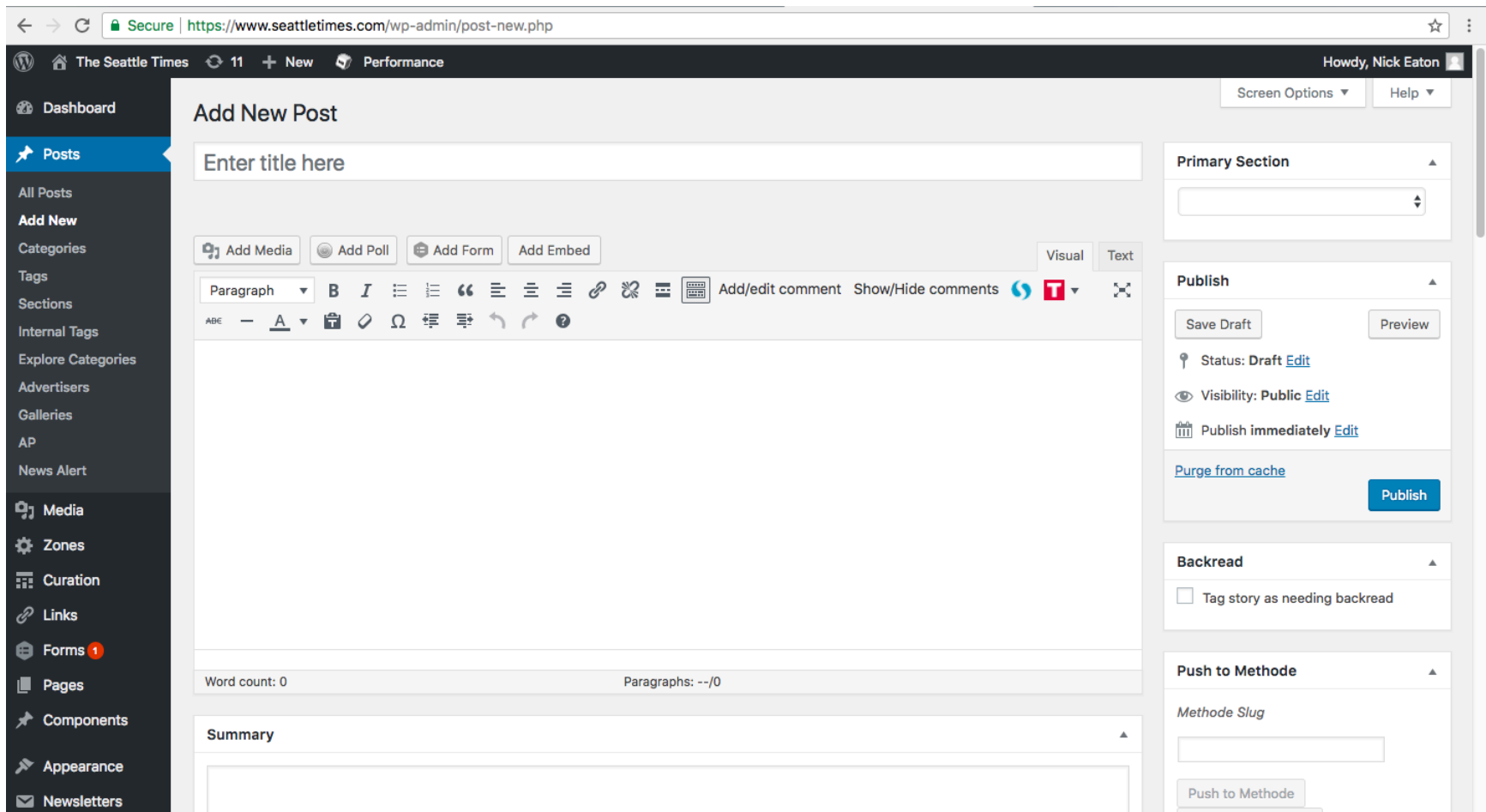
Example Post

Dashboard

Posts
All Posts
Add New
Categories
Tags
Sections
Internal Tags
Explore Categories
Advertisers
Galleries
AP
News Alert

Media
Zones
Curation
Links
Forms 1
Pages
Components

Edit Post Add New

Screen Options ▼   Help ▼

Post draft updated. Preview post

The story headline shows up on Google and elsewhere, and sets the post's URL

Permalink: https://www.seattletimes.com/?p=10715452&preview=true

Add Media | Add Poll | Add Form | Add Embed   Visual   Text

Paragraph ▼ B I ☰ ☰ 66 ☰ ☰ ☰ 🔗 🔗 ☰ ☰ 🖼 Add/edit comment Show/Hide comments ↺ T ▼ ⤢

ABC — A ▼ 📋 ⊘ Ω 🠖 🠔 ↶ ↷ ❓

This is where you write and edit the body copy of your post. This window will grow as your story grows, and you can keep track of your word and paragraph counts via the bottom-left corner.

You can do all the text formatting you need right from this window. You can *italicize*, **bold** and hyperlink text via the controls above, and even do fancier things such as:

- building bulleted lists
- like this one,

1. or numbered lists
2. much like this one.

And you can create headers

Not to mention your ability to edit here via the "Add/edit comment" button below I think you mean "above." ~NJE, but we'll get to that later.

p

Word count: 110   Paragraphs: 5/5   Draft saved at 4:17:53 pm. Last edited by Nick Eaton on February 20, 2018 at 4:13 pm
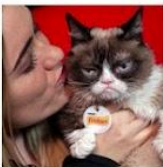
Summary

The summary is not – I repeat, NOT – a subhead; it is a summary of the story. It appears on the post as bold text underneath the Featured Image and above your byline, it appears under headlines in big promo spots throughout our website, and it appears across the web in Facebook posts and Google News results.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. Learn more about manual excerpts.

Featured Media

Add Media | Add Form | Add Embed   Visual   Text

FILE - In this Nov. 14, 2016, file photo, Grumpy
Cat poses for photos with her owner, Tabatha

Article Notes (Not public facing)

Visual   Text

Paragraph ▼ B I ☰ ☰ 66 ☰ ☰ ☰ 🔗 🔗 ☰ ☰ 🖼 Add/edit comment Show/Hide comments ↺

ABC — A ▼ 📋 ⊘ Ω 🠖 🠔 ↶ ↷ ❓

You can write whatever you want here. Maybe not mean messages to your editor, but pretty much whatever you want.

Copy editors will be using this spot to denote who has already edited a post. - NJE

Authors

Click on an author to change them. Drag to change their order. Click on Remove to remove them.

Nick Eaton ⏻

Search for an author

Credit

Sidebar Content

Inset (type: marketing, position: 2)   ⊗
Inset (type: apvideo, position: 3)   ⊗
Inset (type: trending, position: 4)   ⊗
Inset (type: teads, position: 10)   ⊗
Inset (type: usermessaging, position: 12)   ⊗
Inset (type: advertisement, position: 16)   ⊗

Add an inset

Post Options - Updates ▼

Post Options - Disable Component Functionality ▼

Custom Fields ▼

Slug ▼

Source URL ▼

Primary Section
-- Local Politics

Publish
Save Draft   Preview
Save Revision
📍 Status: Draft Edit
👁 Visibility: Public Edit
📅 Publish on: Feb 20, 2018 @ 15:45 Edit

Purge from cache
Move to Trash   Publish

Backread
☑ Tag story as needing backread

Push to Methode
Methode Slug
print-slug
Push to Methode
Save Methode Meta

Sections
All Sections Most Used
☑ Amazon
☑ Local Politics
☐ Business
  ☐ Agriculture
  ☐ Boeing & Aerospace
  ☐ Economy
  ☐ International Trade
  ☐ Local Business
+ Add New Section

Tags
[   ] Add
Separate tags with commas
⊗ Amazon's HQ2
Choose from the most used tags

Teaser Image
Attach a File
Uploaded image:

remove

Teaser Label (aka Eyebrow Text)
Amazon HQ2
Primary Section is used if left empty

Headline Label
Columnist Name

Alternate Headline Text
The 'alt hed' shows up only on headline lists across the website, like on the homepage

Categories
All Categories Most Used
☑ Bertha
☐ 2016 Seattle Times endorsements
☐ Apple Cup
☐ Around The NFL
☐ B.C. Destinations
☐ Book Reviews
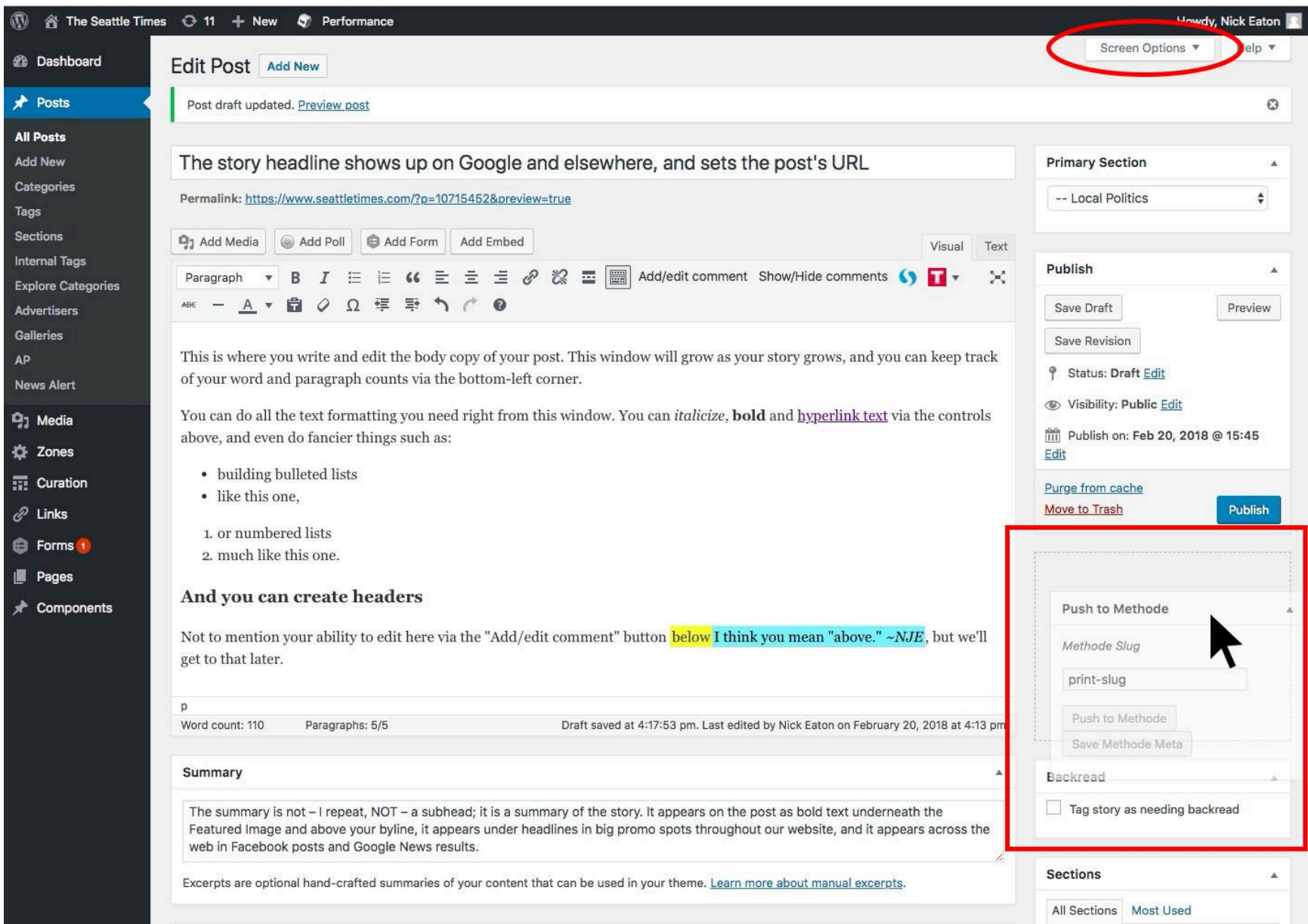☐ Brew With Us
+ Add New Category

Source
WordPress
Source system where the article originates.

Post Editor

- The example post above shows a typical layout for the WordPress **post editor**.
- Each white box is called a **widget**.

Personalizing the post editor

- You can drag around the widgets to personalize the location of your widgets in the post editor.


- If you are missing a widget, or if you would like to remove a widget, click on the the the **Screen Options** drawer.
- Check and uncheck the boxes to select which widgets you would like displayed in your post editor.
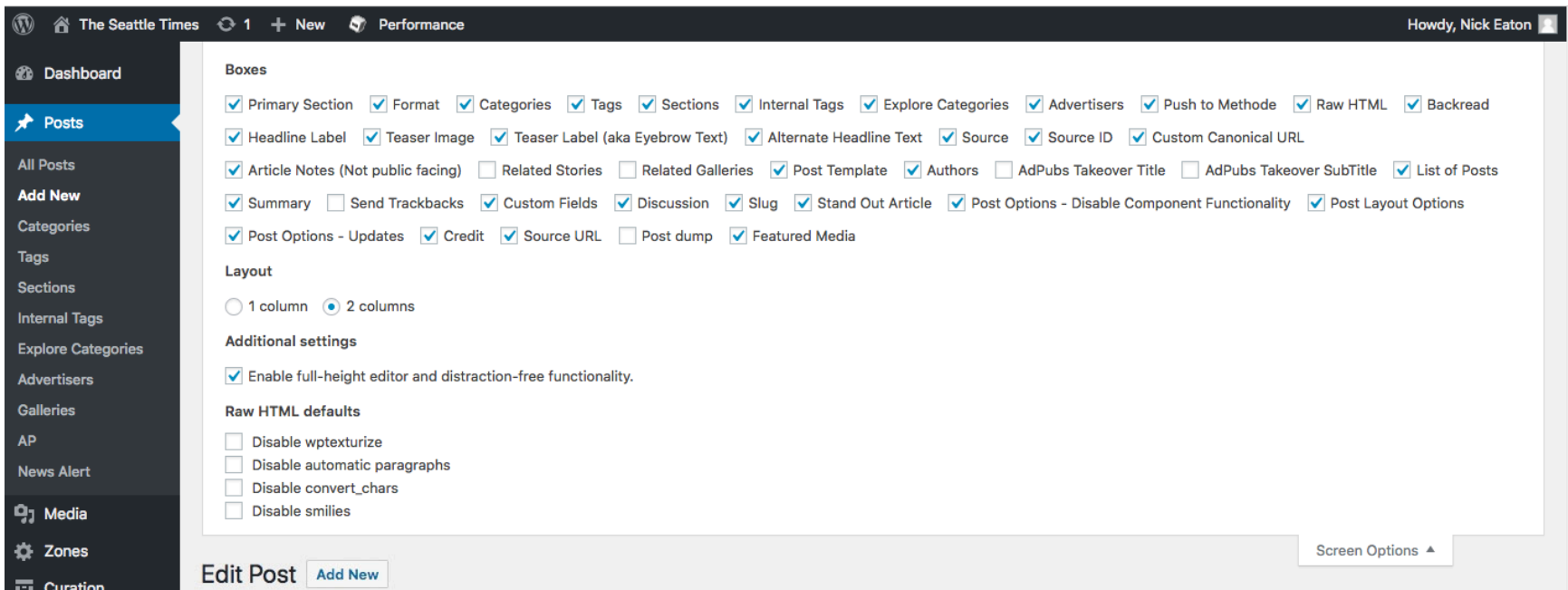

Visual Mode vs. Text Mode

- **Visual Mode** provides a WYSIWYG view of the post, but you cannot use it to insert HTML or other code.
- **Text Mode** provides a text-only view of the post, complete with HTML markup.
- Use text mode when pasting in:
  - Text from another program such as Word.
  - Embed codes.
  - HTML, JavaScript or other code.
- Switch between visual and text modes using the tabs at the top-right corner of the writing window.
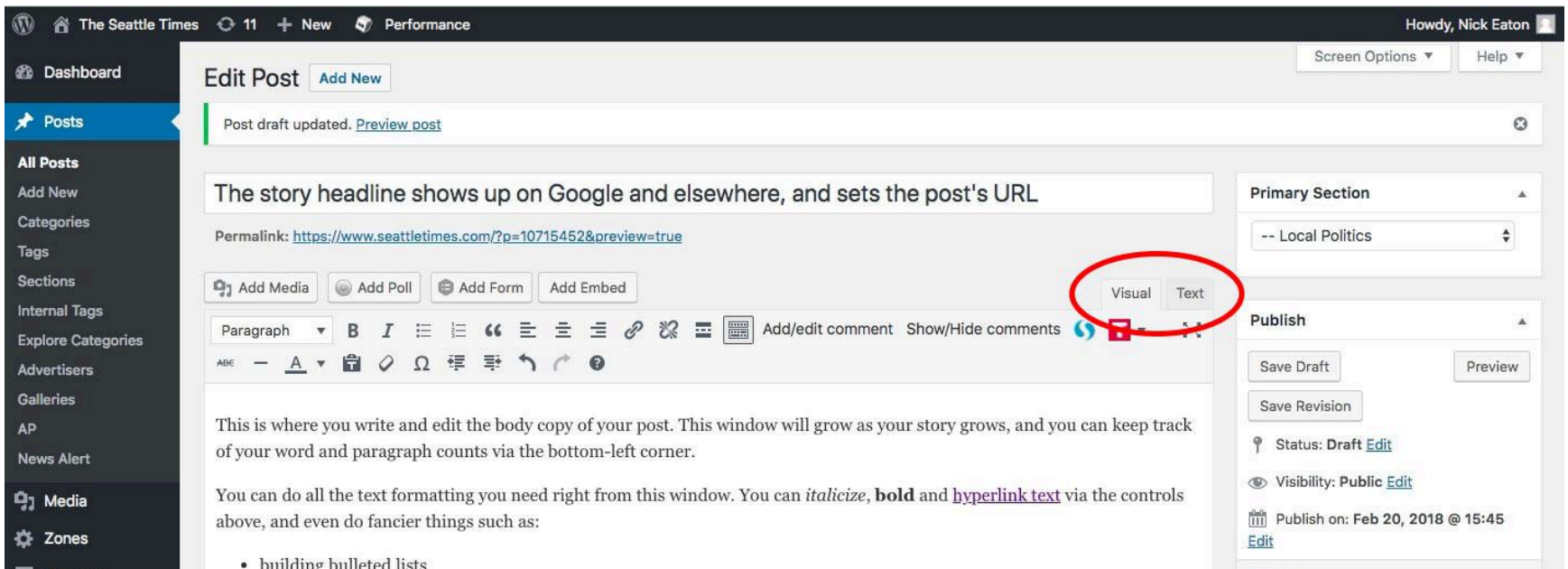
Adding Text

Headline

- Called **Title** in the WordPress post editor, the headline is the *most important element* for attracting readers to your post.
- The headline generates the published URL for your post.
- SEO (search-engine optimized) headlines are rich with keywords that people might be searching Google to find your post.
- Conversational headlines are becoming more common. You'll often see headlines online that are more than one sentence.
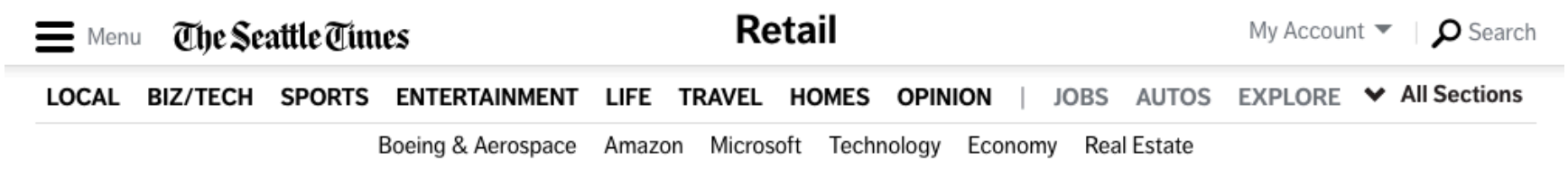

Alternate Headline

- When used, the Alternate Headline (or "alt hed") will appear in promo spots and headline lists across the website.
- The main headline will still be used on the post itself, and across the web on Google, Facebook, etc.

Body copy

- This is the main text of your post.
- Google looks at this text, as well, so it is preferable to have web-search keywords high in the post.
- Links are important. Use hyperlinks to point back to your previous coverage and other news outlets.

Pasting in text from another program

- If you copy-paste text from Word or another program into WordPress, you run the risk of pasting in hidden code that will alter the appearance of the body copy.
- To avoid strange formatting, switch to **Text Mode** first or use the **Paste as text** toggle button.
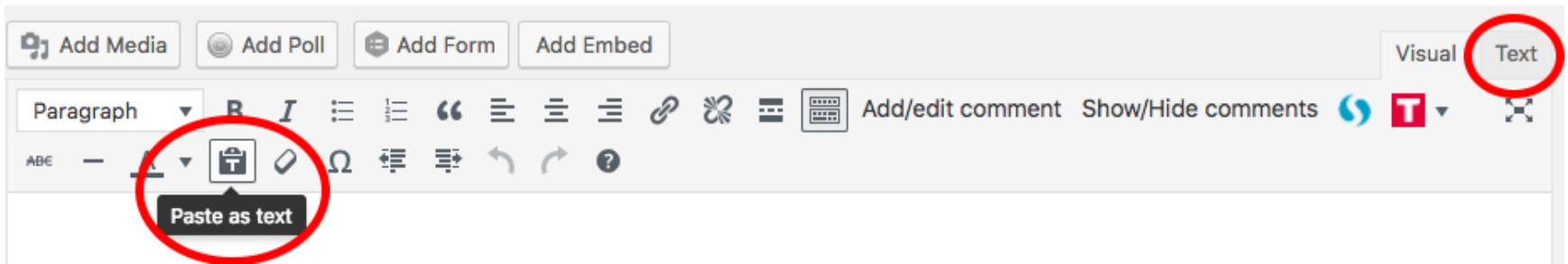
Summary

- Summarize the story in one or two sentences -- fewer than 254 characters.

- This is NOT a subhead. Do not write a summary as you would a subhead for print.
- Make it intriguing but not misleading. You want to draw in readers and not give away the story. Give it some thought.
- Do not simply repeat what's in the headline or lead. Copy-pasting a section of the story is lazy.
- Google also looks at this text, so think about adding web-search keywords. If there are important keywords you left out of the headline, consider including them in the summary.
- The summary appears:

Below Featured Media, above the byline

1 of 4   2018: Johnny Luera has been cutting hair in the University District for decades. But now it's time for the 83-year-old barber to retire. (Dean Rutz/The Seattle Times)

Fifty-three years and thousands of haircuts as a University District mainstay. At 83, Johnny Luera is calling it quits and planning for a future without that barber chair.

Share story

By Erik Lacitis
Seattle Times staff reporter

f   Share

The days are counting down for Johnny Luera and his barbe University District.

✉   Email

Fifty-three years. Thousands and thousands of haircuts, all still make sure to stop by Johnny's, as everybody calls him.

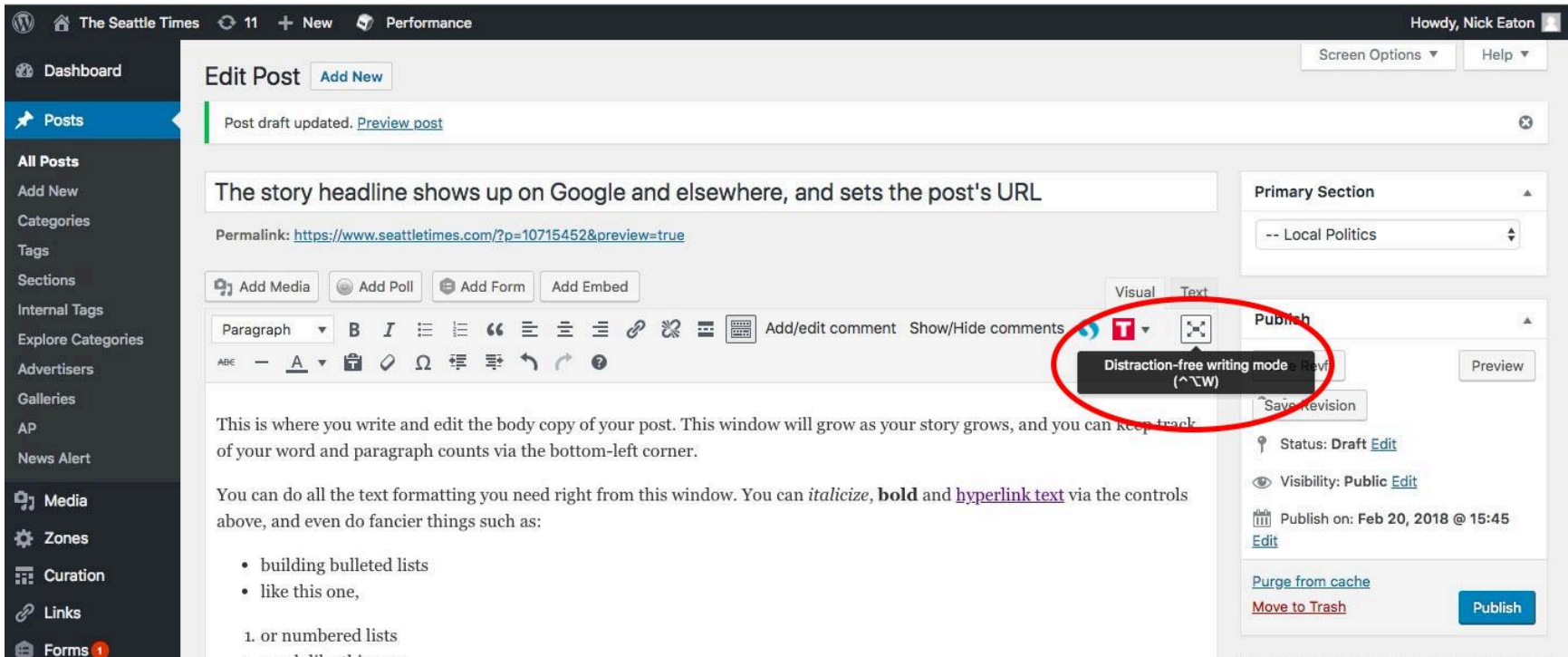**On the website in promo positions**

Local news
Longtime University District barber Johnny Luera says it's time for his final cut

Fifty-three years and thousands of haircuts as a University District mainstay. At 83, Johnny Luera is calling it quits and planning for a future without that barber chair.

In Facebook posts

Distraction-free Writing Mode

- Click the X-like icon at the top-right corner of the post toolbar to enable Distraction-free Writing Mode. This removes everything from view except the writing window.

Adding Visuals

Requesting a photo or graphic

- Please refer to our **Workflow Guide** documentation.

Featured Media

- Featured media is the the main art that displays at the top of a post.
- Featured media can be a photo, gallery, graphic, illustration, video or even an interactive.
- These are added to a post via the **Featured Media** widget.

Photo, graphic or illustration

1. To add a photo, graphic or illustration, click your cursor inside the **Featured Media** widget's text box to activate it, then click on the **Add Media** button.

- A window titled **Insert Media** will pop up. It allows you to browse the images in the WordPress **Media Library**. WordPress treats photos, graphics and illustrations the same.
2. Scroll through the most recently added images, or use the search box to find the photo you are looking for.
   - This search function can be finicky. If you are having trouble finding your image, try a few different keywords. If you know the exact filename of the image you're seeking, type that into the search bar.
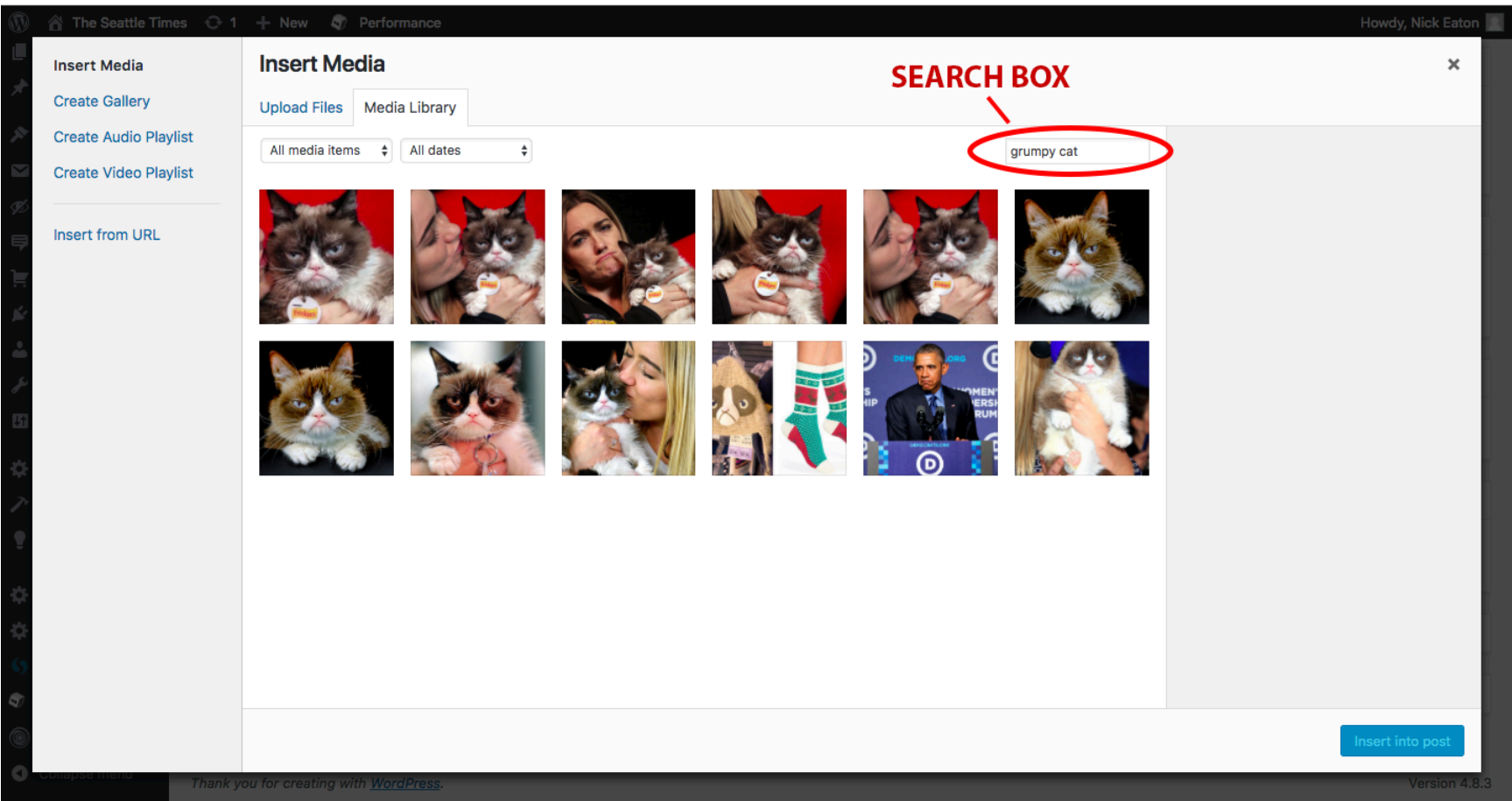
3. Select an image by clicking on its thumbnail. That image's information will appear at the right-hand side.
4. You can edit the image caption here. Be sure to include an image byline, which should generally look something like:
   - (Photographer Name / The Seattle Times)
   - (Photographer Name / Associated Press)
   - (Washington State Patrol)
   - (Courtesy of Reader Name)
- **Important:** Changing an image's caption will change the caption *everywhere* that image appears on our website. If you want to edit the caption for your story only, you will need a duplicate image file uploaded to the Media Library. This is why you will often see many copies of the same photo in the Media Library.
5. Once you are happy with the photo and its caption, click the **Insert into post** button.
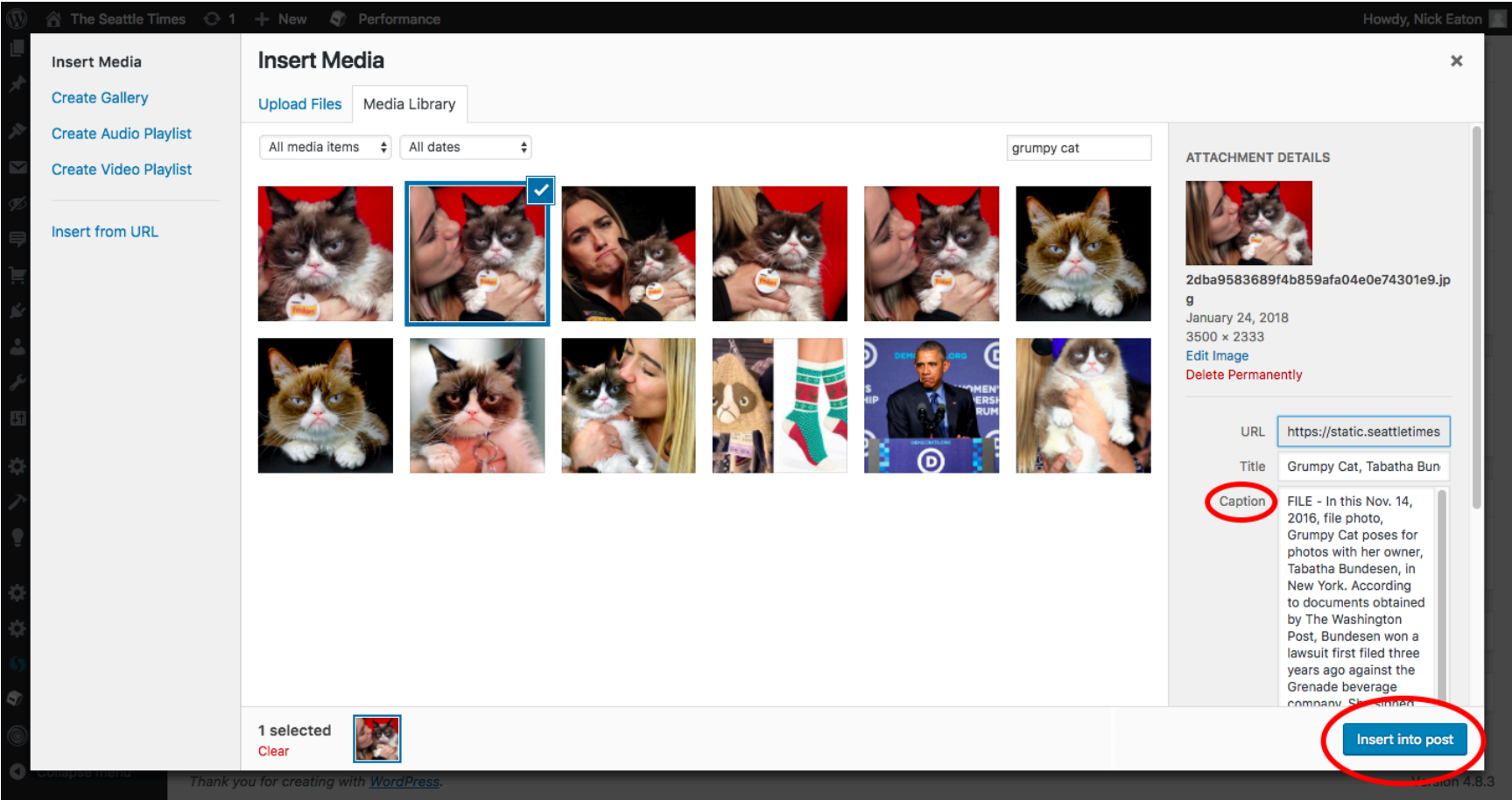
- The photo is now added to Featured Media.
6. To edit a caption, or to change the image in Featured Media, simply click on the image to activate the edit controls.
7. Click on the **pencil** icon to edit the image, or click on the **X** icon to delete the image.
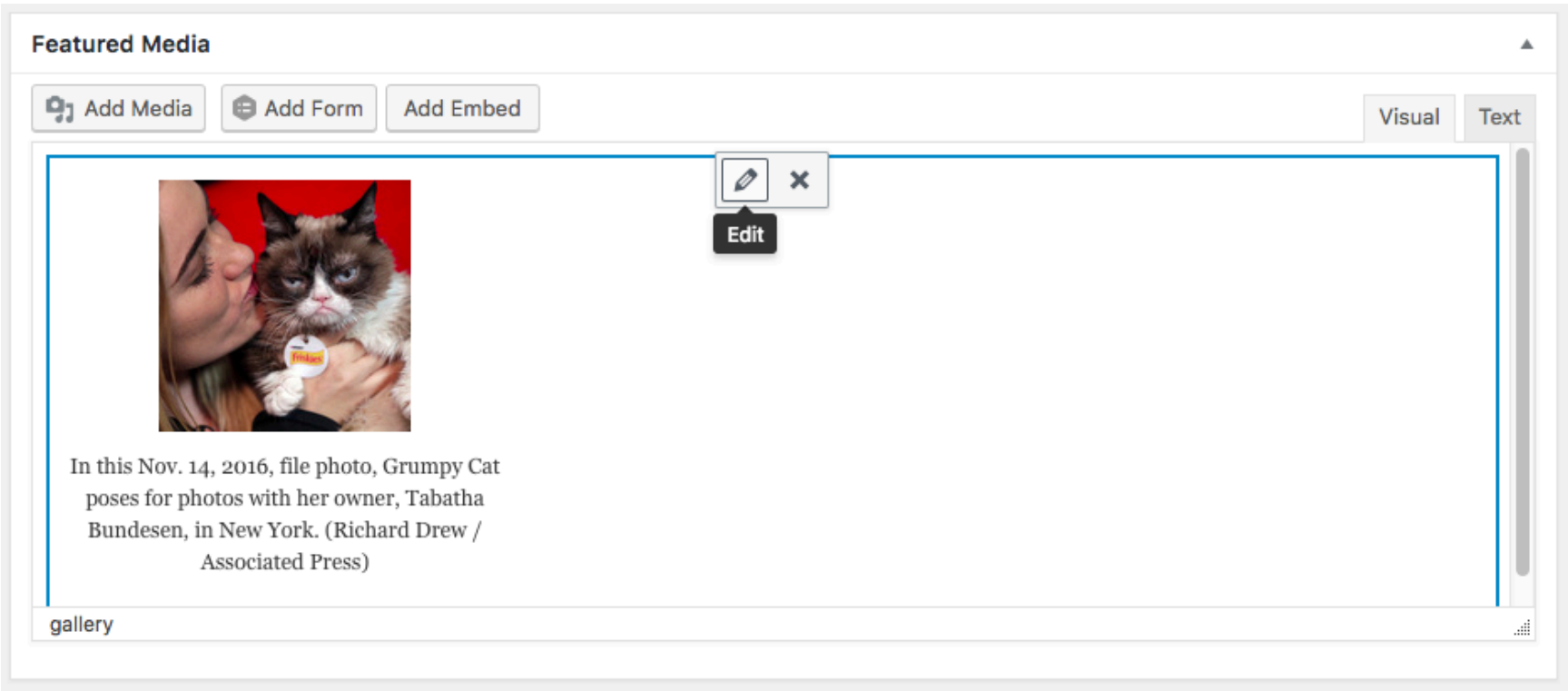

Multiple images

1. To place multiple images at the top of the post, first add one image to Featured Media using the steps above.
2. To insert more images, open back up the image editor using the "edit" pencil icon shown above.
3. Click **Add to Gallery** to browse the Media Library.
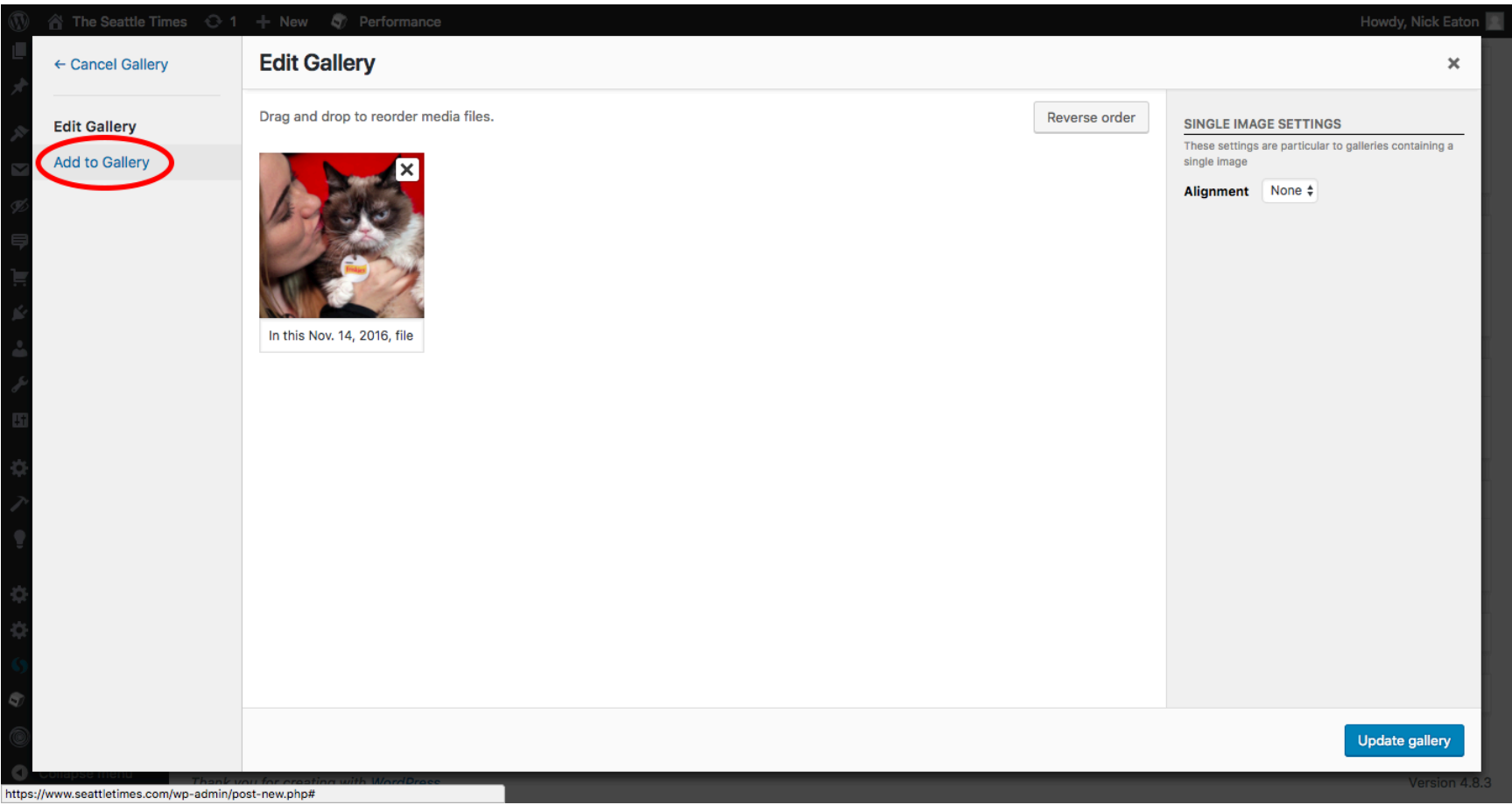
4. Browse or search the Media Gallery for images to add to the gallery. Click on an image to select it and add it to the gallery. This will also open its information, where you can edit the caption.
5. Click on an image again to deselect it and remove it from the gallery.
6. Selected images are denoted by a check mark.
7. Click the **Add to gallery** button to add the selected images to the gallery.
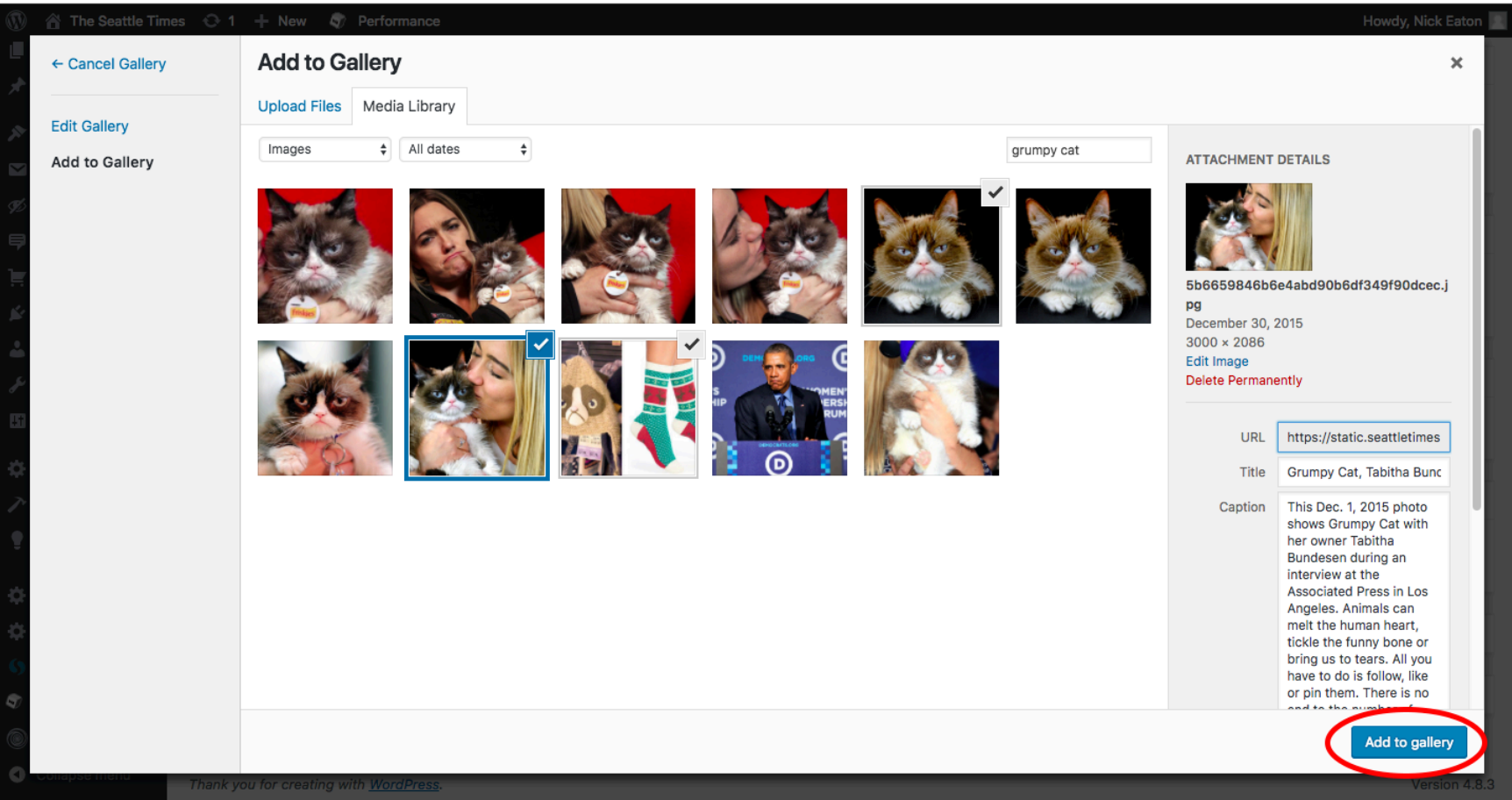
8. The next screen shows all the images you have selected for the gallery. You can remove images using the X icon at the top-right corner of each image thumbnail.

9. Click the **Update gallery** button to update the gallery.
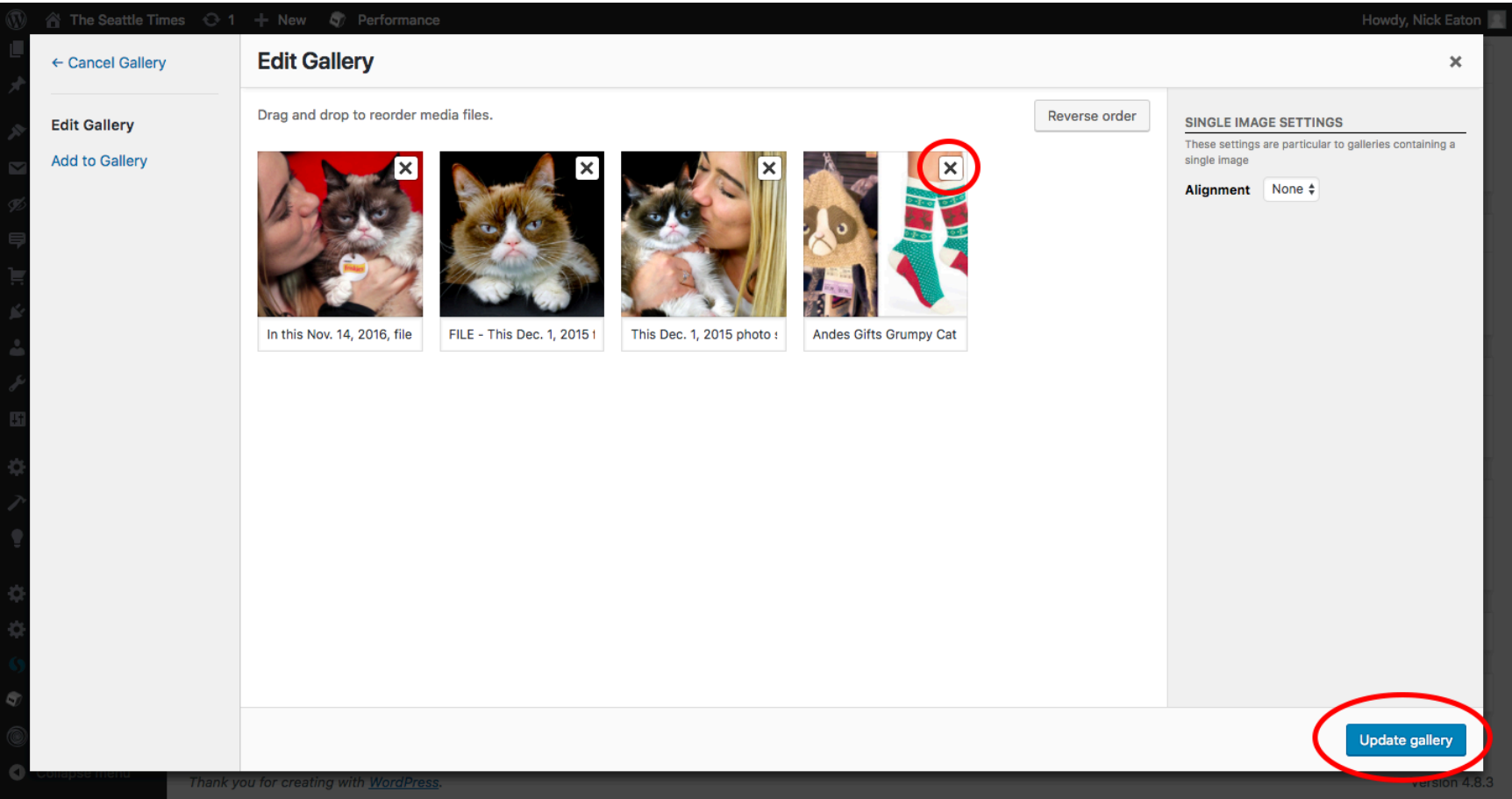
● You can add dozens and dozens of images, but the optimal number of images for a post is fewer than 10.

Pre-built gallery

● Image galleries can be built as separate posts in WordPress, then added to Featured Media in other posts.
● See **Post Formats: Gallery** to learn how to build a separate gallery post.

1. First obtain the URL or WordPress ID number of that gallery post. The ID will likely be an eight-digit number.
2. To add a gallery to Featured Media, click the **Add Embed** button,

Featured Media ▲

[📷 Add Media] [⬡ Add Form] [Add Embed]   [Visual] [Text]
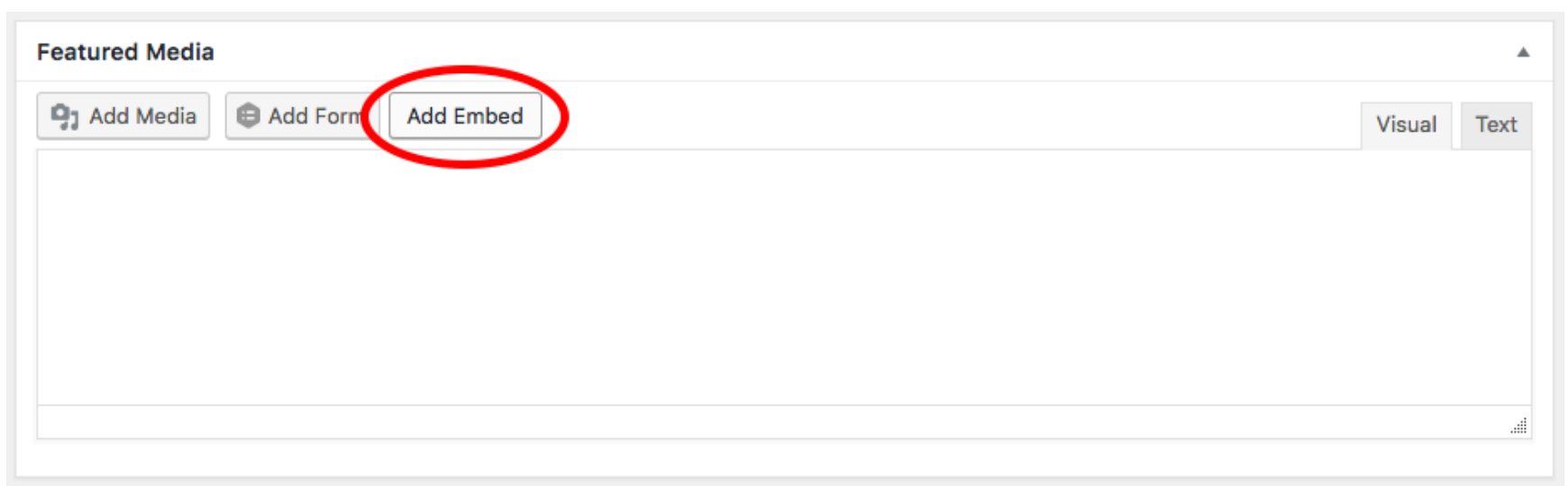
3. A window with a drop-down menu appears. Select **Gallery**.
4. To tell WordPress which gallery you want to add, either:
   a. paste in the URL of the gallery post, or
   b. paste in the WordPress ID number of the gallery post.
5. Click the **Insert Shortcode** button.

Add Embed   ✖

1. What would you like to place on the page?

[Gallery   ⬍]

2. Gallery Embed

Gallery URL
Gallery URL with Post ID in it

[ex. http://localhost.seattletimes.com/wp-ad]

ID
Gallery Post ID

[12345678]

[Insert Shortcode]

- This inserts a WordPress shortcode into the Featured Media box. It should look something like: [galleryPost id="12345678" /]

Brightcove video

- Videos already uploaded to Brightcove can be added to Featured Media.
- If you need a video uploaded to Brightcove, ask your friendly photo/video producer.

1. Before the next step, you may want to obtain the Brightcove ID number of the video you want to add. The ID will likely be a 13-digit number. However, you can search for the video from within the Add Embed window.
2. To add the video, click inside the Featured Media text box to activate it, then click the **Add Embed** button (shown above).
3. A window with a drop-down menu appears. Select **Brightcove Video**.
4. Under the heading **Search for a Video or Enter a Video ID**, you can do either of those options in the text box below.
5. If you are using a Brightcove ID, simply paste the ID number into the text box and click the Insert Shortcode button.
6. If you are searching for the video, type a search term and click the **Search for Video** button.
7. Click on the video you want to add.
8. Click the **Insert Shortcode** button.
9. Be sure the video is not labeled INACTIVE.

- This inserts a WordPress shortcode into to the Featured Media box. It should look something like:
  [brightcove2014 videoid="1234567891234" featured_media="true" /]

YouTube video

- Videos on YouTube can be added to Featured Media.

1. First, you must obtain the YouTube video ID number. That is the string of numbers, letters and symbols at the end of the URL for an individual video.
2. Be sure to copy *everything* after the equals sign.

3. Back in WordPress, to add the video, click inside the Featured Media text box to activate it, then click the **Add Embed** button (shown above).
4. A window with a drop-down menu appears. Select YouTube Video.
5. Under the heading Video ID, paste the YouTube video ID you obtained.
6. Click the Insert Shortcode button.

- This inserts a WordPress shortcode into to the Featured Media box. It should look something like:
  [youtube url="https://youtube.com/embed/dQw4w9WgXcQ?feature=oembed" /]

Pre-built interactive

- Interactive graphics or other elements produced in our newsroom can be added to Featured Media.

1. First, you must obtain the published URL of the interactive. It will look something like:
   https://projects.seattletimes.com/2018/local/homicides-2017/
2. To add the interactive, click inside the Featured Media text box to activate it, then click the **Add Embed** button (shown above).
3. A window with a drop-down menu appears. Select **Responsive Frame (iFrame)**.
4. Under the heading **URL**, paste in the interactive's published URL.
5. Under the heading **Title**, write a short description of the interactive.
6. Click the **Insert Shortcode** button.

- This inserts a WordPress shortcode into to the Featured Media box. It should look something like:
  [responsiveFrame url="https://projects.seattletimes.com/2018/local/homicides-2017/" width="auto" id="" title="Interactive map: King County homicides in 2017" /]

Teaser Image

- Teaser images appear in website promo spots and next to stories in our iPhone and Android mobile apps.

Homepage promo (triplet) **Homepage section block** **Seattle Times iPhone App**
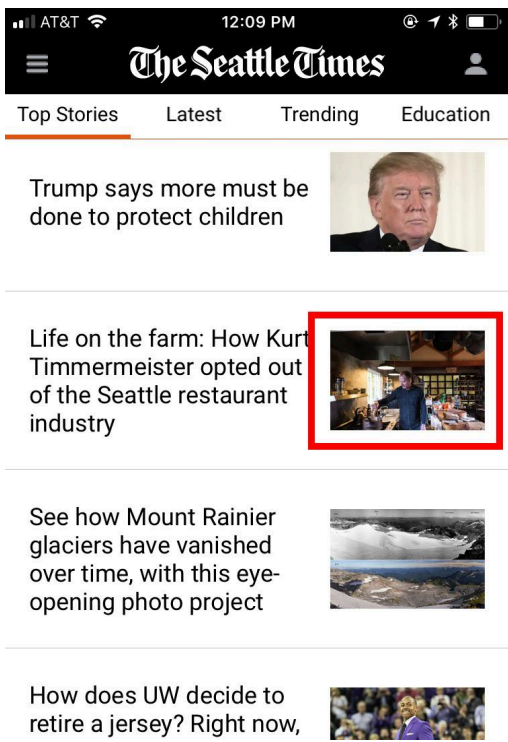
- Optimally, every post should have a teaser image.
- **IMPORTANT:** Teaser images must have specific dimensions: 780 pixels wide by 501 pixels tall (14:9 ratio)
- You can ask a photo producer to create a correctly sized teaser image for a post.

1. Find the **Teaser Image** widget and click the **Attach a File** button.
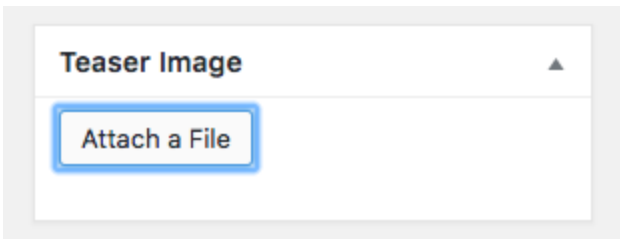
- A window titled **Choose an Attachment** will pop up. It allows you to browse the images in the WordPress **Media Library**.
2. Scroll through the most recently added images, or use the search box to find the photo you are looking for.
   - This search function can be finicky -- if you are having trouble finding your image, try a few different keywords. If you know the exact filename of the image you're seeking, type that into the search bar.
3. Often, you will find what appear to be multiple versions of the same image.
4. Choose the image that has a size of 780 x 501. The size can be found in the **Attachment Details**.
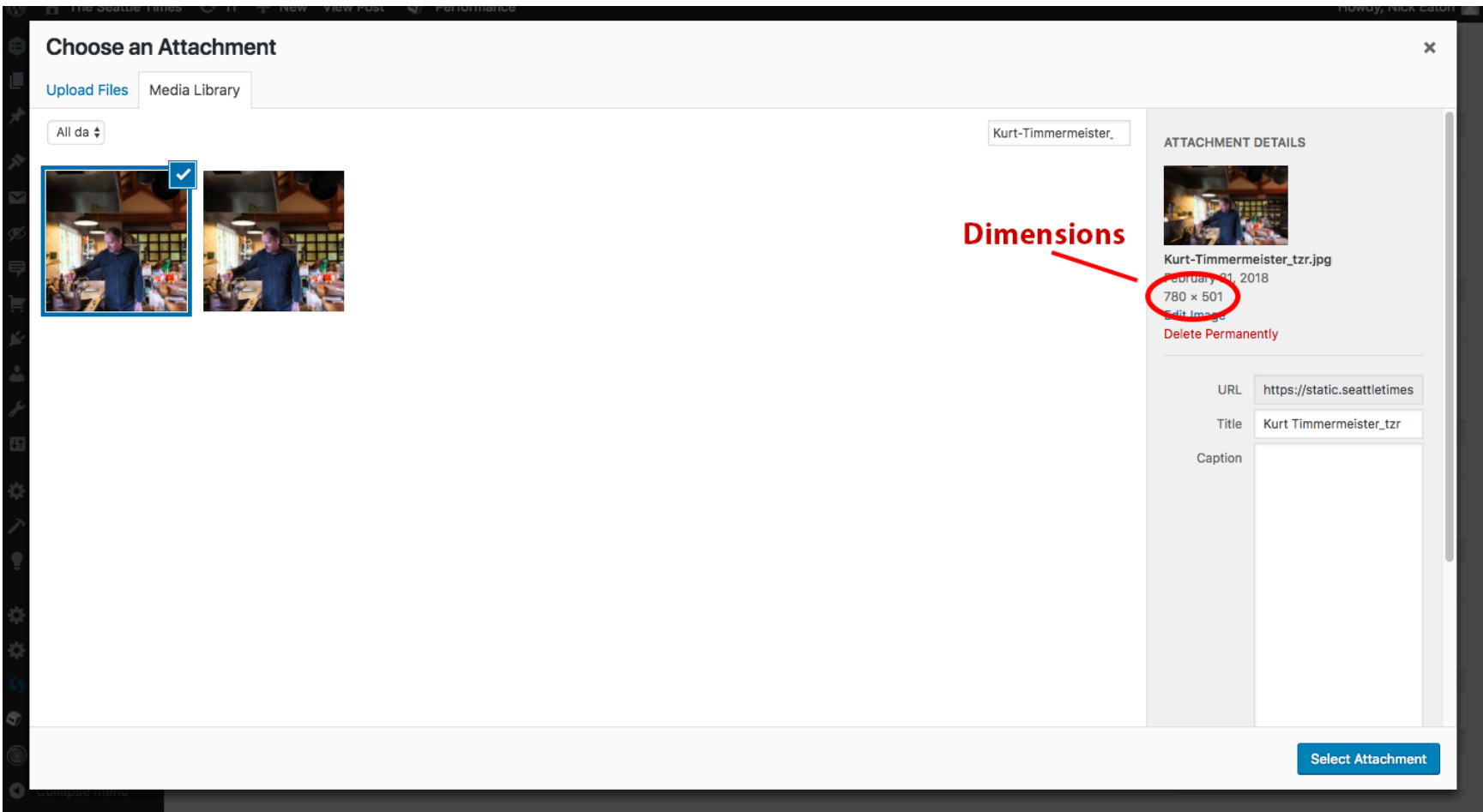
5. Click the **Select Attachment** button to add the teaser image to your post.
- You can change the teaser image by repeating these steps.

In-line visuals

- Adding visuals into the body copy itself is very much like adding them to Featured Media.
1. Place your cursor where in the text you would like to add a visual.
2. Use the **Add Media** button above the body copy window to add photos, graphics or illustrations.
3. Use the **Add Embed** button to add a gallery, Brightcove video, YouTube video or interactive.
4. Follow the same steps as above.

Full-width images

- By default, adding an image to the body copy will make it span the full width of the post's content area.

## Aligning images left or right

- To slide an image left or right in the body copy, they must be given an appropriate alignment.
- This will also make the image smaller. Readers can click on the image to enlarge it on their screen.
- Only single images can be aligned left or right; galleries, videos, interactives and other embeds cannot.
1. Add an image to the body copy using the steps above.
2. Once it is added, click on the image to activate it, then click the pencil icon to edit it.
3. Use the **Alignment** drop-down menu at right to select **Left**, **Right** or **None**.
   - **Left** aligns the image to the left.
   - **Right** aligns the image to the right.
   - **None** returns the image to the full-width default.
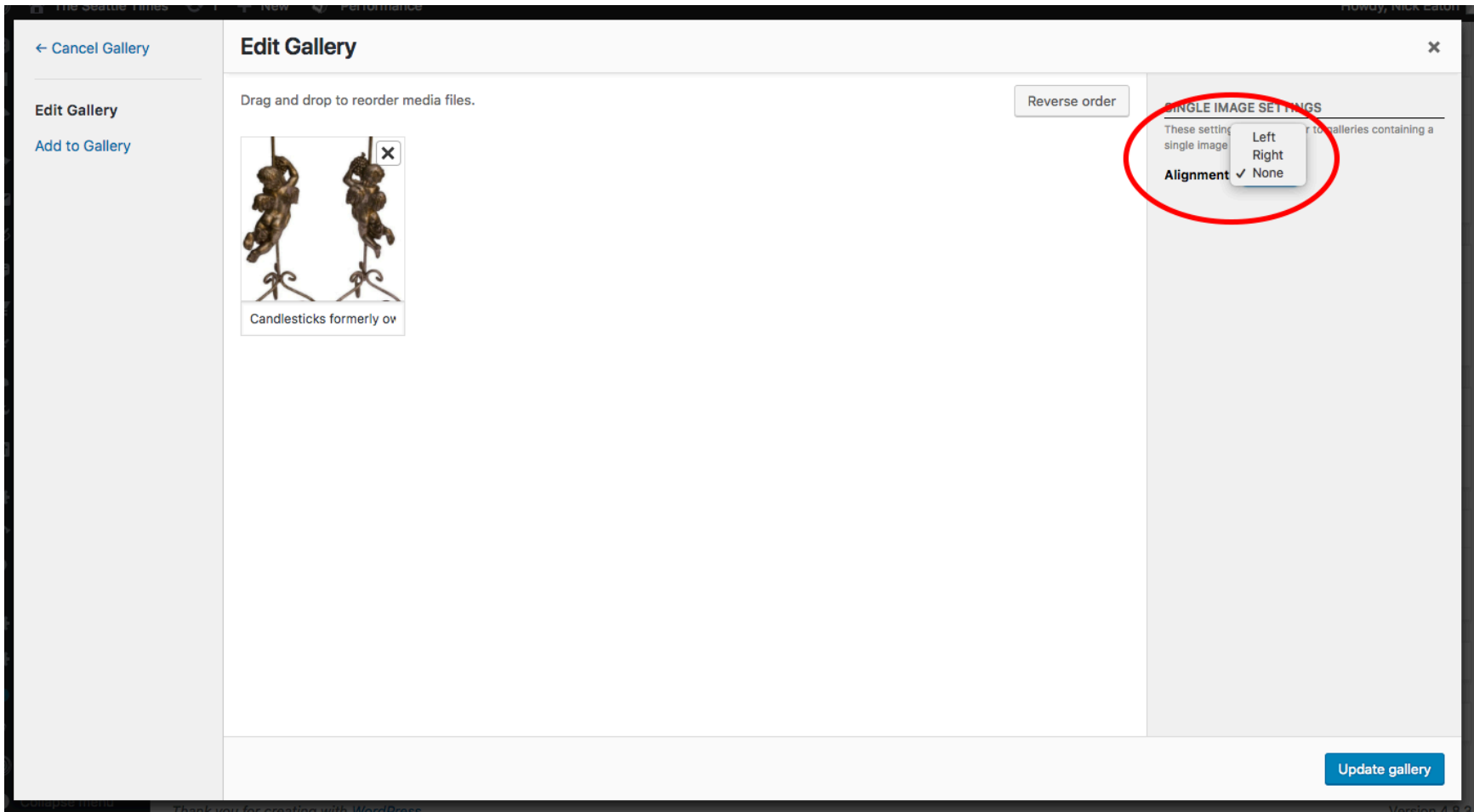
4. Click the **Update gallery** button to update the image.
- The image appears unchanged in the WordPress post editor, but it will be aligned on the published post.

Media Library

- The WordPress Media Library is our repository for all images, including photos, graphics and illustrations.
- You can browse, edit and add images from within the Media Library.
- It includes all images in the system, including wire photos that are automatically added.
- Access the Media Library from anywhere in WordPress by clicking on the **Media** header in the left-hand sidebar.
  - It can also be accessed by clicking on the **Library** subhead.
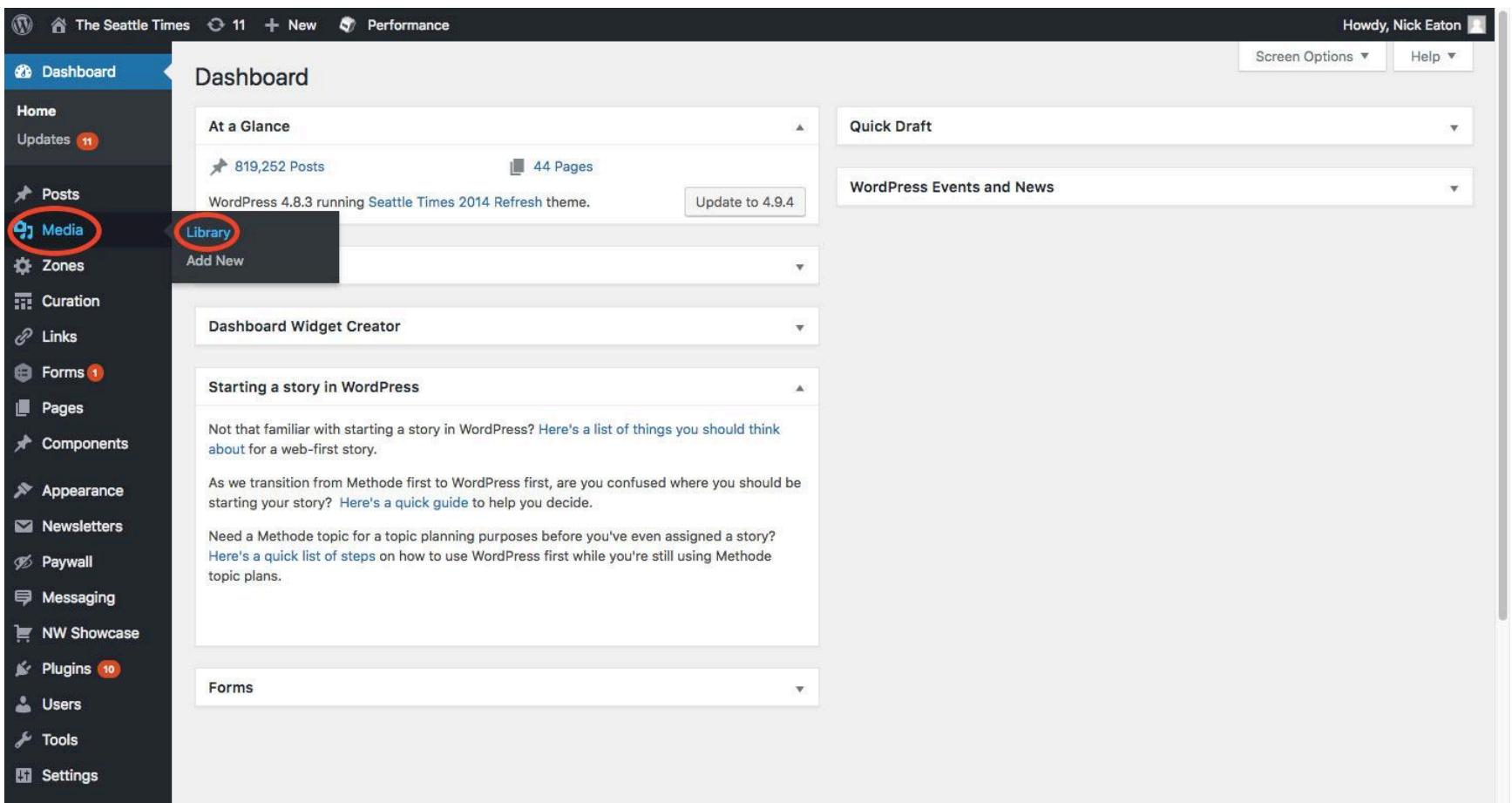
Adding images to Media Library

1. From anywhere in WordPress, hover your cursor over the **Media** header in the left-hand sidebar, then click **Add New**.
- Or, if you are already in the Media Library, you can use the **Add New** button at the top of the page.
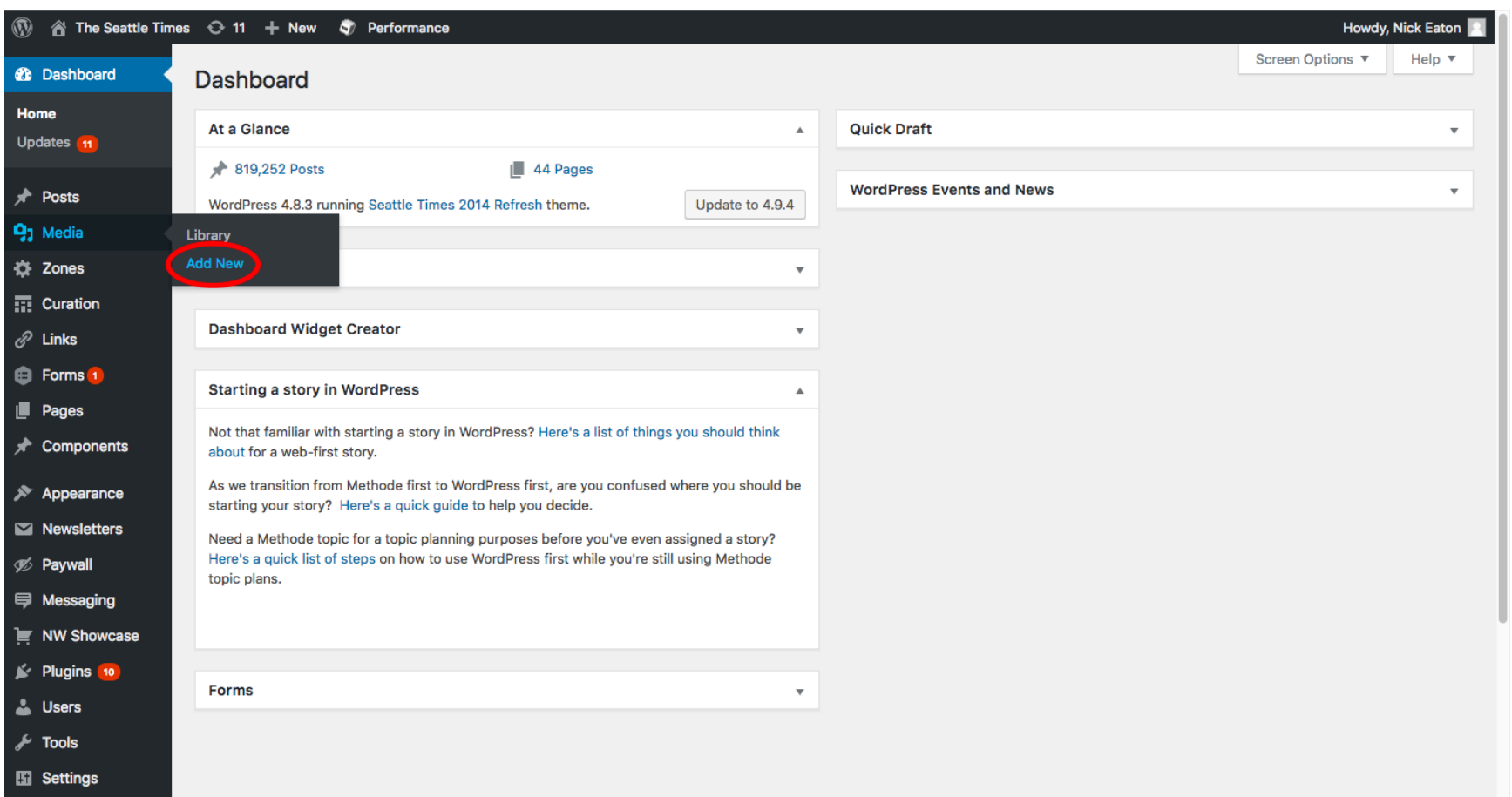
2. Click on the **Select Files** button.
3. Find the file(s) on your computer, select it (or them) then click the **Open** button.
- Alternatively, you can drag and drop files from your computer directly into the box denoted by a dotted line.
- **Important:** When selecting an image to use, keep in mind that it should have at least 2400 pixels of resolution on the longer of its two dimensions. Images smaller than that may display incorrectly.
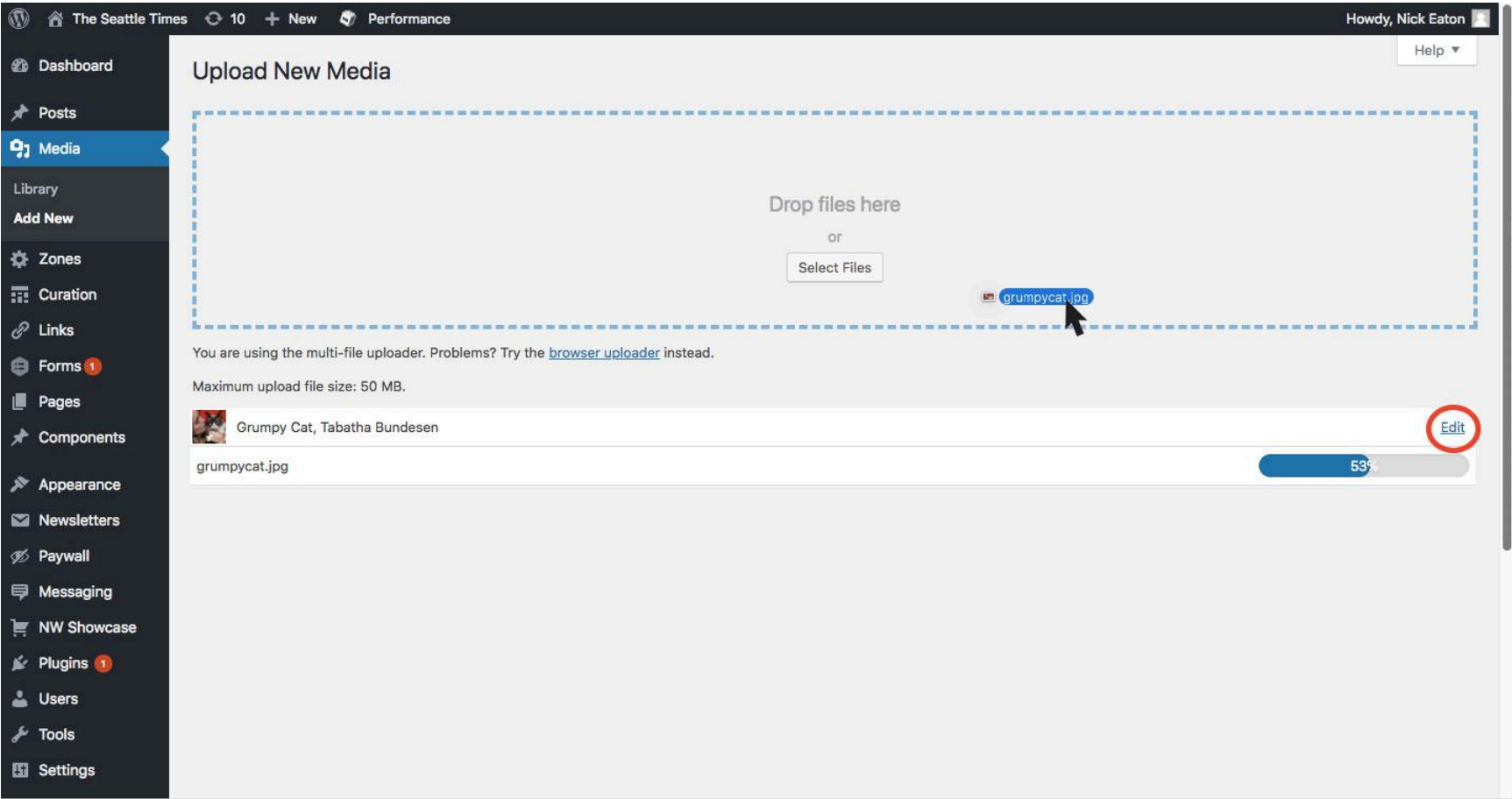
- The image(s) appear below the drag-and-drop box, and a progress bar appears while an image is uploading
4. Once an image is uploaded, click the **Edit** link to open the image editor.

Editing images in Media Library

- You can browse for images in the Media Library by using the filters, clicking through pages or searching.
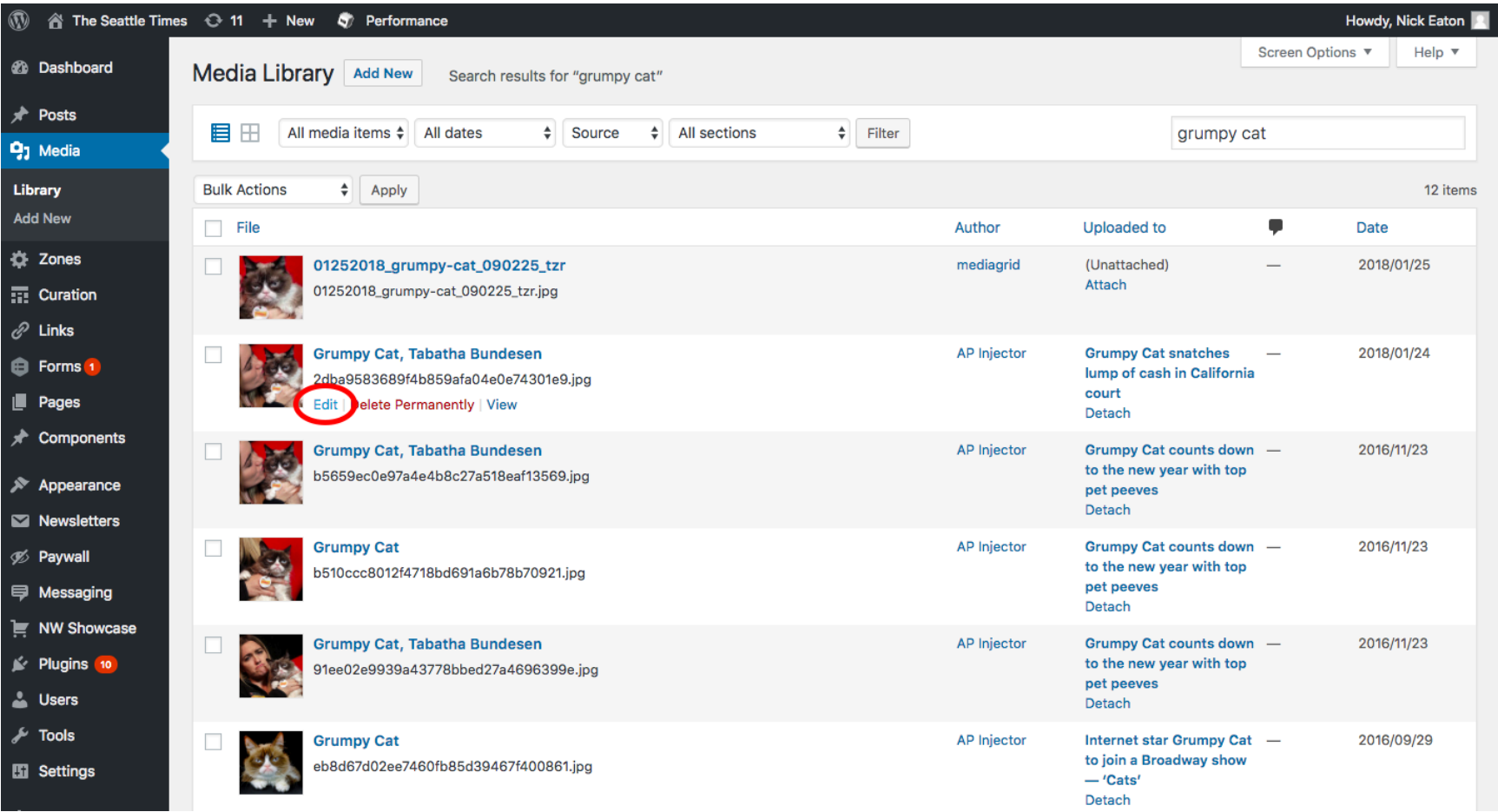
- Hover your cursor over the image you want to edit, then click the **Edit** link.
  - Never click **Delete Permanently**!

1. From the **Edit Media** screen, you can write/edit a caption, add alternative text, edit the image title and view dimensions.
   ○ **Caption:** This text will appear below the image wherever it appears on the website or mobile apps. Be sure to include an image byline, which should generally look something like:
     ■ (Photographer Name / The Seattle Times)
     ■ (Photographer Name / Associated Press)
     ■ (Washington State Patrol)
     ■ (Courtesy of Reader Name)
   ○ **Alternative Text:** This descriptive text assists visually impaired readers who have special software that reads out the contents of a website.
   ○ **Description:** We generally use this field to hold the image's original caption, for reference.
2. When you are satisfied with your edits, click the **Update** button.

Using embed codes

- You can embed media from other websites, but there are some things you must be aware of.
- You must switch to **Text Mode** before pasting in any embed code. (See Visual Mode vs. Text Mode.)
- You must then wrap that embed code in **[raw] tags**.

Using [raw] tags

- If you are pasting code, such as an HTML table or an embed code, into your story via Text Mode, it is best to wrap that code in the following tags: **[raw]** and **[/raw]**
- This is illustrated in the examples below for embedding tweets and documents from Document Cloud.

Embedding tweets

- Twitter posts, or tweets, can be embedded directly into the body copy of a WordPress post.

1. Check whether the tweet you would like to embed contains emoji. If so, skip to the next section. If not, continue these steps.

2. Copy the URL of the tweet you would like to embed in a post. It should look something like this:
   https://twitter.com/DangeRussWilson/status/961321827338342400
3. Back in the WordPress post editor, create a new paragraph where you want to add the tweet.
4. Paste in the tweet URL.
- The tweet will automatically embed itself in your story.

If your tweet contains emoji

- WordPress will not automatically convert a Twitter URL into an embedded tweet if the tweet contains emoji. This is a bug.
- To embed a tweet with emoji, you will need to use an embed code.

1. Open the tweet itself in your web browser.
2. Click the small down-arrow in the top-right corner of the tweet.
3. Click on **Embed Tweet**.

4. A new window pops up with the embed code automatically highlighted.

5. Make sure the **Include media** checkbox is checked, then copy the embed code.
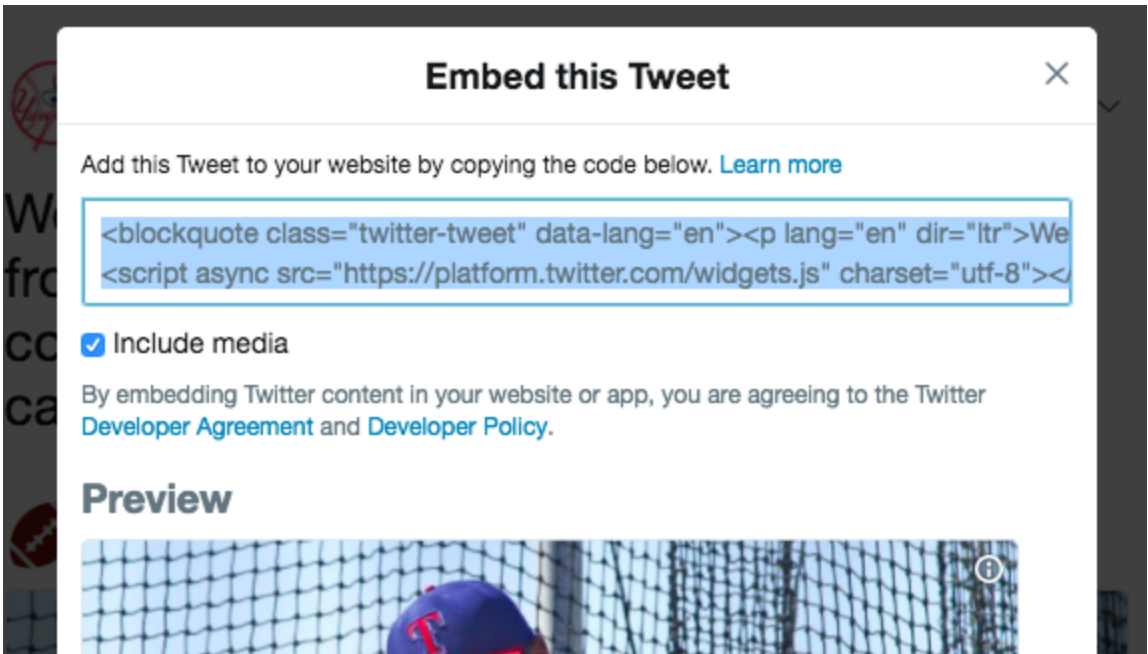
6. Return to your post in WordPress.
7. Use the tabs at the top-right corner of the writing window to switch to **Text Mode**. (See Visual Mode vs. Text Mode.)
8. Paste in the embed code where you would like to add the tweet.
9. Manually remove the emoji from the embed code.
10. Wrap the embed code in the following tags: **[raw]** and **[/raw]**
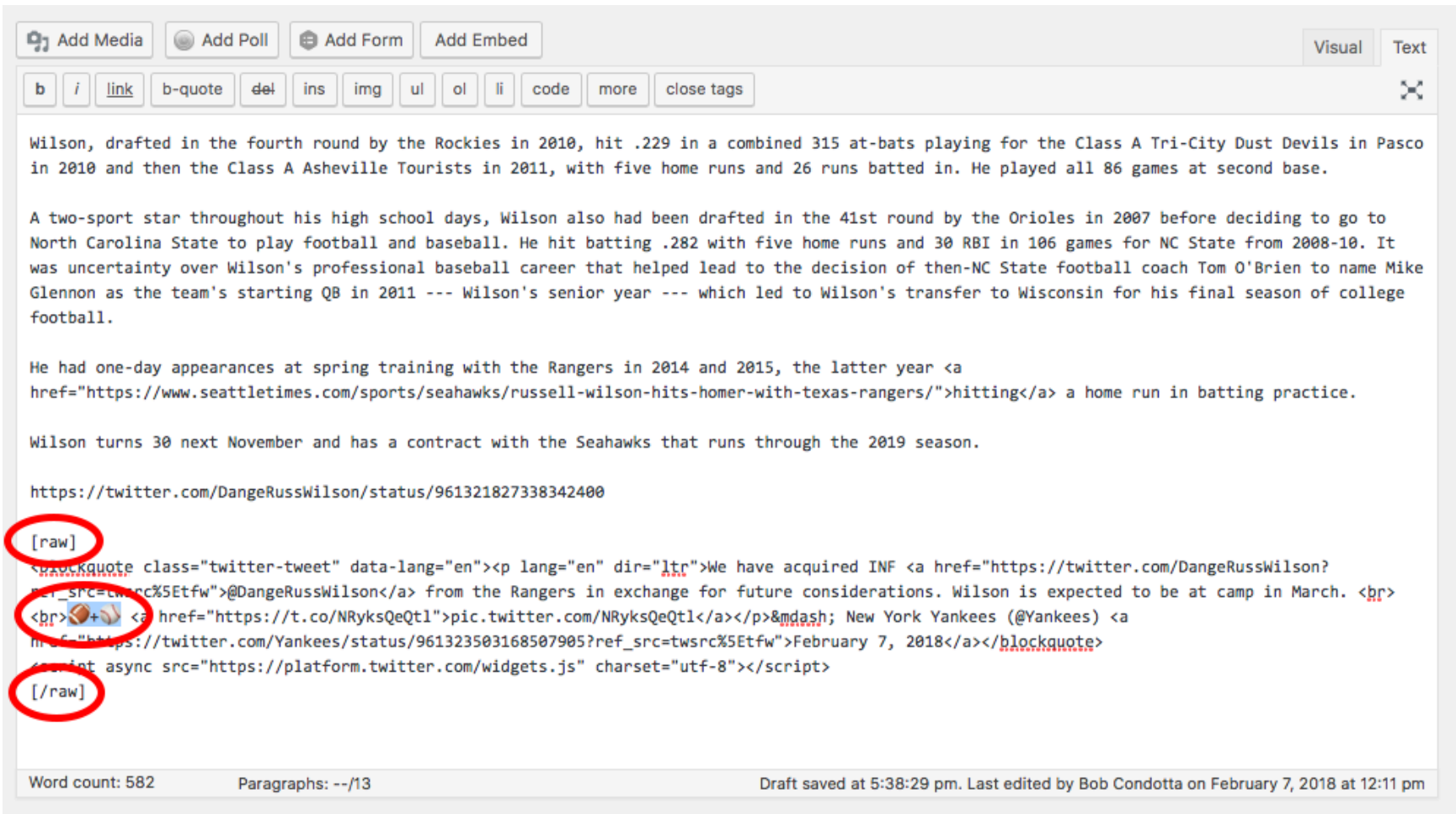
- It is now safe to return to **Visual Mode** using the tabs at the top-right corner of the writing window.
- The tweet you just manually embedded appears in the writing window as <mark><raw code></mark>, but it will display in the published post.

Embedding a document from Document Cloud

- Each Seattle Times journalist should have a Document Cloud account.
- Once a document is uploaded to Document Cloud, it can be embedded into a WordPress post.

1. From your document on Document Cloud, click on the Embed this Document link in the right-hand sidebar.
2. A black window will pop up with the heading **Step One: Review "(document name)."** Click the Next button.
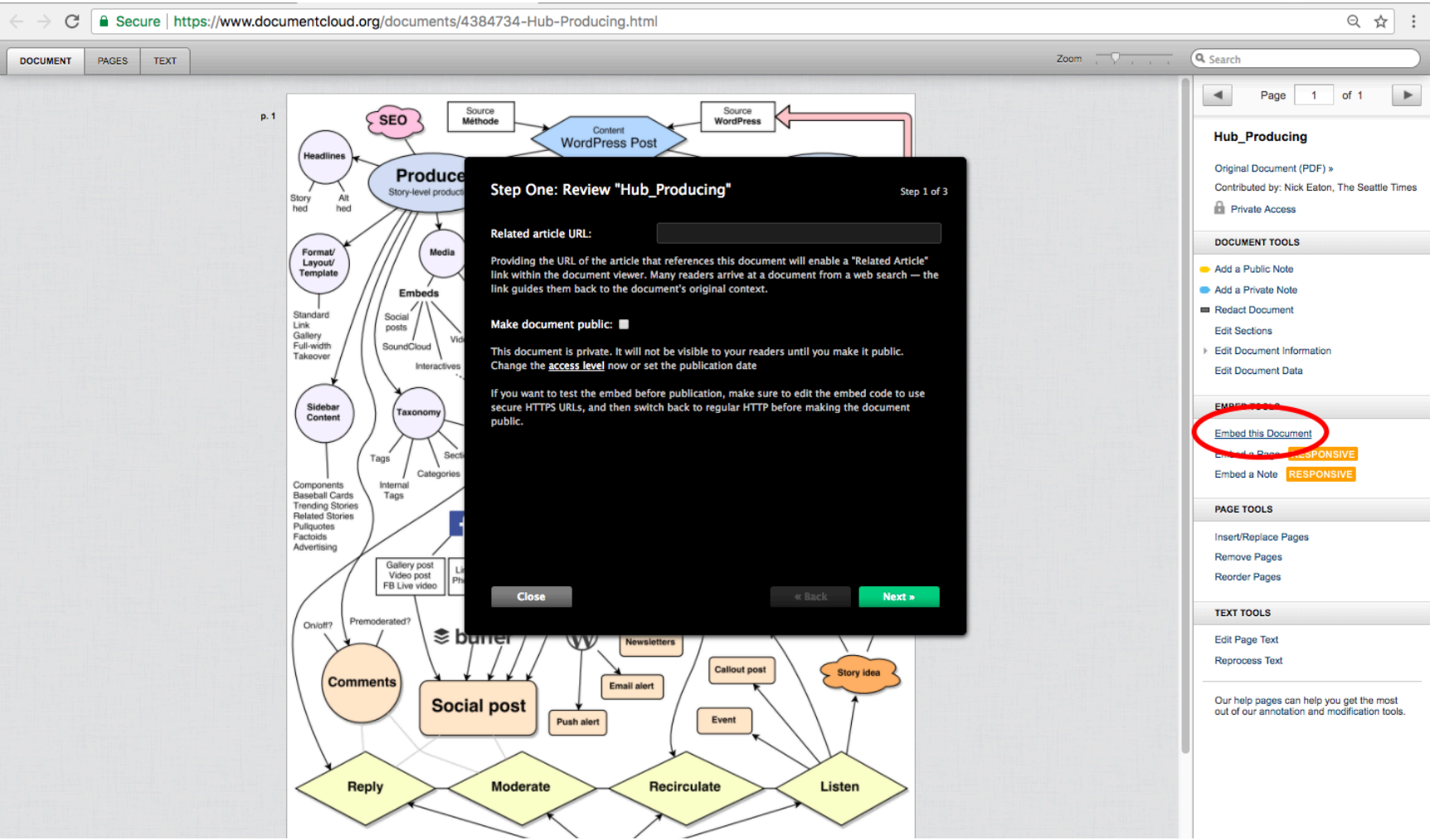
3. On the next window, **Step Two: Configure the Document Viewer**, ensure all three checkboxes are unchecked:
   a. Show the sidebar
   b. Show the text tab
   c. Link to the original PDF
4. Click next. The final window, **Step Three Copy and Paste the Embed Code**, will appear.
5. Highlight and copy the embed code. Do not use the WordPress shortcode below it.
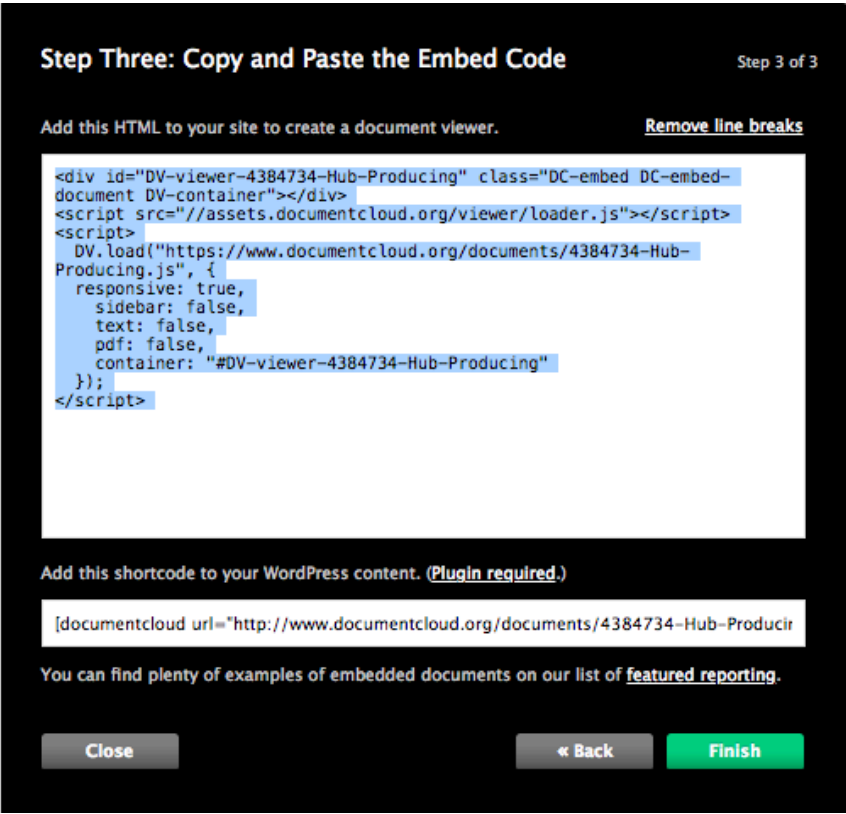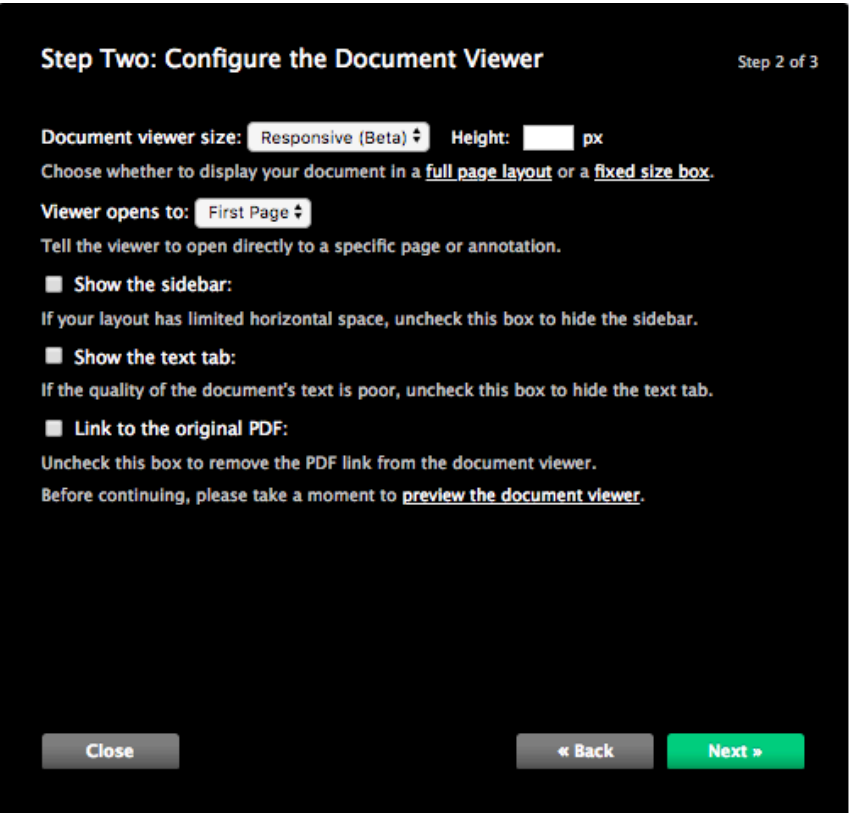
6. Return to your post in WordPress.
7. Use the tabs at the top-right corner of the writing window to switch to **Text Mode**. (See Visual Mode vs. Text Mode.)
8. Paste in the embed code where you would like to add the document.
9. Wrap the embed code in the following tags: **[raw]** and **[/raw]**
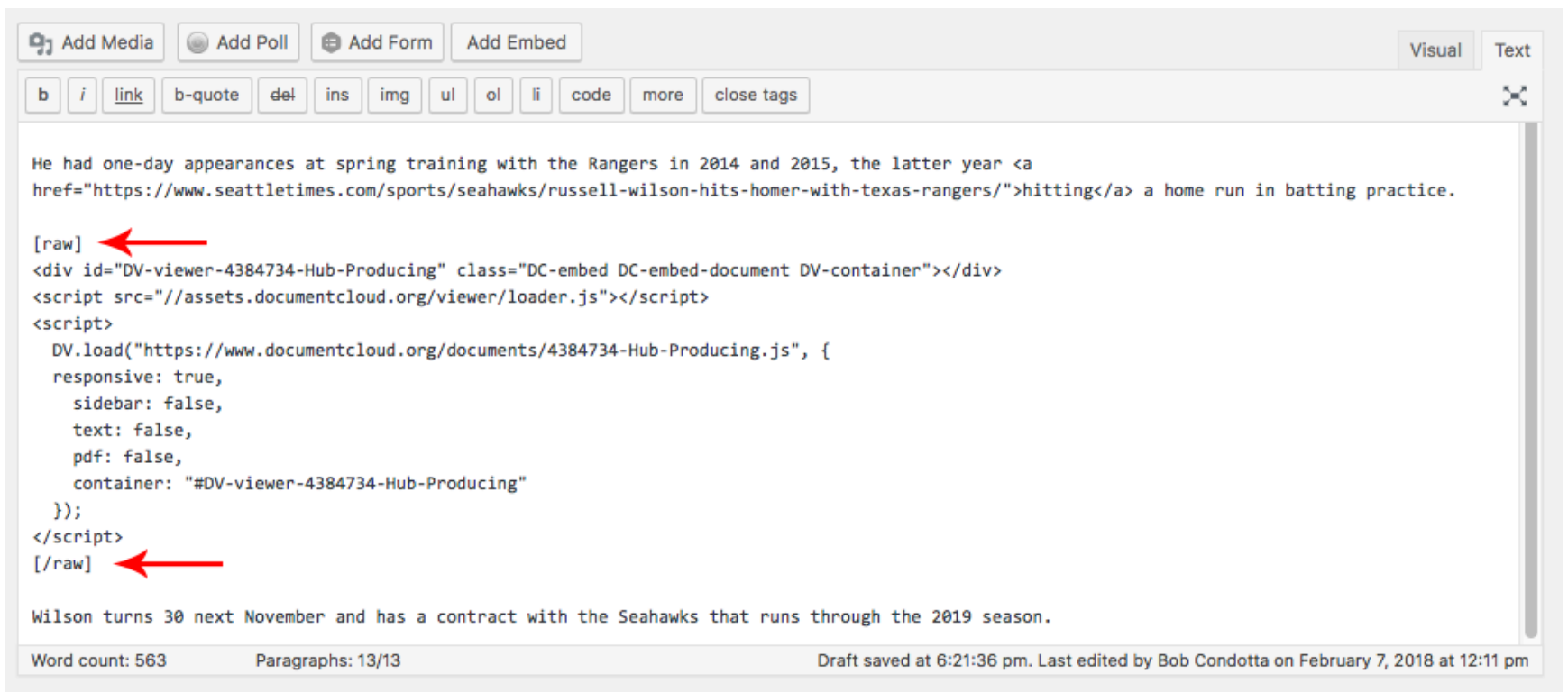
```
[raw]
<div id="DV-viewer-4384734-Hub-Producing" class="DC-embed DC-embed-document DV-container"></div>
<script src="//assets.documentcloud.org/viewer/loader.js"></script>
<script>
  DV.load("https://www.documentcloud.org/documents/4384734-Hub-Producing.js", {
  responsive: true,
    sidebar: false,
    text: false,
    pdf: false,
    container: "#DV-viewer-4384734-Hub-Producing"
  });
</script>
[/raw]
```

- It is now safe to return to **Visual Mode** using the tabs at the top-right corner of the writing window.
- The document you just embedded appears in the writing window as <mark><raw code></mark>, but it will display in the published post.

Embedding other media

- All embed codes are inserted the same way. Use the steps above if you want to add other embeds.

Taxonomy

Primary Section

- The primary section describes the general topic of a story.
- It also sets part of the post's URL.

1. From within the WordPress post editor, locate the **Primary Section** widget.
2. Use the drop-down menu to select the topic that *most closely* describes the topic of the story.
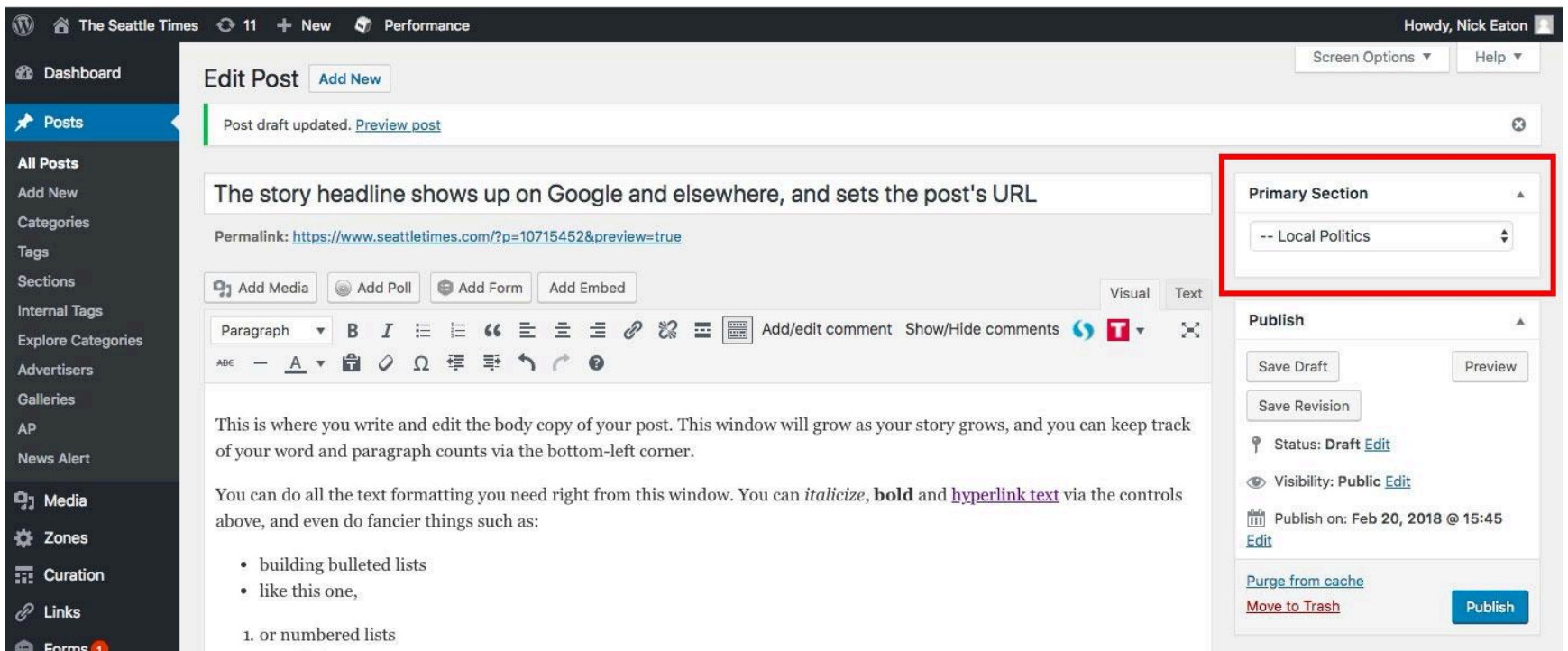
- **IMPORTANT:** The primary section *must not be changed* after a story is published.
 - Doing so will create a duplicate post on the website, which splits readership, confuses Google, hurts SEO and causes problems for tracking analytics.
  - Be sure to pick the correct primary section before publishing.
  - The **Analytics Hub** tracks a story by only the primary section under which a story was *first* published.

Sections

- Adding additional sections -- sometime referred to as "subsections" -- will ensure the story appears in the appropriate headline lists, river pages and mobile app categories.
- Sections can also be used to drive Related Story sidebars and lists for posts.

1. From within the WordPress post editor, locate the **Sections** widget.
2. Scroll through and check all sections that apply to the story.

- This could be anywhere from one section to as many as eight, or more. There is no limit, and you want to make sure the story appears in all appropriate automatic story lists.

Tags

- Tags are used to collect individual posts that are updates to an ongoing story (such as the Amtrak train crash), parts of a series (such as *Quantity of Care*) or fit within a topic for which we have decided to create a tag (such as immigration).
- Tags can be used to drive Related Story sidebars and lists for posts, and each tag gets its own river page of stories.
- Tags are created in another part of the WordPress backend. Only WordPress administrators have adequate permissions to create tags. If you would like to request a new tag, talk to a digital editor.

1. From within the WordPress post editor, locate the **Tags** widget.
2. Place your cursor in the text box and start typing the name of a tag. WordPress will suggest existing tags for you.
3. Click on the tag(s) you want to add.
4. Click the **Add** button to tag the post.
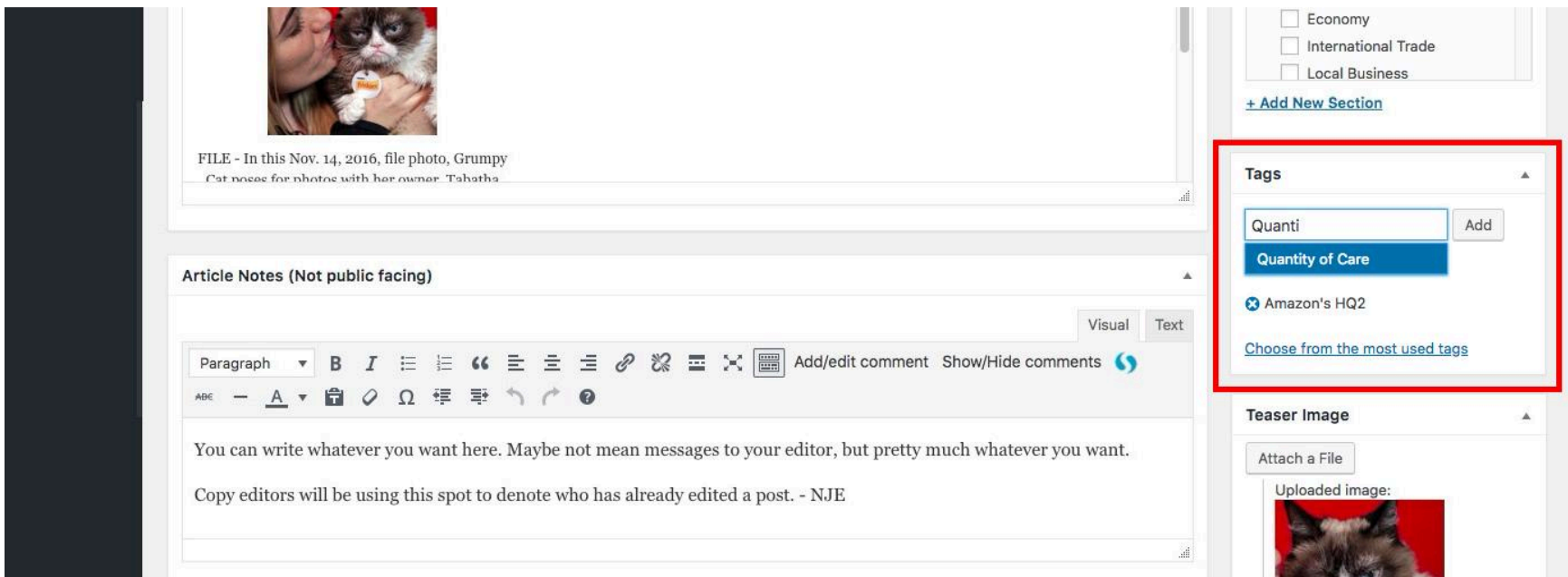
Categories

- Categories are used very much like tags, but they generally denote an ongoing feature to which a story may belong.
- We did not have tags in the early days of The Seattle Times' use of WordPress, so categories were used. Today, we use tags for nearly everything but ongoing features such as *Northwest Living* or *Fund For The Needy*.

1. From within the WordPress post editor, locate the **Categories** widget.
2. Scroll through and check all categories that apply to the story.
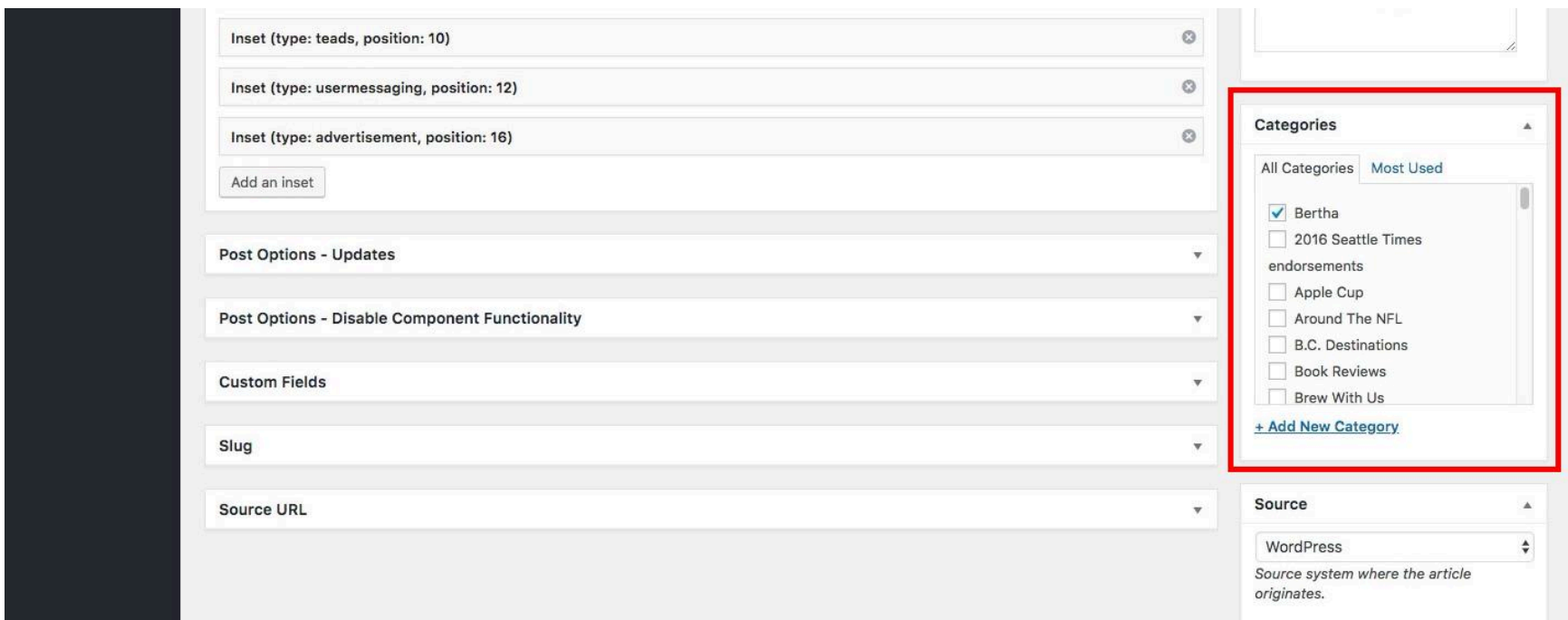
WordPress ID

- WordPress assigns a unique, eight-digit ID number to each post, image and gallery.
- The ID number is helpful for many production and curation operations.
- Find the WordPress ID for your post in the URL of the post's back-end editor.
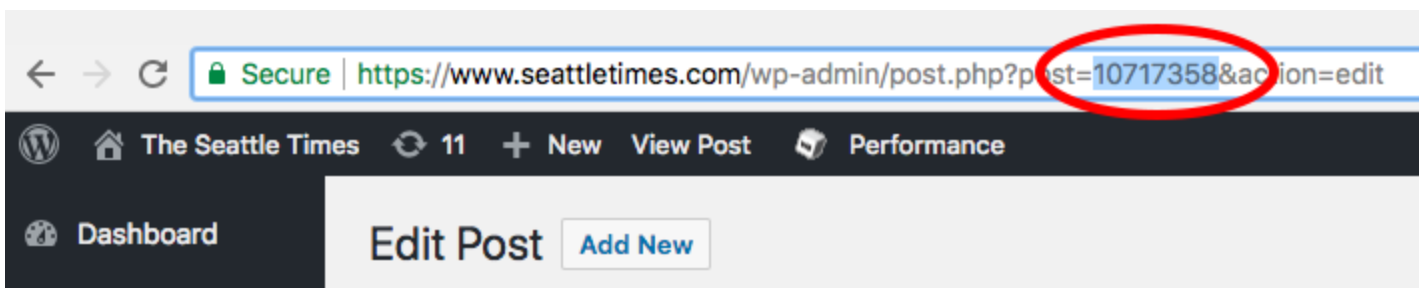
Post Controls

Saving an unpublished post

- When you are writing, editing and building a post, you will want to save your changes frequently.
- To save changes to an unpublished post, locate the **Publish** widget and click the **Save Draft** button.
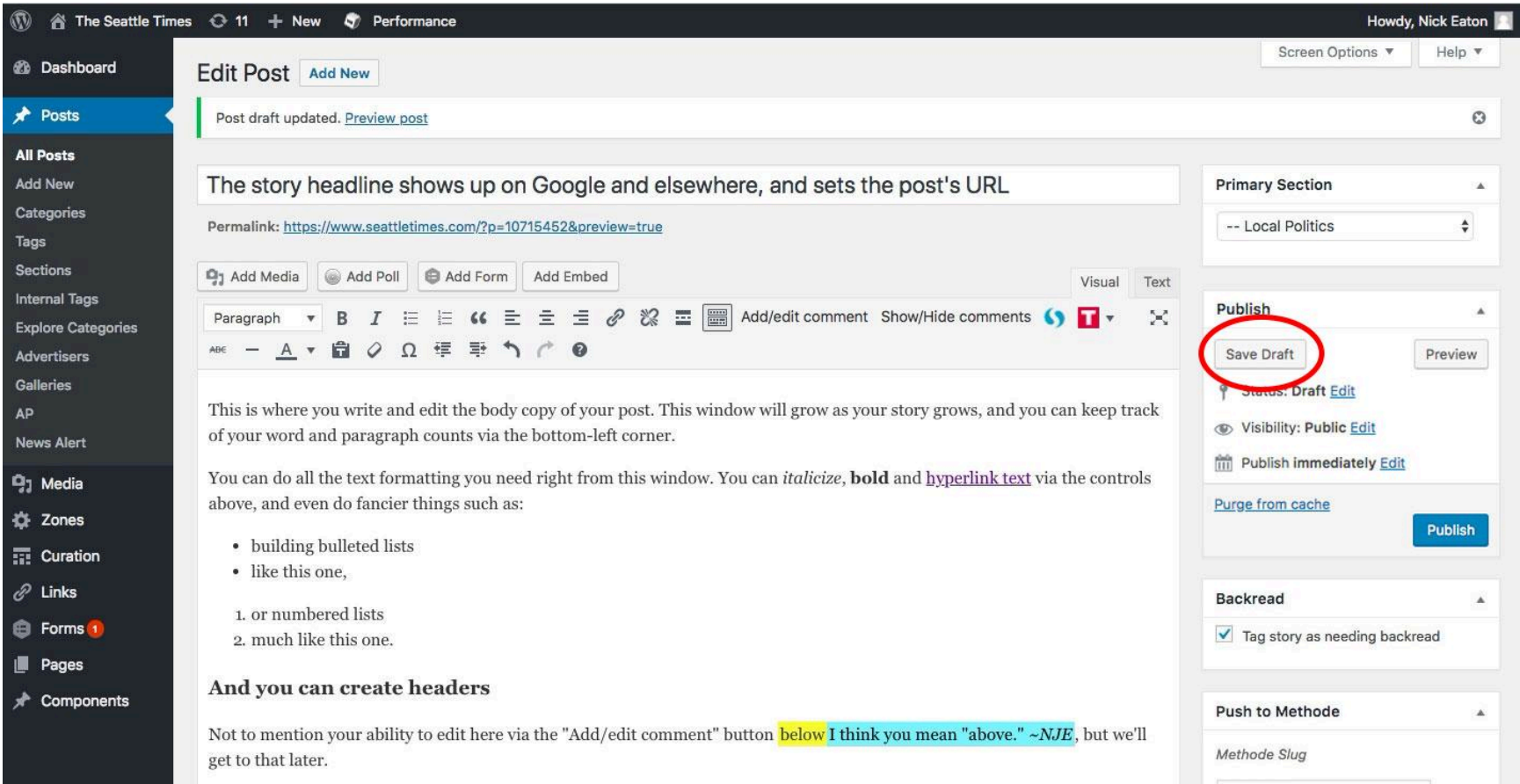
Publishing a post

- It is very easy to publish a post -- dangerously easy. (See What to do if you accidentally publish a post below.)
- If you are authorized to publish content to our website, locate the **Publish** widget and simply click the **Publish** button.
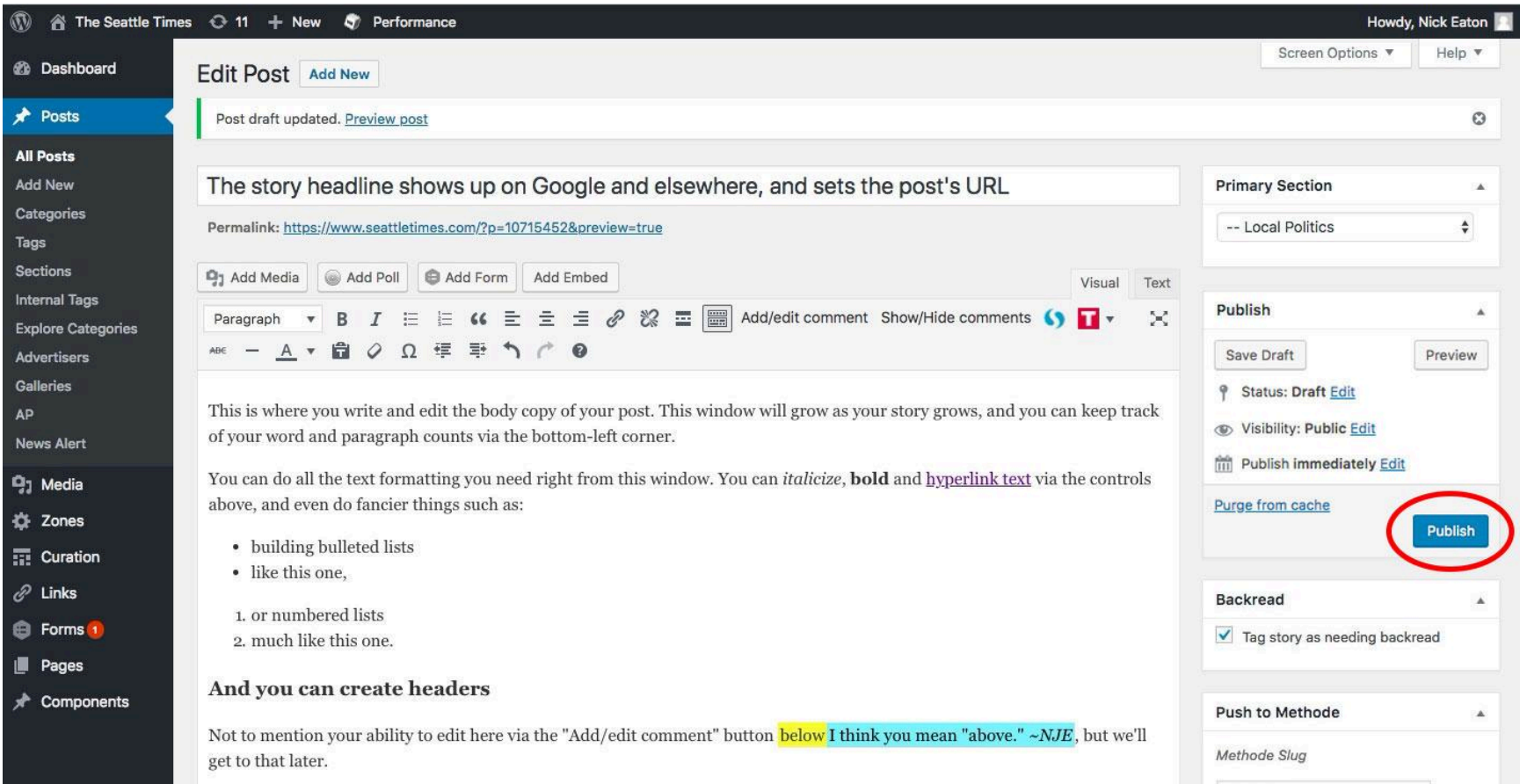
What to do if you accidentally publish a post

1. **IMPORTANT:** Immediately tell your editor and a producer.
2. In the **Publish** widget, find the line that says Status: **Published** Edit
3. Click on **Edit**.
4. A dropdown menu appears. It says **Published**.
5. Use the dropdown menu to select **Draft**, then click the **OK** button.
6. Click the **Update** button. This unpublishes the post.
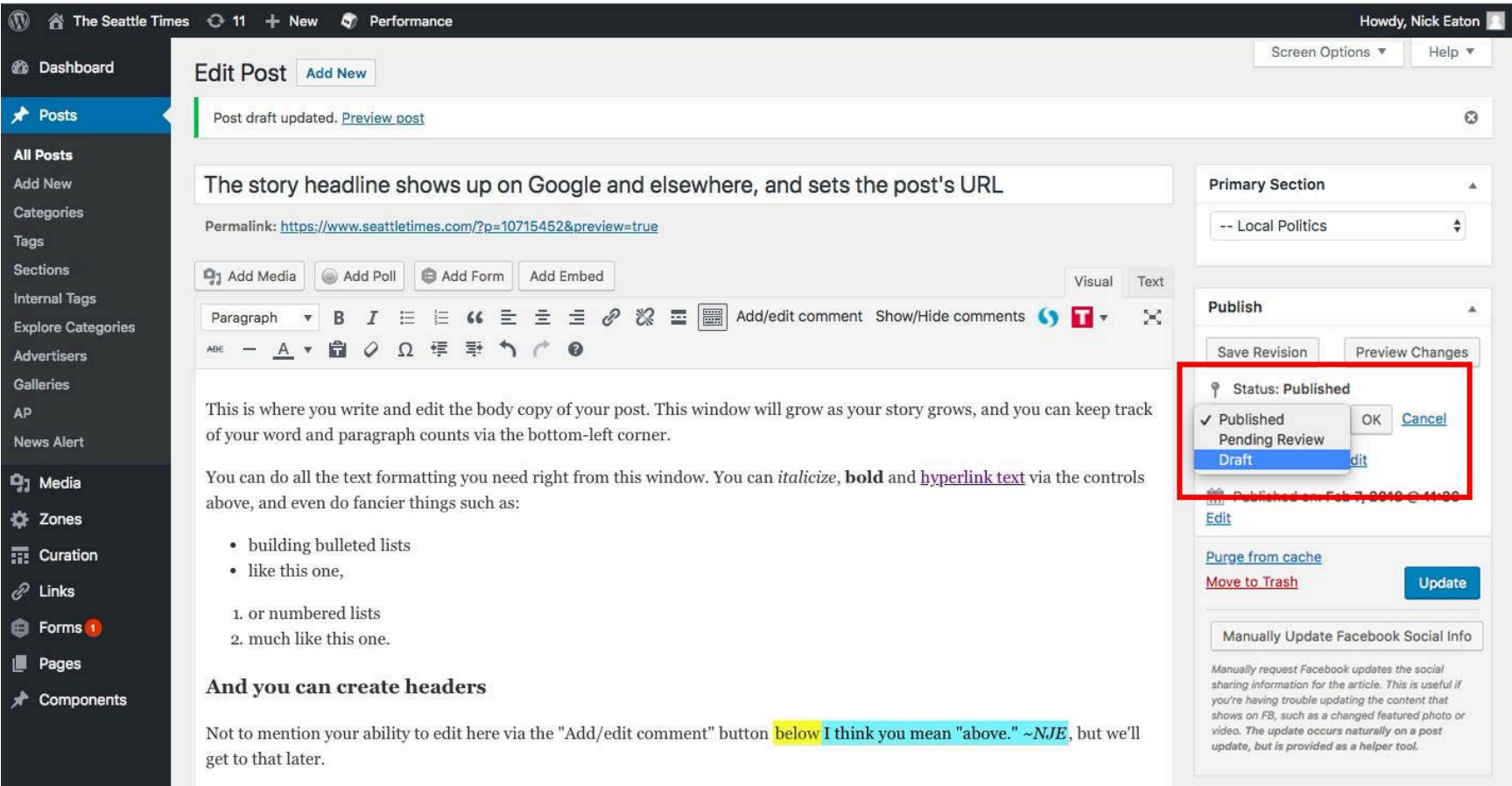
Schedule a post

- If there is a specific time you want a post to publish to the website -- for instance, if it is embargoed or being targeted for the morning -- you can schedule it to publish on a specified date and time.

1. In the **Publish** widget, find the line that says Publish: **Immediately** Edit
2. Click on **Edit**.
3. Use the controls to set the month, day, year and time you want the post to publish.
- **IMPORTANT:** You must use 24-hour (military) time. For instance, 1:30 p.m. should be entered as 13:30.
4. Click the **OK** button.
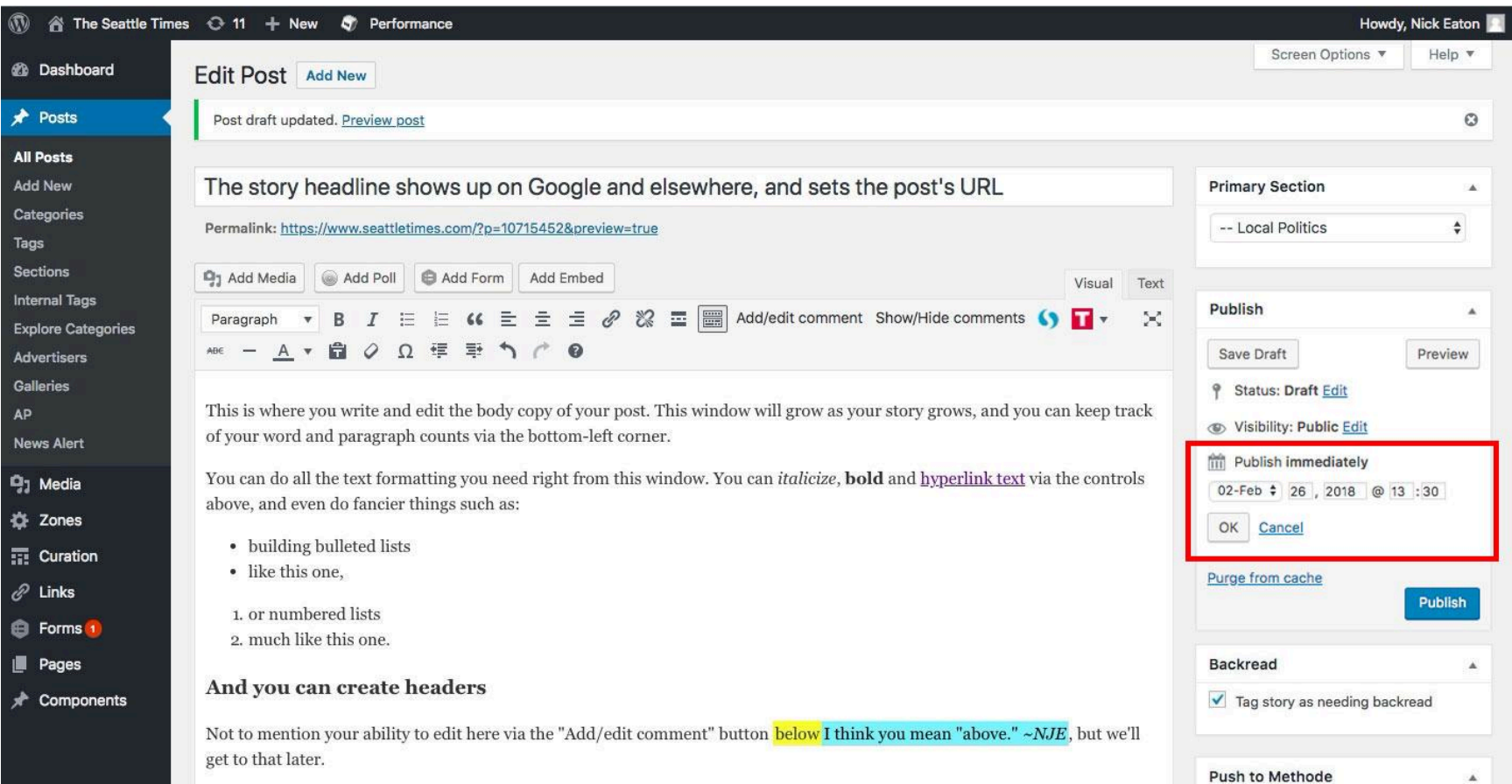
- The blue button that used to say **Publish** will now say **Schedule**.
5. Click the **Schedule** button. This sets the post to publish at the date and time you specified.

Preview a post

- You can preview a post, or your changes to a post. However, the preview will not always accurately display to how the published post will look on our website; the preview screen does not always accurately insert advertisements.
- In the **Publish** widget, you can use the **Preview** or **Preview Changes** button to open a preview in a new browser tab.
- With *published* and *scheduled* posts only, you can use the **Permalink** to see an accurate preview of the post as it appears, or will appear, on our website.
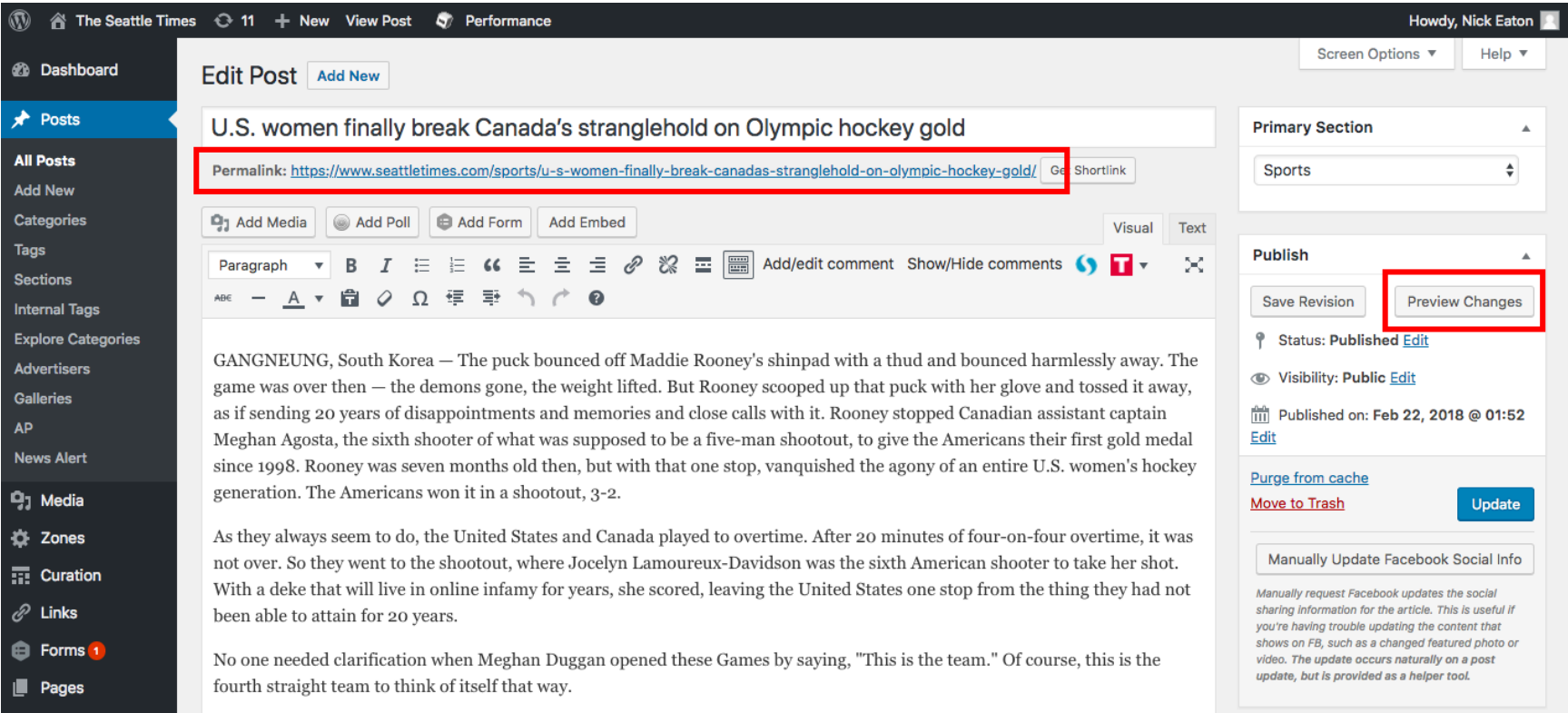
Author (byline)

- By default, a post created by you will have your byline attached.
- Check the author of a post by locating the **Authors** widget.
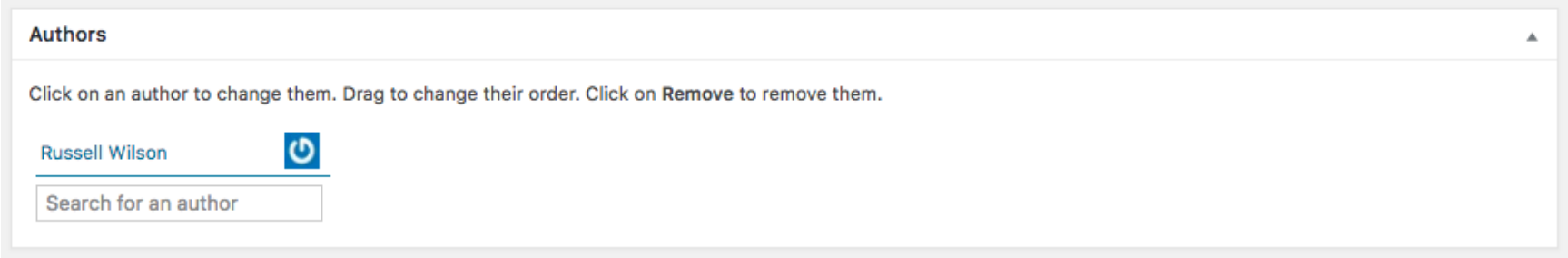
Changing the author

1. Click inside the text box that says **Search for an author**, then start typing the name of the author you want to add.
2. WordPress will surface different authors already in the system. Click on the author you want to add.
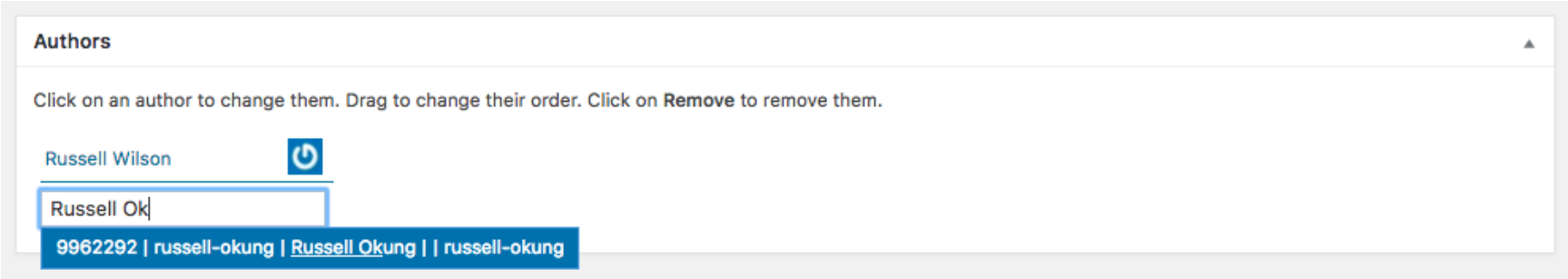
3. Remove the initial author by clicking Remove next to that author's name.
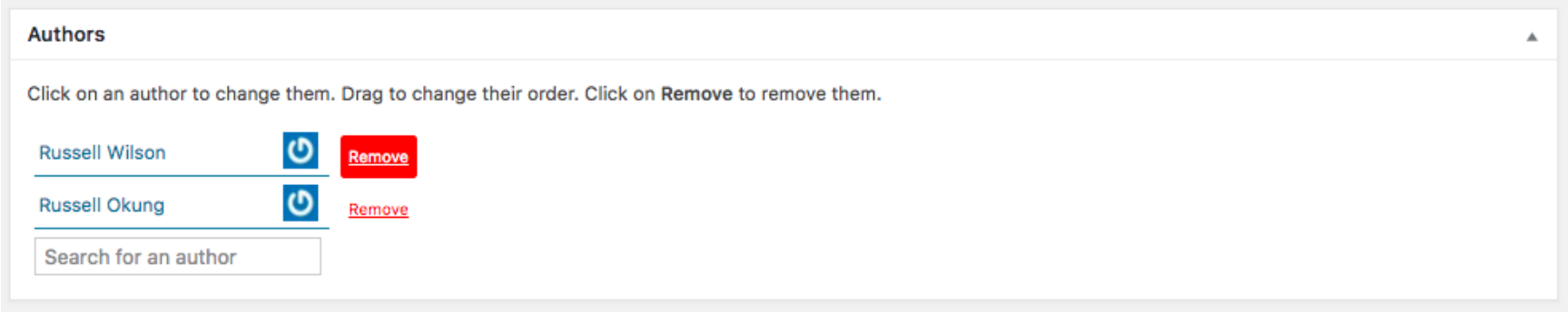
Multiple authors

- You can add authors to a post's byline using the steps above but not removing anyone.
- The published byline should display authors in the order in which they are displayed in the **Authors** widget.

Credit

- Author credit is the term for the text below the byline, usually something like *Seattle Times staff reporter*.
- Each Seattle Times journalist has a default credit line connected to their WordPress account.
  - To change your default credit, ask a digital editor for help.

- The credit line can be edited on a post-by-post basis in the **Credit** widget. This text will override your default credit line.

Tagline

- If you are unhappy with your the author tagline that appears at the bottom of a post, ask a digital editor for assistance.

Editing a Post

Article Notes (Not public facing)

- The **Article Notes** widget contains a text box where you can leave notes to an editor, copy editor, producer or other journalist.
- For most users, **Article Notes** is located by default directly below the body copy in the WordPress post editor.
- You can use it for production or editing notes, for holding boilerplate text, for storing deleted sentences or any other reason.
- **Desk editors** will leave their initials in the Article Notes field to indicate they have completed a copy edit or backread.
- **Notes etiquette:** Try to avoid erasing others' notes. Add new notes at the top and so that previous notes are pushed downward. Initial your notes. If there are a lot of notes, you might consider adding the time you left your notes, as well.

Trims and Annotations

- There are two custom editing tools in the WordPress post editor:
  - **Trims**: Trims can be used similarly to the way we've used strikethrough in Methode. The Trims tool allows an editor to cut words, phrases or paragraphs from the version of the story that will display to readers on the site, but have them remain in a highlighted state — usually for the purpose of having the changes reviewed by the author or other editors — in the WordPress story editor.
  - **Annotations**: Annotations allow you to annotate WordPress posts by adding "comments," which appear in-line in the post editor but never get displayed to readers on the website.
- You can find both on the toolbar on the top of WordPress post editor. You'll see three icons there:
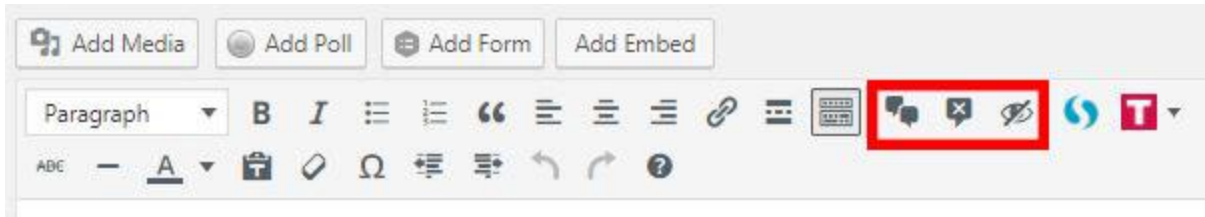
Using the Trims tool

- Be sure that you are using **Visual Mode**. (See Visual Mode vs. Text Mode above.)
1. To use the trims tool, simply select the word, phrase or paragraph that you want trimmed out of the post:

2. Once you have selected the text to be trimmed, click on the Trims button in the toolbar:
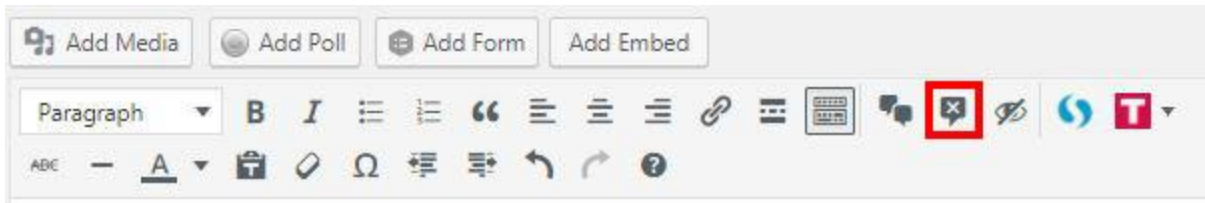
- The selected text will be highlighted in red indicating that it has been trimmed from the text of the story.
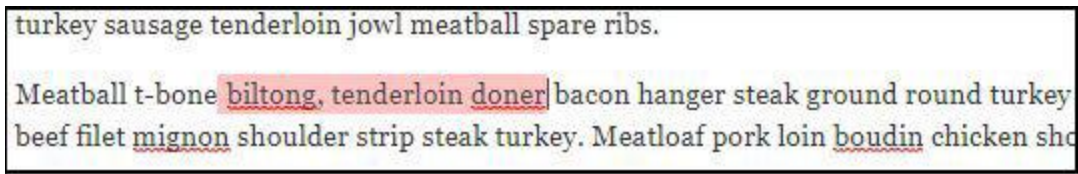
- The text will not display on the version of the story visible to our readers.
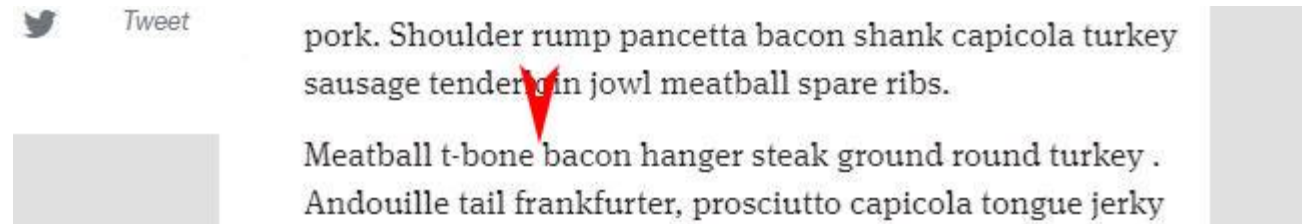
- If the story is already published or scheduled, the trimmed text will not be removed from the story until the post is updated by clicking the **Update** button. If the story is still a draft, you'll want to be sure to hit the **Save Draft** button to save your trims.

3. Once you've saved your trims, you can close out of the post and notify the author or another editor that you have edited the post. They can subsequently go back into the post and see the text that you have suggested to be removed.

4. If you have determined that something that you've trimmed is better left in the story, you can remove the trim status from the text. Simply click on the trim that you want to restore and a Restore button will appear below it.
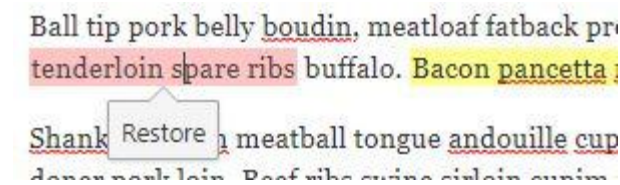
5. Click on the Restore button and the trim status will be eliminated.

- Important: Be sure to hit the **Save Draft** button to save any trims you have created while editing. If a post has been scheduled or published, hit the **Update** button to be sure your trims are saved. Keep in mind that if the post has already been published, hitting the update button will immediately eliminate your trims from the live version. To avoid publishing your changes to a live

story, you can use the **Save Revision** function.

Using the Annotations tool

These instructions are adapted from [separate Annotations documentation](#).

- Annotations allow you to annotate WordPress posts by adding "comments," which appear in-line in the post editor but never get displayed to readers on the website.
- There are two different kinds of comments, both utilizing the **Add/Edit comment** button in the toolbar of the writing window:
    - Comments on a specific string of text.
    - Standalone comments.

Adding a comment

- Be sure that you are using **Visual Mode**. (See [Visual Mode vs. Text Mode](#) above.)
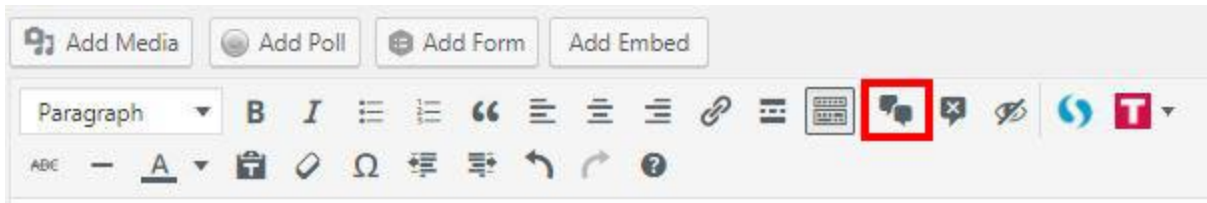
Comment on a specific string of text

1. Highlight the text, then click the **Add comment** button. A window will pop up.
2. In the **Add Comment** popup window, write your comment in the larger text box.
3. Write your initials in the smaller text box. That will let others know who added the comment.
4. Click the **OK** button.
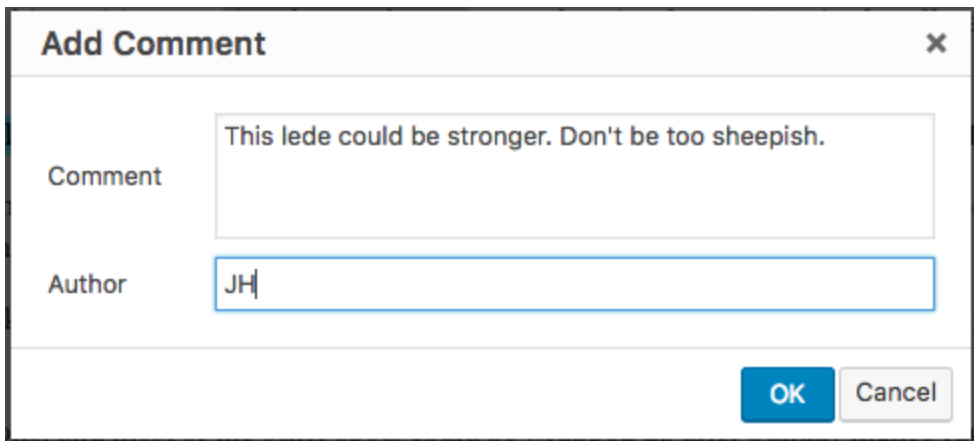
- The reference text will now appear highlighted in yellow. Your comment will appear highlighted in blue.
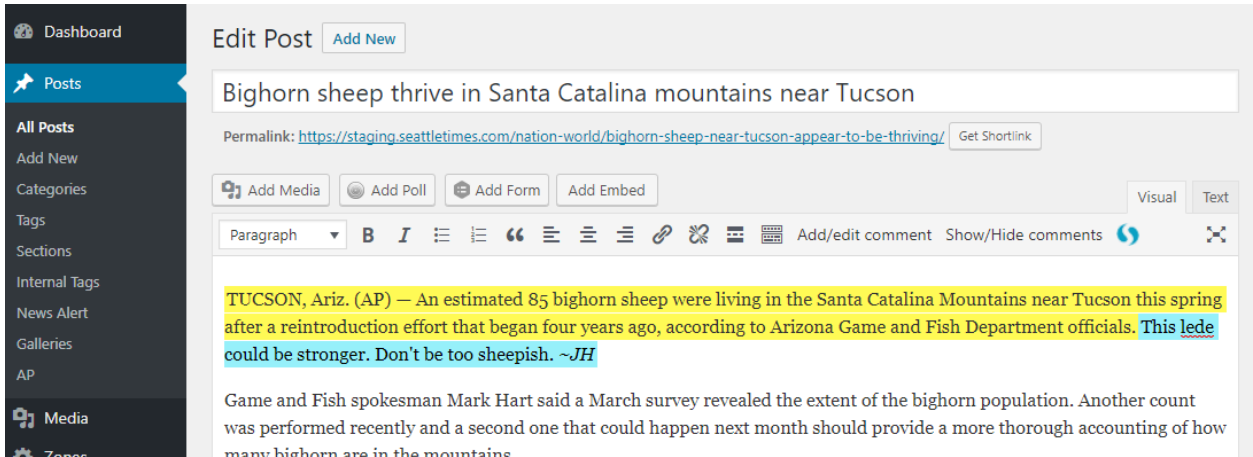
Add a standalone comment

- A standalone comment can be added in-line within a paragraph or on its own line.
- If it is added on its own line, no blank space will appear to the reader when the story is published.

1. Place your cursor where you want to add the comment.
2. Click the **Add comment** button. A window will pop up. (See above.)
3. In the **Add Comment** popup window, write your comment in the larger text box.
4. Write your initials in the smaller text box. That will let others know who added the comment.
5. Click the **OK** button.

Editing a comment

1. Click within the blue-highlighted reference text.
2. Click the **Edit** button. A window will pop up.
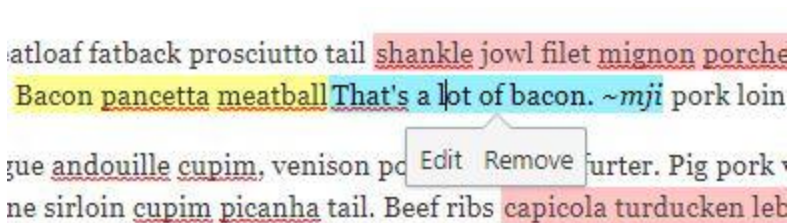
3. In the Edit Comment window, you can change the text of the comment.
4. Once you're done editing, click the **OK** button to save your changes. Click the **Cancel** button to abandon them.

- You can also edit a comment by simply placing your cursor within the blue highlight and typing, but note that this may not work in certain cases, like when editing the beginning of a comment.

Removing a comment

- To remove a comment, follow the same steps for editing a comment but instead click the **Remove** button. This will remove both the text highlight and the comment itself.
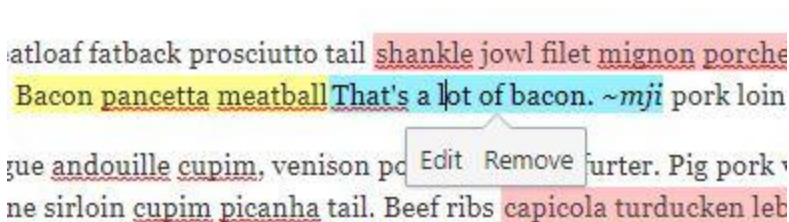
Hiding Trims and Annotations

- If you want to view the story without the visual interruption of the trimmed words, you can use the **Hide Edits** button:
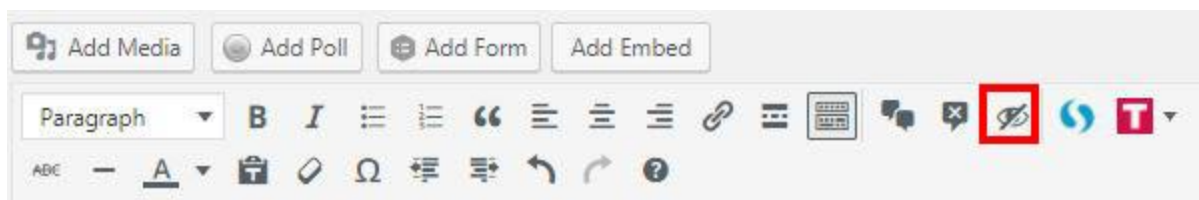
- True to its name, it will hide Trims and Annotations within the story and allow you to read the text as it will be presented to the public. The **Hide Edits** button is a toggle. The first click will hide the edits and the next click will bring them back.
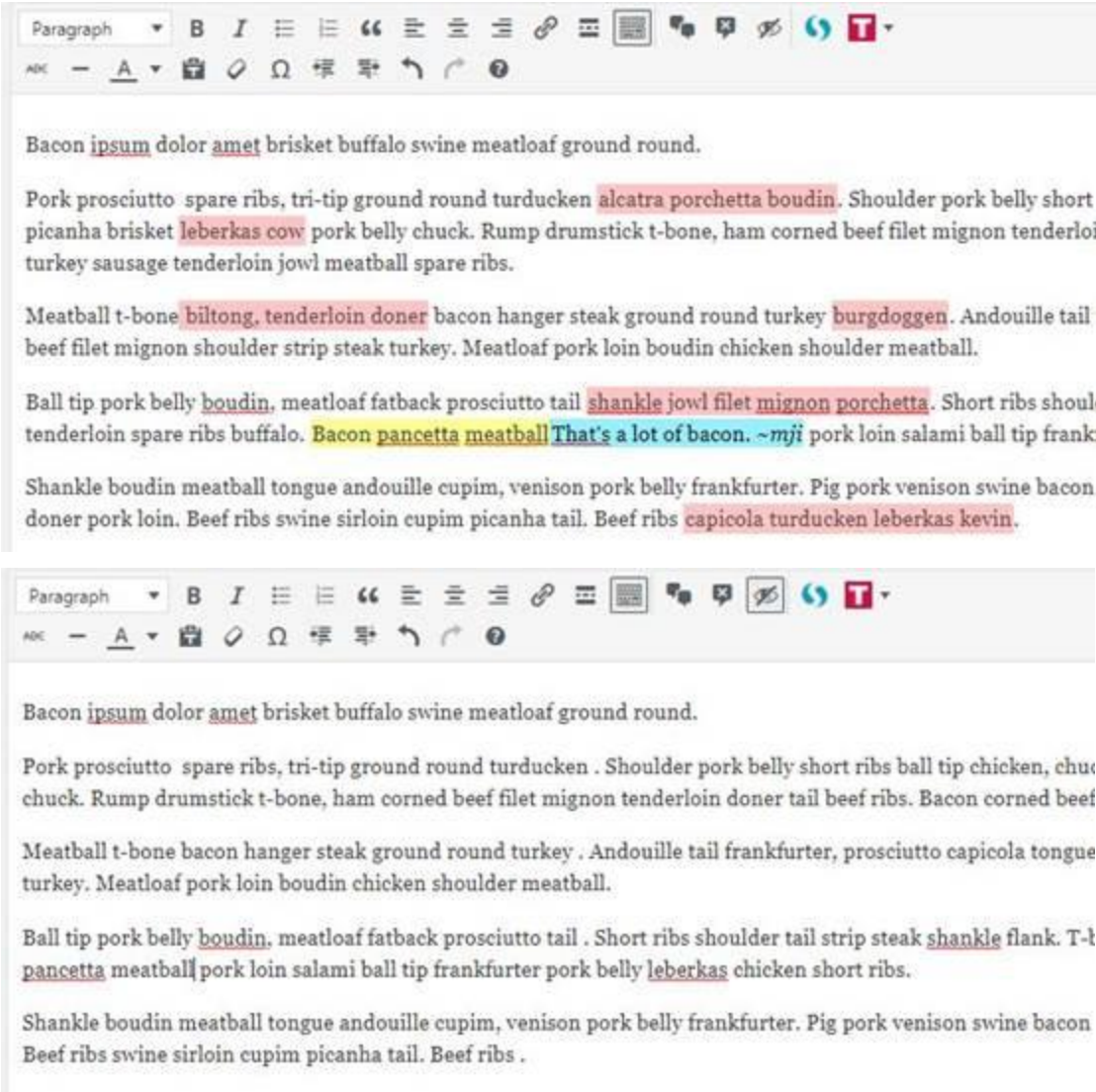
Important FYIs on Trims and Annotations

If you work in **Text Mode** in Wordpress, trims and annotations will show up within <span> tags. Referenced text will show up with a wrapper that looks something like:

```
<span class="annotated" data-st-annotation-ref="768fe">highlighted reference text here</span>
```

The comments themselves are wrapped in something that looks like this.

```
<span id="768fe" class="notation" data-st-annotation-author="JH"
data-st-annotation="annotation">My comment goes in here.</span>
```

When editing, *be very careful* not to delete those span classes. It could lead to the comments being displayed to readers.

Also, **do not overlap** trims and annotations. When you select a trim, it shouldn't go over the top of an annotation and vice versa. Please don't put a trim on top of another trim, either.

We still have some improvements that will be working on for both tools, including the elimination for the need to put initials on an annotation. We're also working on a fix to the Send to Methode bug that leaves artifacts of annotations in the story body when it is sent to Methode, so look for those improvements to come sometime soon.

Save Revision

- The Save Revision function allows you to make changes to an already published post without those changes being published to the outside world. This is useful in breaking-news situations.
- **IMPORTANT:** This function can only be used once a story has been *published*. Any revisions to an *unpublished* post ought to be saved using the **Save Draft** button. (See Saving an unpublished post above.) Using the **Save Revision** button before a post is published has the potential of creating problems.

Saving revisions

1. After you have made changes to the post, locate the **Publish** widget in the WordPress post editor.
2. Click the **Save Revision** button. When you do so, the published version of the post will not change, but your suggested changes will be saved in the post editor.
- **IMPORTANT:** Clicking the **Update** button will publish your changes to the outside world.
3. A confirmation window will appear. Click the **OK** button.
4. Close the post and ask an editor to read it.
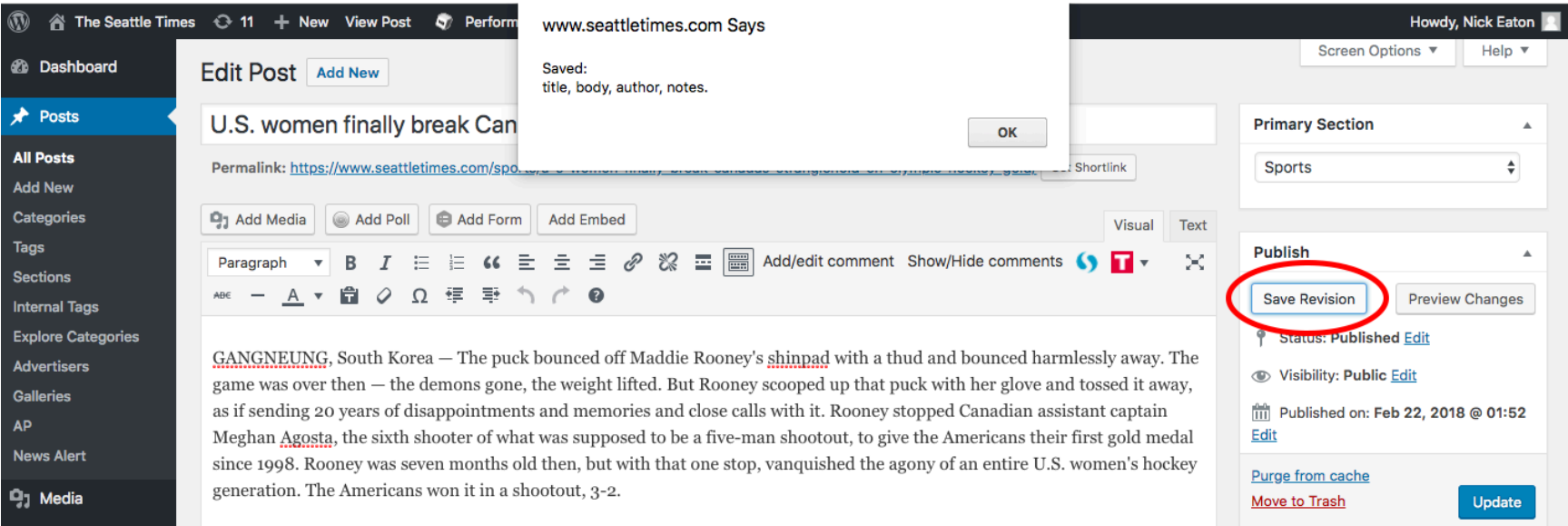
Editing revisions

- When a post is opened after a revision to it has been saved, a message bar at the top of the page warns that there a revision.
- The text that loads into the body copy of the post will be the revised version, not the published version.
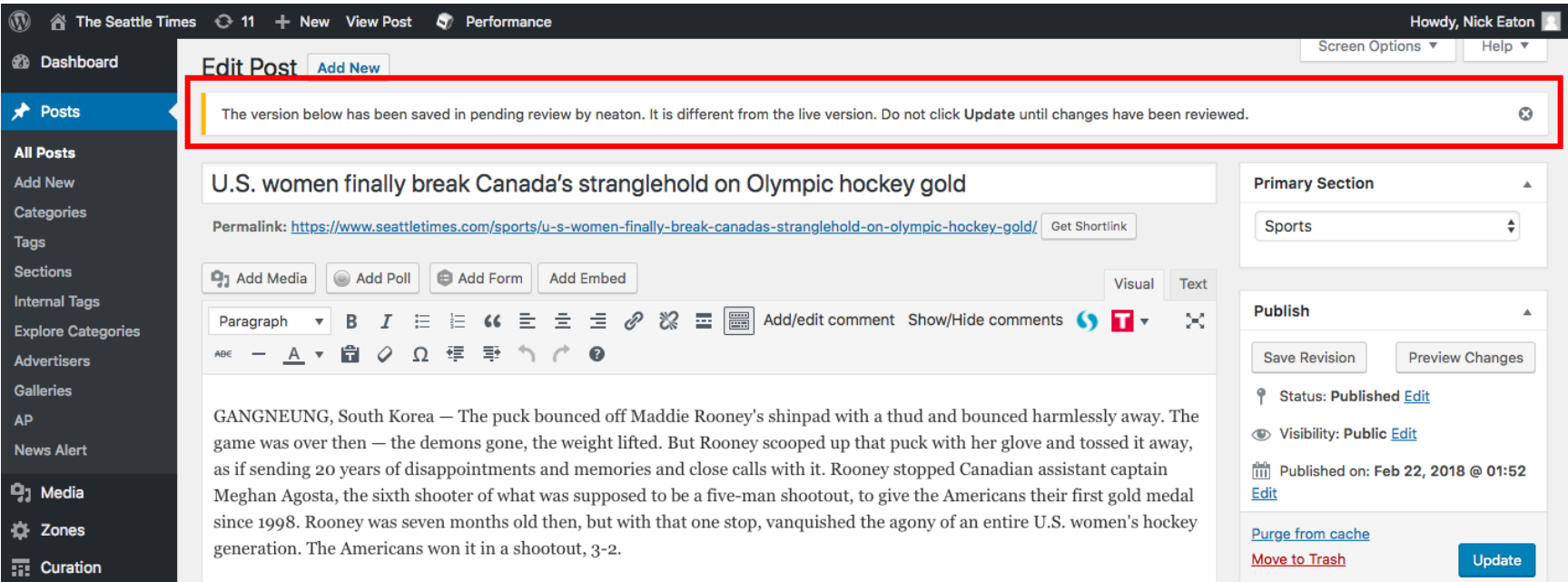
1. Edit the post as usual.
2. To save edits without publishing them, click the **Save Revision** button.
- The Save Revision function can be used multiple times as a post is edited. Each subsequent push of the **Save Revision** button will update the revised version of the post. The published version will not change.

Publishing revisions

- Once the revised version of a post is ready to be published, click the **Update** button. This publishes the revised version of the post, making the changes live.
- After a revision is published, you can repeat the steps above to make more revisions.
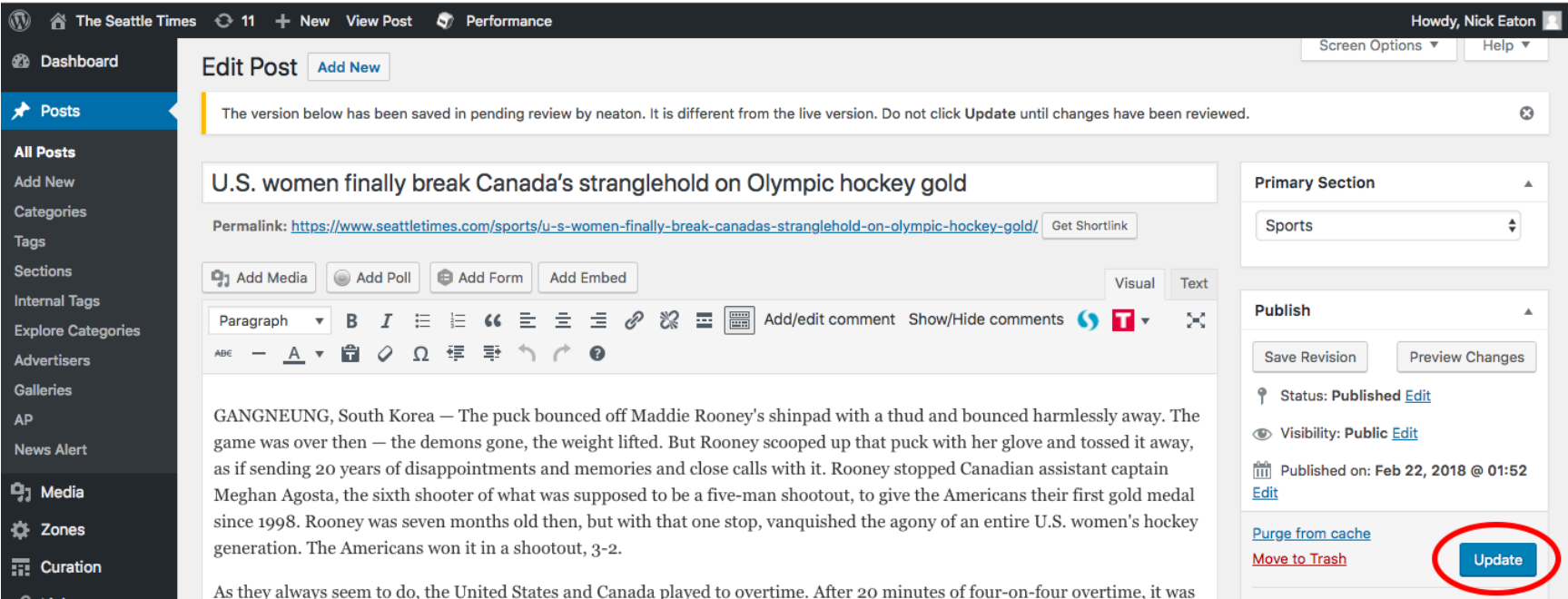
Tansa (spellcheck)

- Tansa spellcheck is available in the WordPress post editor. Its dictionary includes custom words for The Seattle Times.
- Tansa will also highlight text that does not follow AP or Times style. Tansa will not make suggestions for them, but it gives you the opportunity to review the flagged items within the context of your post.

1. Click the **Tansa logo** button in the toolbar at the top of the writing window.
- You will get a **Loading menu...** message, followed by a menu.
2. Click the first item in the menu: **Tansa Proofing (Seattle Times)...**
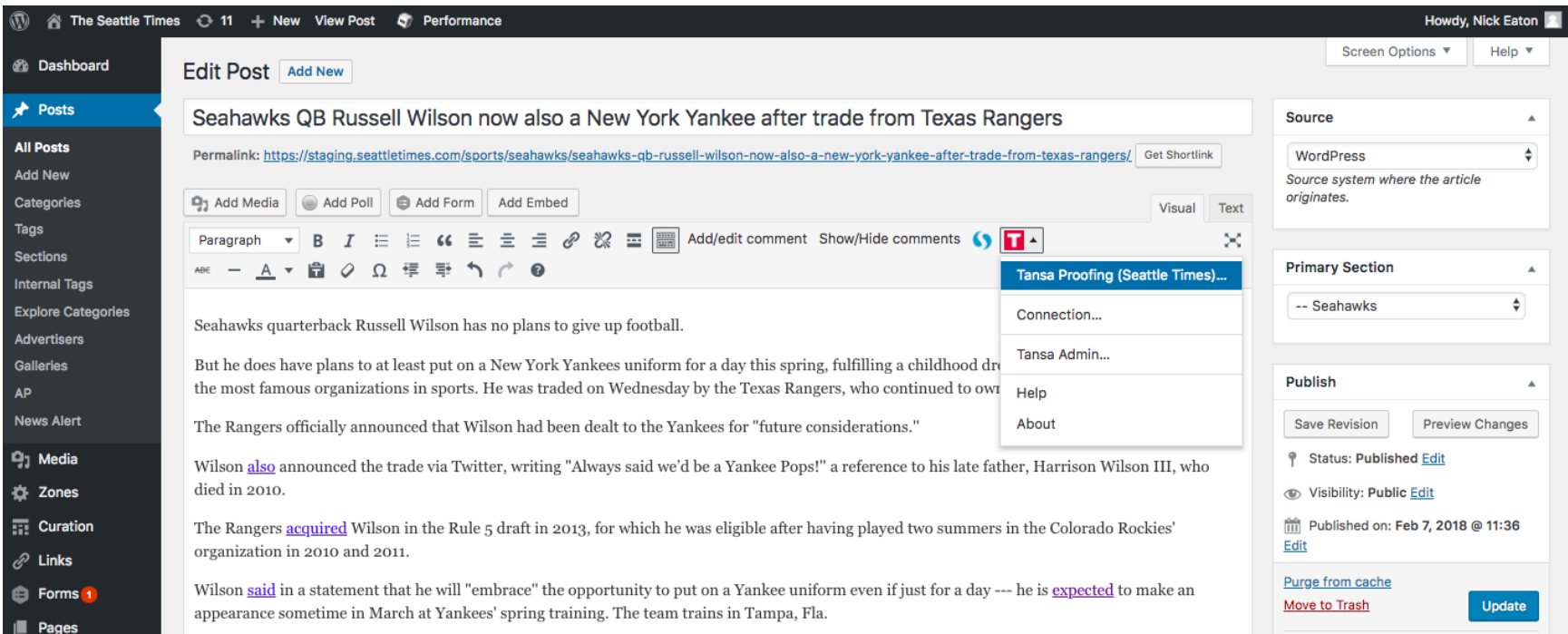
- A Tansa window will pop up. A progress bar is shown as Tansa analyses the text of your post and photo captions.
- After analyzing the text, Tansa will display the possible mistakes it has flagged. In some cases, it will suggest corrections.
3. For each flagged item, you can click on that line and Tansa will show where it appears in the text.
4. For each flagged item you want to replace with a suggestion, click the checkbox next to it. You can also click **Check All**.
5. Once you have checked all the items you want to replace, click the **Accept** button.
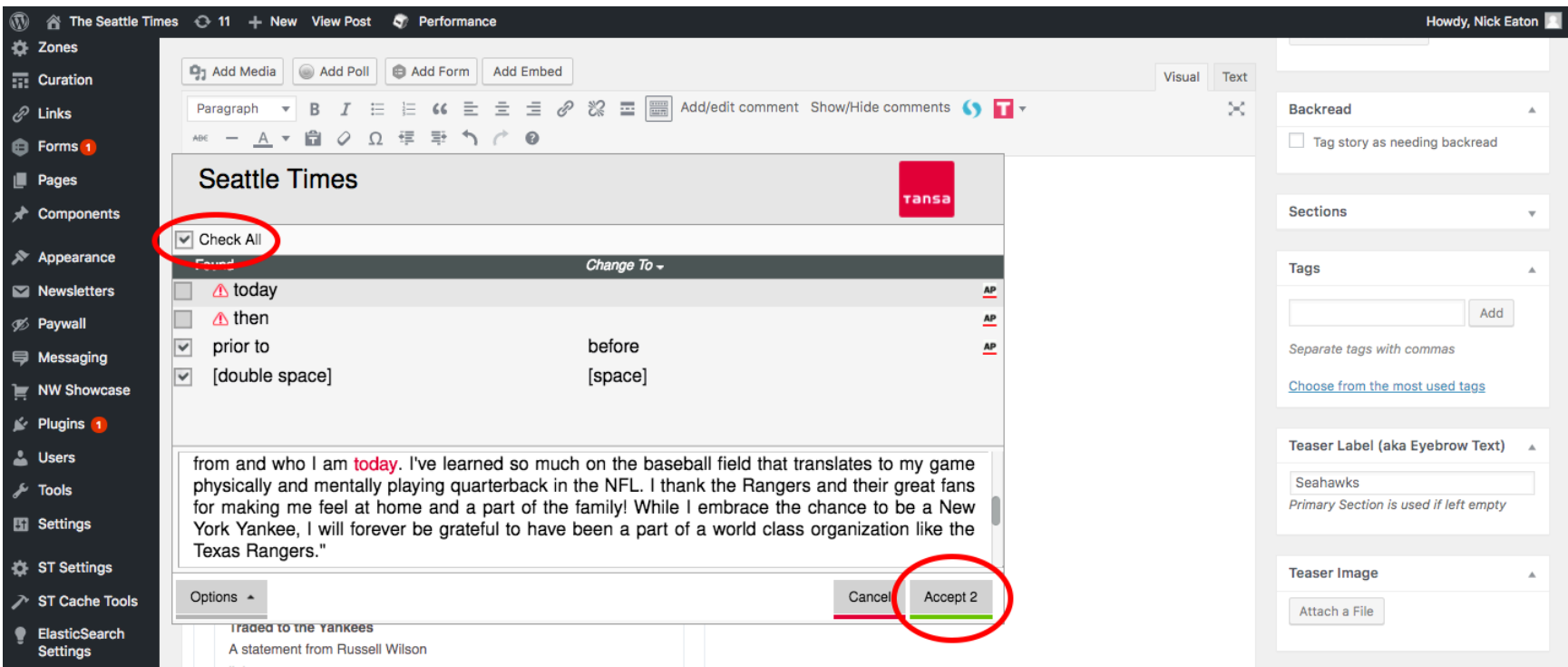
Push to Methode

- At any time after a post has first been saved, you can send it to our print content management system, Methode.
- Pushing to Methode sends the headline, summary, body copy, photos and photo captions into a Methode topic.
- The controls are located in the **Push to Methode** widget in the WordPress post editor.
- When you first create a new post, both buttons will be grayed out – you will not be able to use them.
- One button says **Push to Methode** and the other says **Save Methode Meta**. The **Push to Methode** button will not be usable until you save a first draft of your post.
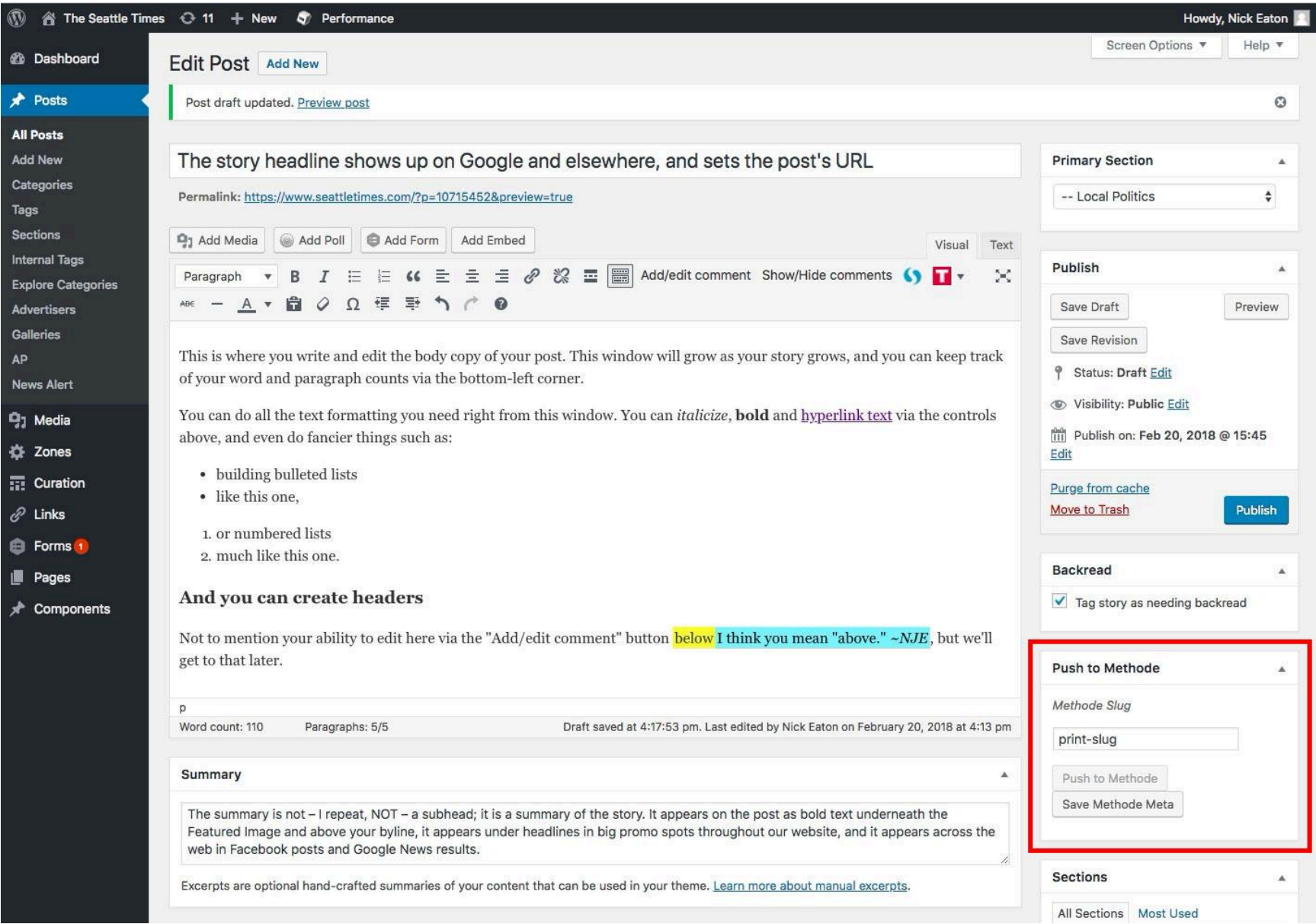
Creating a Methode slug

1. In the writable field, write a slug that you want Methode to use for the name of a topic *and* the name of a story file.
   ● The slug naming protocol is the same as we use in Methode, using the keywords with hyphens where spaces would be. Be sure that it is descriptive. It is not a bad idea to include some publish time information. For example, a slug may look like: condotta-seahawks-analysis-wednesday
2. Click the **Save Methode Meta** button to set your slug. You do not have to then save your post.
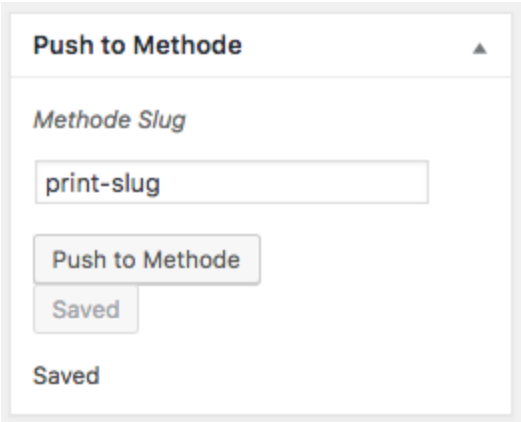
   ● The **Save Methode Meta** button can be used when a post has already been published but a slug has not been set. Write a slug and click the **Save Methode Meta** button, and your slug will be saved without updating the post.
   ● If you write a slug then use the **Update** button, your slug will save along with the changes to your post.

Pushing to Methode

   ● After you set a slug, you are now able to push your post to Methode by clicking the **Push to Methode** button.
   ● Photos and their captions -- any photo in Featured Media or in-line in the body copy -- will be exported to Methode, as well. They will arrive on the topic in the order they appear on the WordPress post. Teaser Images will not be exported.
   ● You can push to Methode multiple times. Each push will overwrite the previous version of the story file.

Using the staging site

   ● Unless you are a relatively new Seattle Times employee, you should have access to our staging site using the same username and password that you use on our live production site.
   ● The staging site can be used to to test layouts and other situations and to practice WordPress usage in an off-production duplicate of our site that is not easily found by the public. However, staging posts tend to disappear within a few days, so don't do any work you'd like save long-term.
   ● The URL for our staging site is https://staging.seattletimes.com/wp-admin/
   ● If you are using the staging site for testing or practice purposes, it is wise to change the background color for the staging site to be different from the color you are using on the production site. If left the same color, you run the risk of thinking that you are on the staging site when you are actually on live production.

Production Basics

Sidebar content

General functionality

- Sidebar content comprises advertisements, related links, promos, pull quotes and other elements that display inside stories. Each of these is known as an inset.
- For readers on desktop computers, these insets are displayed to the left or right of the body copy. For readers on mobile devices, these insets are displayed in-line with the body copy.
- The location of a sidebar inset in a story is determined by paragraph count. An inset appears *after* the paragraph it is connected to -- for instance, if a "trending" inset is set to paragraph 4, it will appear directly after the fourth paragraph.
- The controls are located in the **Sidebar Content** widget in the WordPress post editor.
- Every story is given a default setup for the location of sidebar content. In general, these locations should not be altered drastically; these locations are mostly determined by the business side of the company.

Types of sidebar insets

Advertisement

- Small, 300-pixel-wide advertisements are automatically inserted into posts that are 16 paragraphs or longer. Beginning at paragraph 16, these ads appear every six paragraphs. The number of ads inserted is determined by the length of a story.
- If you need to move an ad, bump it up or down only a paragraph or two.
- An ad cannot be simply deleted -- if an ad is deleted using the **circled X**, WordPress will detect that the post is missing an ad and will re-insert one at a default location.

AP Video Player

- This inset is currently disabled and does not display anything on a published post. As such, it can be deleted.

Baseball Card

- This inset can only be used on an individual story. It is created within the Sidebar Content widget in the post editor. For an inset that can be placed on multiple stories, you'll want to create a **component**.
- A baseball card is a customizable frame that is used for linking to related stories, giving sports stats, referring readers to help hotlines, displaying editor's notes and other similar purposes. Baseball cards display as a box with borders.
- On desktop computers, baseball cards are aligned to the right of the body copy and are displayed in full. On mobile devices, baseball cards appear in-line and are expandable, showing only the first few lines of content.
- Baseball cards can be finicky. If too complicated, a baseball card may display on the website as a string of HTML code. Be cautious about using too much markup in a baseball card.

Component

- A component is a customizable frame that can be used on multiple stories. Components are created and edited outside of the post editor.
- Like baseball cards, components are used for linking to related stories, giving sports stats, referring readers to help hotlines, displaying editor's notes and other similar purposes. Components do not have a border around them.
- On desktop computers, components are aligned to the right of the body copy and are displayed in full. On mobile devices, baseball cards appear in-line and are displayed in full; they are not expandable like baseball cards.

Factoid

- We no longer regularly use this inset.

Marketing

- This inset represents a small ad -- usually a house ad -- that appears on desktop computers below the share buttons at the top of a story, aligned to the left.
- Usually this inset doesn't get in the way of production. However, it can be deleted.

Pullquote

- With the pullquote inset, you can highlight a quote or slice of a story by inserting large, bold text between paragraphs.
- A Twitter handle can be added to the citation. At this moment, a bug causes the Twitter logo to appear next to the pullquote even if this setting it turned off.
- On desktop computers, pullquotes are aligned to the left of the body copy. On mobile devices, pullquotes appear in-line.

User messaging

- This inset represents the newsletter signup promotions that are inserted by default at paragraph 12 of a story.
- The user messaging inset can be bumped up or down a paragraph or two, but do not delete it.

Related Stories

- This inset is used to create an automatically updating list of the most recent stories in a manually assigned section, zone, category or tag. Six stories will be shown by default. Right now, this number is not customizable.
- On desktop computers, the inset is aligned to the right of the body copy. On mobile devices, the inset appears in-line.
- By default, the header of a related stories inset will display, "**More on [title of section, zone, category or tag]**." That header will link to the river page for the section, zone, category or tag you've chosen. As such, you can customize both the header text and link destination.

Newsletter Signup

- This is a defunct inset that is no longer used.

Social Share Bar

- We no longer regularly use this inset.

Teads Inline Video Ad

- This inset represents a video advertisement that defaults to paragraph 10. ("Teads" is the name of the video ad vendor.)
- A Teads inset can be moved to a different paragraph, but it cannot be simply deleted -- if a Teads inset is deleted using the **circled X**, WordPress will detect that the post is missing an ad and will re-insert one at paragraph 10.

Top Comments

- We no longer regularly use this inset.

Trending

- This displays the five most-read stories of the past 24 hours within the same primary section of the post you are producing. When displayed on the website, some of these trending lists have a video on top.
- The trending inset defaults to paragraph 4 and can be moved to other locations. However, the trending inset cannot be simply deleted -- if it is deleted using the **circled X**, WordPress will detect that the post is missing a trending inset and will re-insert one at paragraph 4.