

The Big Guide to WordPress

Prepared by Nick Eaton, Matt Ironside and Josh Hart

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

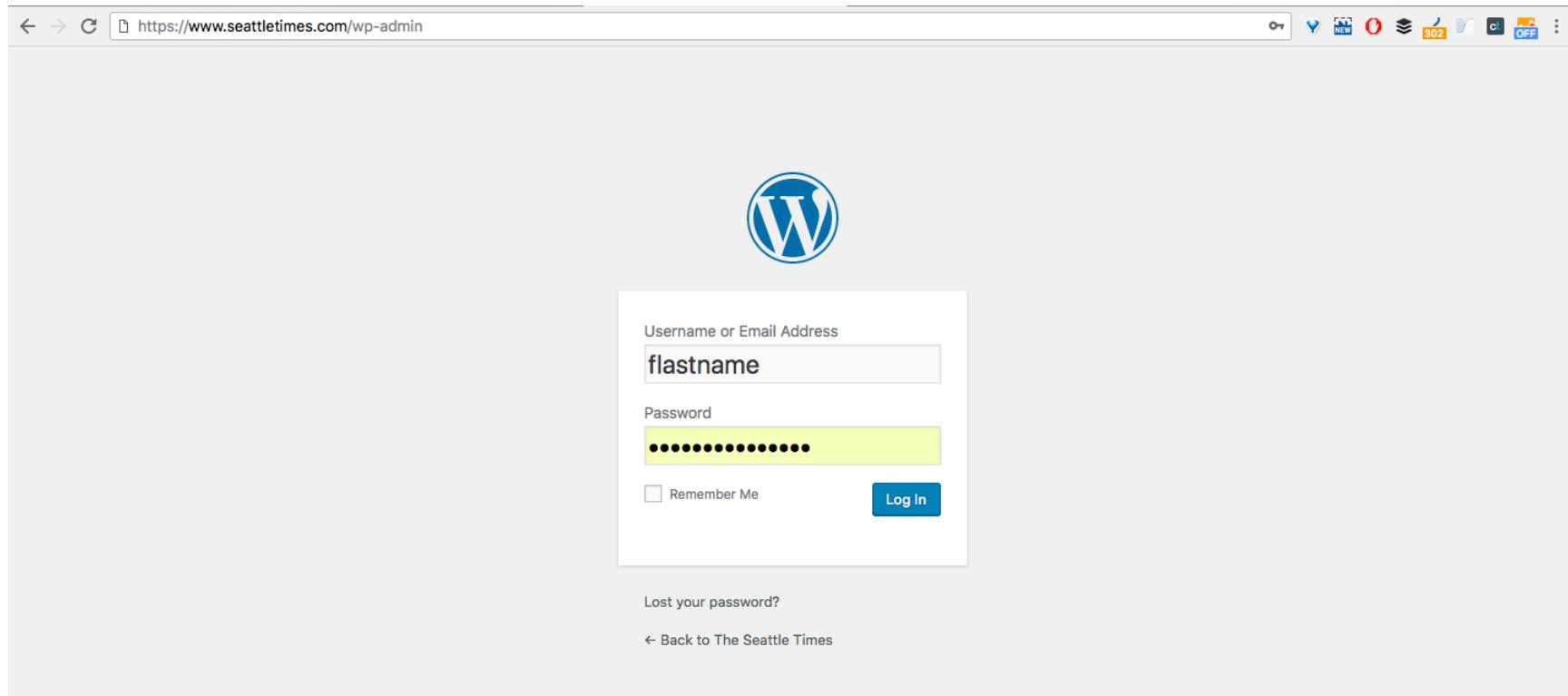
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Getting Started

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.

Starting a story in WordPress
Not that familiar with starting a story in WordPress? Here's a list of things you should think about for a web-first story.
As we transition from Methode first to WordPress first, are you confused where you should be starting your story? Here's a quick guide to help you decide.
Need a Methode topic for a topic planning purposes before you've even assigned a story? Here's a quick list of steps on how to use WordPress first while you're still using Methode topic plans.

Need to find a super-user?
Here is a list of the super-users in the newsroom.
If there isn't one available, you can also try our WordPress post documentation sheet. Just look in the table of contents for the topic that you want information on and click the link to hop down to the information. Or try Ctrl+F to keyword search the document.

Facebook changes its News Feed
Read a breakdown of Facebook's News Feed priorities and what they mean for The Seattle Times.

Links to the WordPress Guide
Need to find how to do something in WordPress? We don't have every topic covered, but most of the basics. It's a good first stop to find what you need:
Getting started, including logins, personalizing the Dashboard, user profiles, using the Post Admin.
How to author a post, including adding new posts, using and personalizing the post editor, visual mode vs. text mode, headlines, alternate headlines, body copy, pasting in text from another program, summaries and distraction-free writing mode.
How to add visuals, including requesting a photo or graphic, using Featured Media, using multiple images, using a pre-built gallery, using a Brightcove video, using YouTube video, using a pre-built interactive, teaser images, in-line visuals, using full-width images, aligning images left or right.
How to use the WordPress Media Library to get photos into WordPress.
How to use embeds and embed codes on your WordPress post, including tweets, Document Cloud, raw tags and other media.
How to use Primary Section and other portions of our taxonomy including secondary sections, internal tags, external tags and categories.

Send to Methode super-user cheat sheet
This sheet has a quick breakdown of the Send to Methode workflows divided up by newsroom roles, assigning editor, desk editor, designer. It is for the interim workflow and we'll update it as releases change the workflow for different people.

Personalizing the Dashboard

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

The screenshot shows the WordPress dashboard for The Seattle Times. The left sidebar contains a list of menu items: Home, Posts, Media, Zones, Curation, Links, Forms (1), Pages, Components, Appearance, Newsletters, Paywall, Messaging, NW Showcase, Plugins (1), Users, Tools, and Settings. The main content area has two main sections: 'Starting a story in WordPress' and 'Links to the WordPress Guide'. The 'Starting a story in WordPress' section provides tips for new users, including a link to a quick guide. The 'Links to the WordPress Guide' section lists various documentation pages such as 'Getting started', 'How to author a post', 'How to add visuals', 'How to use the WordPress Media Library', 'How to use embeds and embed codes', 'How to use Primary Section and other portions of our taxonomy', and 'Send to Methode super-user cheat sheet'. A large black arrow points to the link 'Here's a link to tell you what you should do' in the first section.

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 Howdy, Nick Eaton 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 Usernames cannot be changed.

First Name

Last Name

Nickname (required)

Display name publicly as

Contact Info

Email (required)

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

Sessions
You are only logged in at this location.

Update Profile

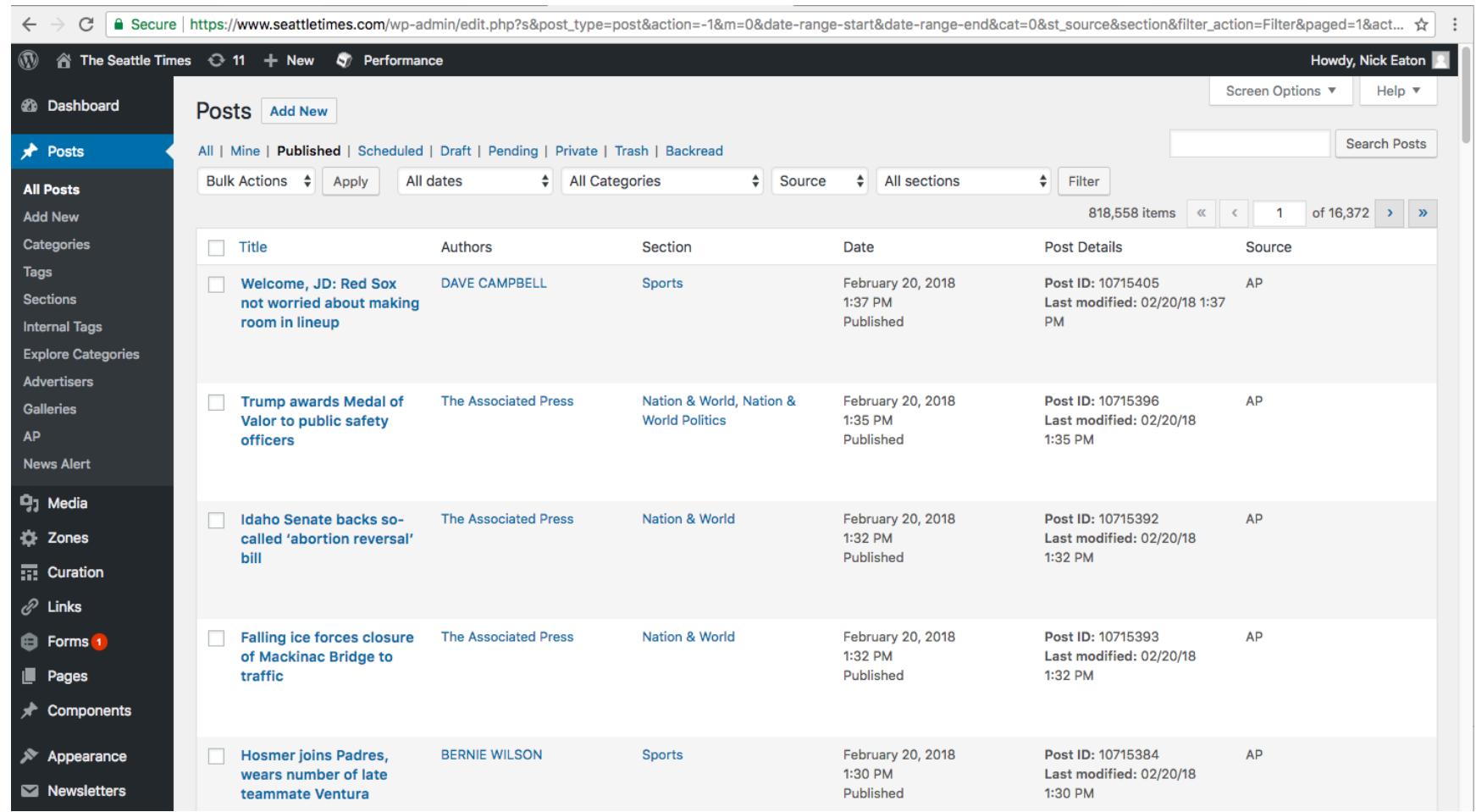
Thank you for creating with [WordPress](#). [Get Version 4.9.4](#)

Sidebar navigation

- Instructions to be written.

Post Admin

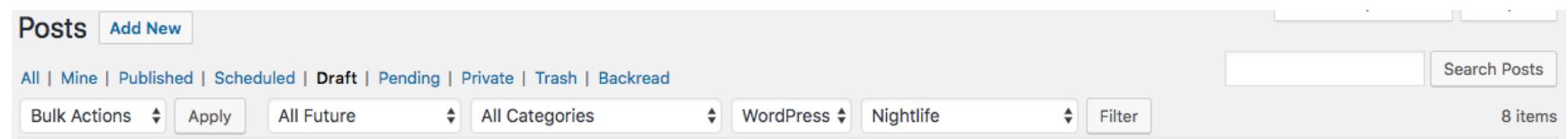
- To view content in WordPress, use the **Posts** menu in the sidebar. When you click **All Posts**, the default view shows everything that has been published within the past 24 hours.



The screenshot shows the WordPress Post Admin screen. The left sidebar is titled 'Posts' and includes links for All Posts, Add New, Categories, Tags, Sections, Internal Tags, Explore Categories, Advertisers, Galleries, AP, News Alert, Media, Zones, Curation, Links, Forms (1), Pages, Components, Appearance, and Newsletters. The main area is titled 'Posts' and 'Add New'. It features a toolbar with 'All' (selected), 'Mine', 'Published', 'Scheduled', 'Draft', 'Pending', 'Private', 'Trash', and 'Backread'. Below the toolbar are filter buttons for 'Bulk Actions', 'Apply', 'All dates', 'All Categories', 'Source', 'All sections', and a 'Filter' button. The main content area displays a table of 818,558 items, with page 1 of 16,372 shown. The table columns are 'Title', 'Authors', 'Section', 'Date', 'Post Details', and 'Source'. The first few posts listed are:

Title	Authors	Section	Date	Post Details	Source
Welcome, JD: Red Sox not worried about making room in lineup	DAVE CAMPBELL	Sports	February 20, 2018 1:37 PM Published	Post ID: 10715405 Last modified: 02/20/18 1:37 PM	AP
Trump awards Medal of Valor to public safety officers	The Associated Press	Nation & World, Nation & World Politics	February 20, 2018 1:35 PM Published	Post ID: 10715396 Last modified: 02/20/18 1:35 PM	AP
Idaho Senate backs so-called 'abortion reversal' bill	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715392 Last modified: 02/20/18 1:32 PM	AP
Falling ice forces closure of Mackinac Bridge to traffic	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715393 Last modified: 02/20/18 1:32 PM	AP
Hosmer joins Padres, wears number of late teammate Ventura	BERNIE WILSON	Sports	February 20, 2018 1:30 PM Published	Post ID: 10715384 Last modified: 02/20/18 1:30 PM	AP

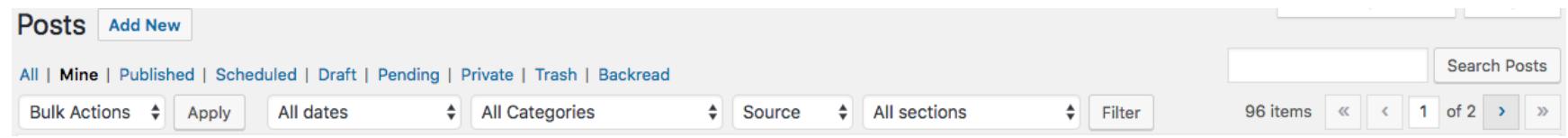
- Use the filter controls to dial in on the content you want to view. You can adjust for post status (published, schedule, draft, pending, backread, etc.), date range, category, source (WordPress, Methode, AP, WaPo, etc.) and section.
- You can also search posts using search window.



The screenshot shows the WordPress Post Admin screen with a different set of filters applied. The toolbar includes 'All', 'Mine' (selected), 'Published', 'Scheduled', 'Draft', 'Pending', 'Private', 'Trash', and 'Backread'. The filter buttons show 'Bulk Actions', 'Apply', 'All Future', 'All Categories', 'WordPress' (selected), 'Nightlife' (selected), and a 'Filter' button. The main content area shows 8 items. The table columns are 'Title', 'Authors', 'Section', 'Date', 'Post Details', and 'Source'. The posts listed are:

Title	Authors	Section	Date	Post Details	Source
Seattle Mariners' Robinson Cano to undergo surgery on right knee	DAVE CAMPBELL	Sports	February 20, 2018 1:30 PM Published	Post ID: 10715385 Last modified: 02/20/18 1:30 PM	AP
Trump awards Medal of Valor to public safety officers	The Associated Press	Nation & World, Nation & World Politics	February 20, 2018 1:35 PM Published	Post ID: 10715396 Last modified: 02/20/18 1:35 PM	AP
Idaho Senate backs so-called 'abortion reversal' bill	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715392 Last modified: 02/20/18 1:32 PM	AP
Falling ice forces closure of Mackinac Bridge to traffic	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715393 Last modified: 02/20/18 1:32 PM	AP
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Trump awards Medal of Valor to public safety officers	The Associated Press	Nation & World, Nation & World Politics	February 20, 2018 1:35 PM Published	Post ID: 10715396 Last modified: 02/20/18 1:35 PM	AP
Idaho Senate backs so-called 'abortion reversal' bill	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715392 Last modified: 02/20/18 1:32 PM	AP
Falling ice forces closure of Mackinac Bridge to traffic	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715393 Last modified: 02/20/18 1:32 PM	AP
Hosmer joins Padres, wears number of late teammate Ventura	BERNIE WILSON	Sports	February 20, 2018 1:30 PM Published	Post ID: 10715384 Last modified: 02/20/18 1:30 PM	AP

- 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.



The screenshot shows the WordPress Post Admin screen with a different set of filters applied. The toolbar includes 'All', 'Mine' (selected), 'Published', 'Scheduled', 'Draft', 'Pending', 'Private', 'Trash', and 'Backread'. The filter buttons show 'Bulk Actions', 'Apply', 'All dates', 'All Categories', 'Source', 'All sections', and a 'Filter' button. The main content area shows 96 items, with page 1 of 2 shown. The table columns are 'Title', 'Authors', 'Section', 'Date', 'Post Details', and 'Source'. The posts listed are:

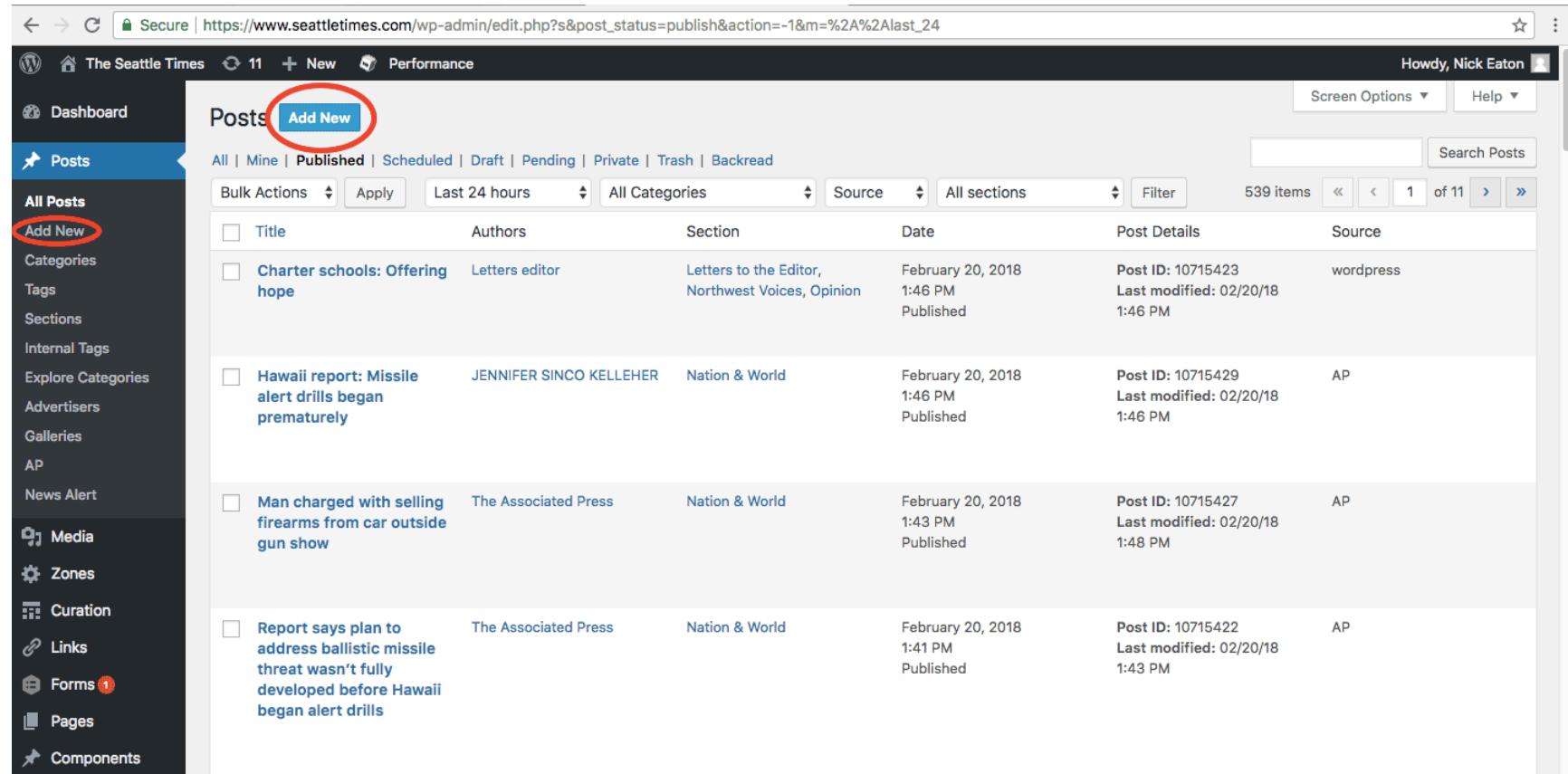
Title	Authors	Section	Date	Post Details	Source
Seattle Mariners' Robinson Cano to undergo surgery on right knee	DAVE CAMPBELL	Sports	February 20, 2018 1:30 PM Published	Post ID: 10715385 Last modified: 02/20/18 1:30 PM	AP
Trump awards Medal of Valor to public safety officers	The Associated Press	Nation & World, Nation & World Politics	February 20, 2018 1:35 PM Published	Post ID: 10715396 Last modified: 02/20/18 1:35 PM	AP
Idaho Senate backs so-called 'abortion reversal' bill	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715392 Last modified: 02/20/18 1:32 PM	AP
Falling ice forces closure of Mackinac Bridge to traffic	The Associated Press	Nation & World	February 20, 2018 1:32 PM Published	Post ID: 10715393 Last modified: 02/20/18 1:32 PM	AP
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Seattle Mariners' Robinson Cano to undergo surgery on right knee	DAVE CAMPBELL	Sports	February 20, 2018 1:30 PM Published	Post ID: 10715385 Last modified: 02/20/18 1:30 PM	AP
Trump awards Medal of Valor to public safety officers	The Associated Press	Nation & World, Nation & World Politics	February 20, 2018 1:35 PM Published	Post ID: 10715396 Last modified: 02/20/18 1:35 PM	AP
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Hosmer joins Padres, wears number of late teammate Ventura	BERNIE WILSON	Sports	February 20, 2018 1:30 PM Published	Post ID: 10715384 Last modified: 02/20/18 1:30 PM	AP

- 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

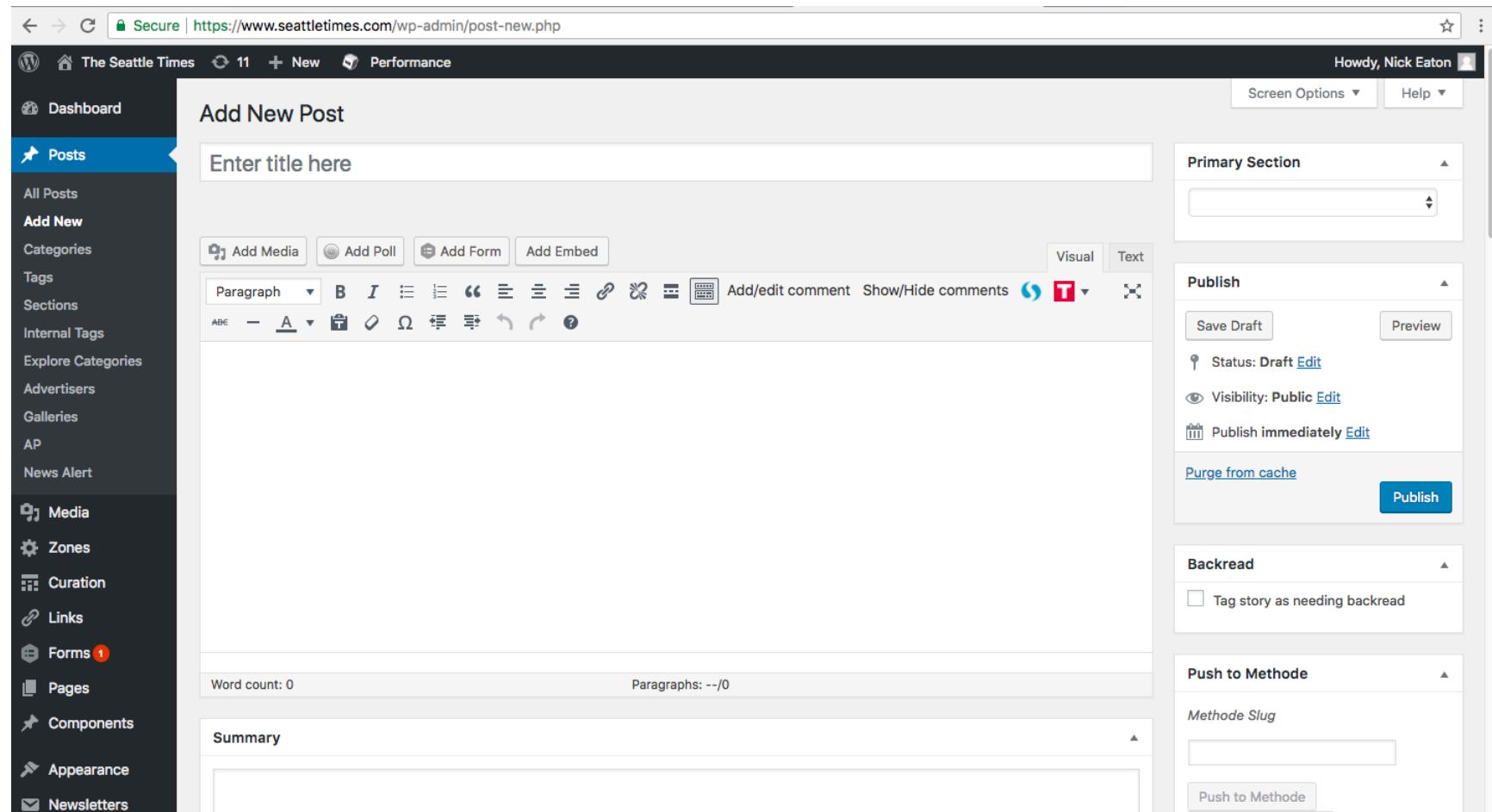
Add New Post

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



The screenshot shows the WordPress Post Admin page for 'The Seattle Times'. The left sidebar is visible with various menu items like 'Dashboard', 'Posts', 'Categories', 'Tags', 'Sections', 'Internal Tags', 'Explore Categories', 'Advertisers', 'Galleries', 'AP', 'News Alert', 'Media', 'Zones', 'Curation', 'Links', 'Forms (1)', 'Pages', and 'Components'. The 'Posts' section is selected, and the 'Add New' button is highlighted with a red circle. The main area shows a list of published posts with columns for Title, Authors, Section, Date, Post Details, and Source. The first post is 'Charter schools: Offering hope' by Letters editor, Northwest Voices, Opinion, published on February 20, 2018, at 1:46 PM. The second post is 'Hawaii report: Missile alert drills began prematurely' by JENNIFER SINCO KELLEHER, Nation & World, published on February 20, 2018, at 1:46 PM. The third post is 'Man charged with selling firearms from car outside gun show' by The Associated Press, Nation & World, published on February 20, 2018, at 1:43 PM. The fourth post is 'Report says plan to address ballistic missile threat wasn't fully developed before Hawaii began alert drills' by The Associated Press, Nation & World, published on February 20, 2018, at 1:41 PM.

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



The screenshot shows the 'Add New Post' editor screen. The left sidebar is the same as the previous screenshot. The main area has a title field 'Enter title here' and a rich text editor toolbar with buttons for Add Media, Add Poll, Add Form, Add Embed, Paragraph, Bold, Italic, etc. Below the editor is a summary bar showing 'Word count: 0' and 'Paragraphs: --/0'. To the right are several metaboxes: 'Primary Section' (dropdown), 'Publish' (dropdown with Save Draft, Preview, Status: Draft, Visibility: Public, Publish immediately, Purge from cache, Publish buttons), 'Backread' (checkbox for Tag story as needing backread), and 'Push to Methode' (Methode Slug input and Push to Methode button). The right sidebar also shows 'Screen Options' and 'Help' buttons.

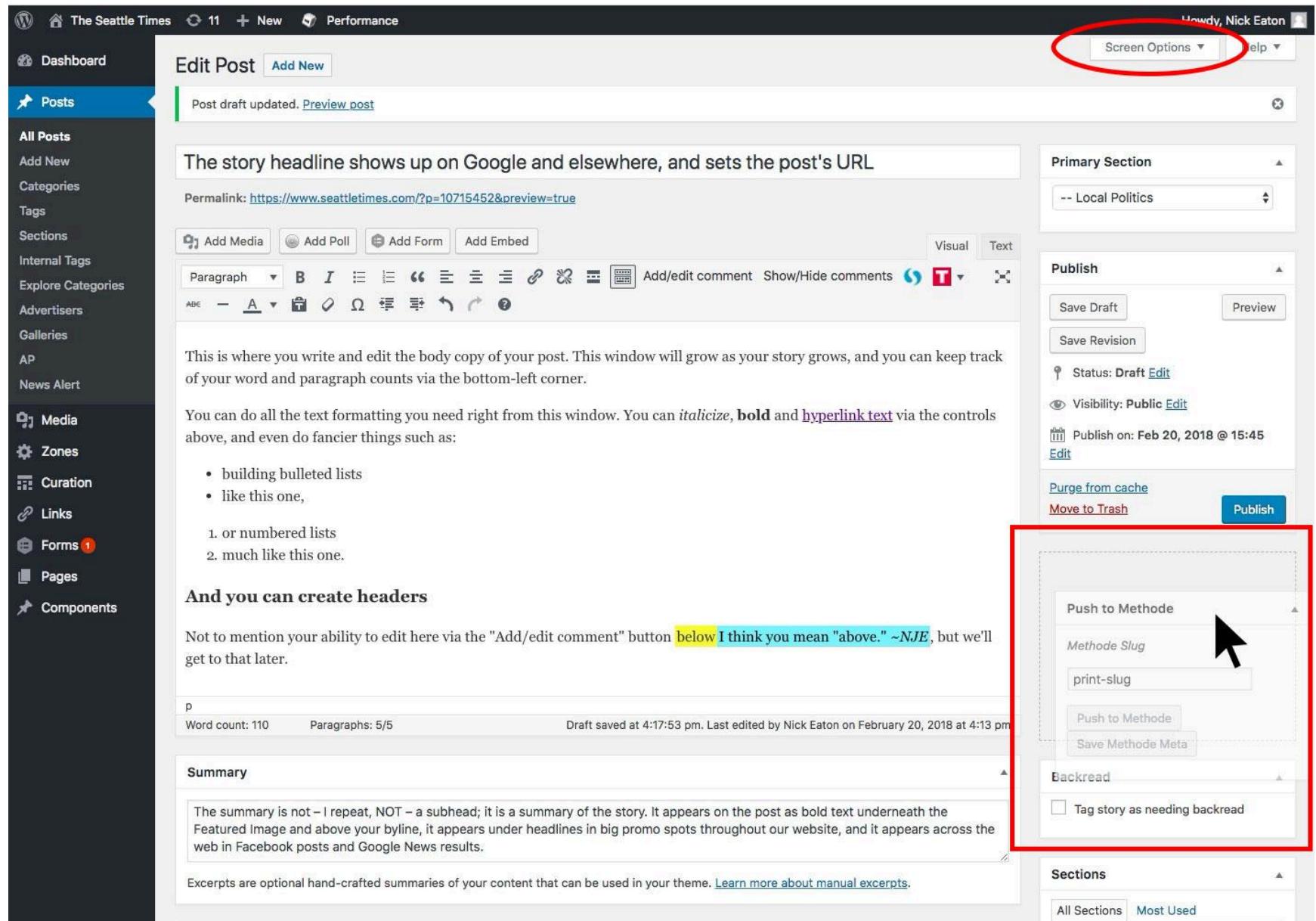
Example Post

Post Editor

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

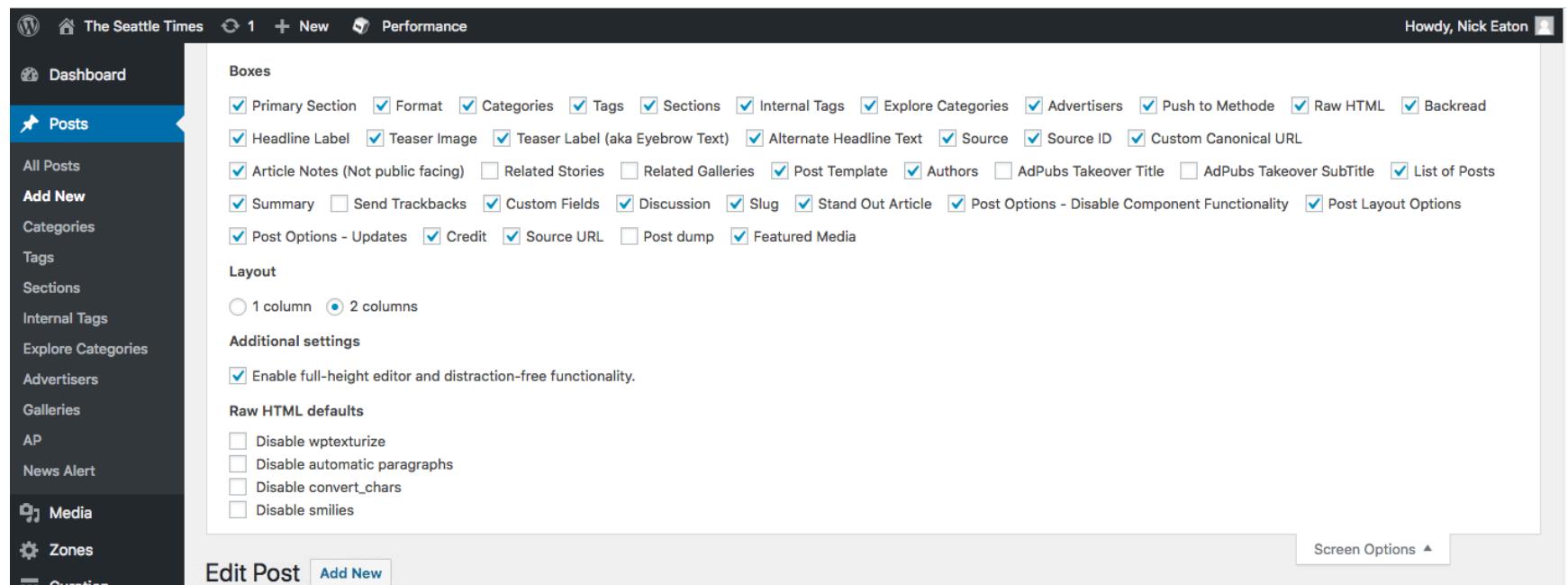
Personalizing the post editor

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



The screenshot shows the WordPress Post Editor interface. The left sidebar is visible with various menu items like Posts, All Posts, Add New, Categories, etc. The main content area shows a post with a headline and some text. A red circle highlights the "Screen Options" button in the top right corner. A red box highlights a custom sidebar on the right side. This sidebar contains sections for "Primary Section" (set to "Local Politics"), "Publish" (with Save Draft, Save Revision, and Publish buttons), and "Push to Methode" (with a "print-slug" input field and "Push to Methode" and "Save Methode Meta" buttons). A mouse cursor is hovering over the "Push to Methode" button. The bottom right of the sidebar has a "Backread" section with a checkbox for "Tag story as needing backread".

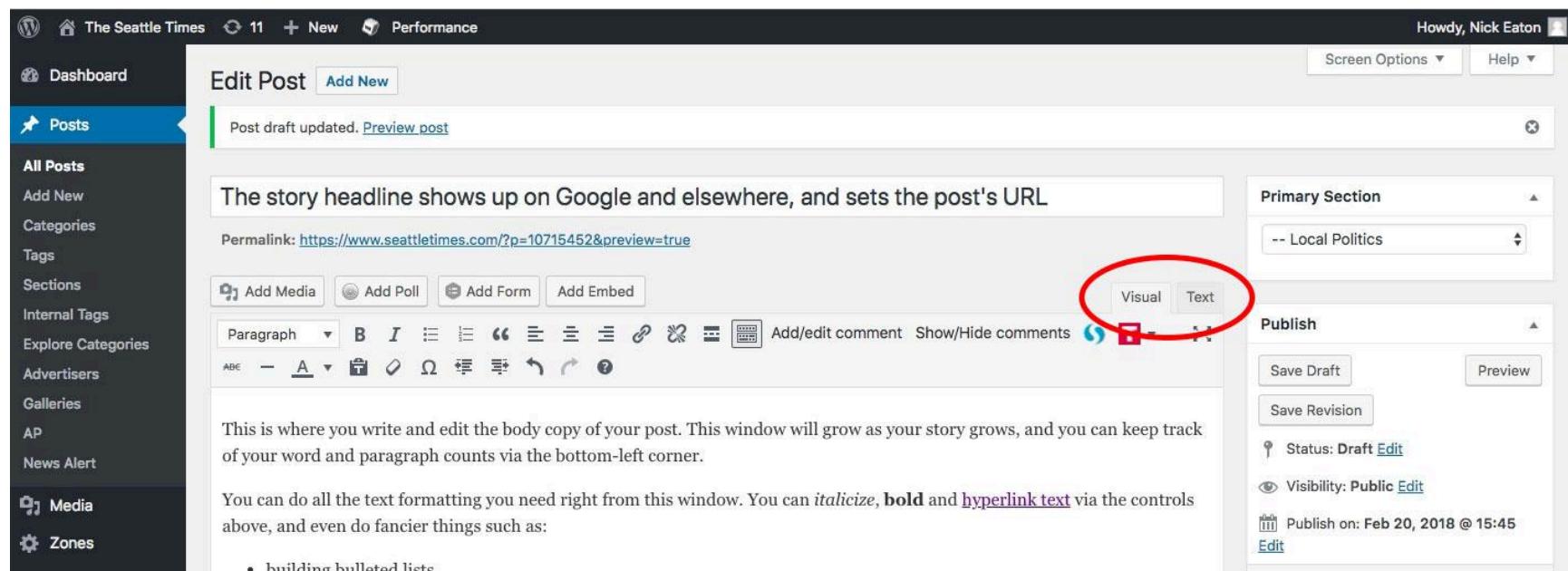
- If you are missing a widget, or if you would like to remove a widget, click on the the **Screen Options** drawer.
- Check and uncheck the boxes to select which widgets you would like displayed in your post editor.



The screenshot shows the "Screen Options" drawer in the Post Editor. The drawer is divided into sections: "Boxes" (with checkboxes for Primary Section, Format, Categories, Tags, etc.), "Layout" (with radio buttons for 1 column and 2 columns, currently set to 2 columns), "Additional settings" (with a checkbox for "Enable full-height editor and distraction-free functionality"), "Raw HTML defaults" (with checkboxes for Disable wptexturize, Disable automatic paragraphs, etc.), and a "Screen Options" button at the bottom right. A red box highlights the "Boxes" section, and a red arrow points to the "Push to Methode" button in the sidebar of the main editor area.

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.



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

Paragraph B I Add/edit comment Show/Hide comments

ABC – A Add comment Add link

Primary Section -- Local Politics

Publish Save Draft Save Revision

Status: Draft Edit

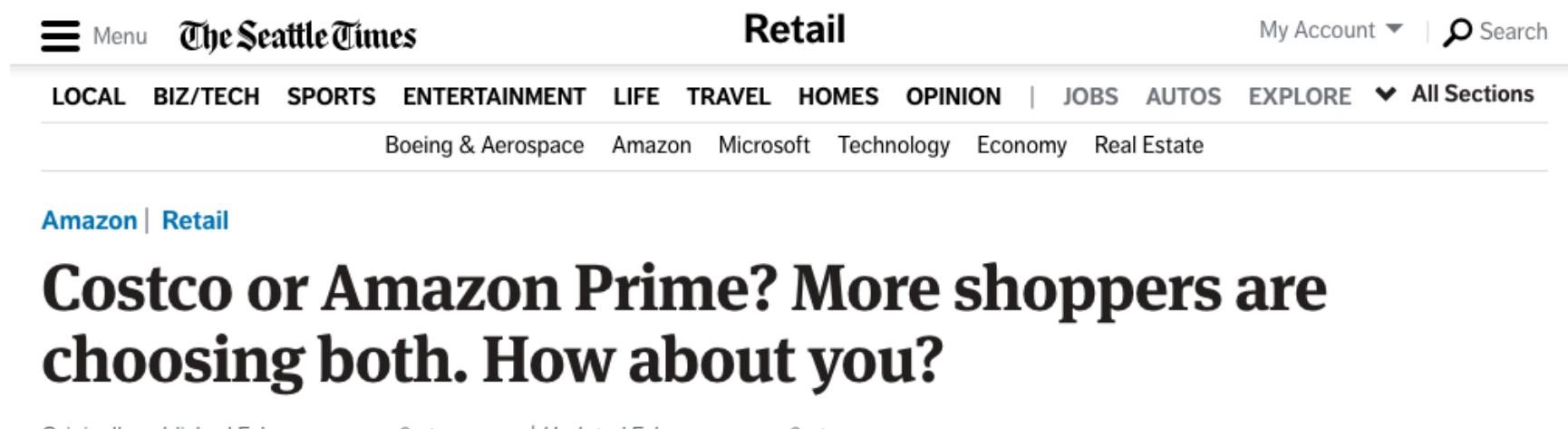
Visibility: Public Edit

Publish on: Feb 20, 2018 @ 15:45 Edit

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.



Menu The Seattle Times Retail My Account | Search

LOCAL BIZ/TECH SPORTS ENTERTAINMENT LIFE TRAVEL HOMES OPINION | JOBS AUTOS EXPLORE All Sections

Boeing & Aerospace Amazon Microsoft Technology Economy Real Estate

Amazon | Retail

Costco or Amazon Prime? More shoppers are choosing both. How about you?

Originally published February 20, 2018 at 10:15 am | Updated February 20, 2018 at 4:54 pm

Alternate Headline

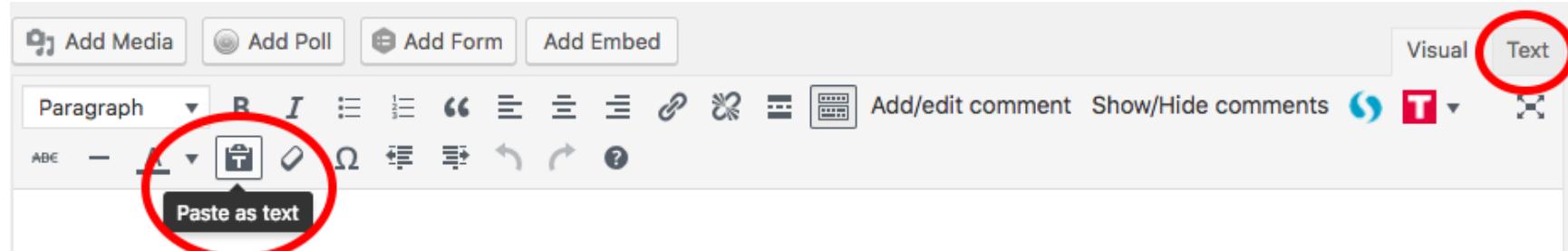
- When used, the Alternate Headline (or "alt hed") will appear in promo spots and headline lists across the website.
- The main headline will still be used on the post itself, and across the web on Google, Facebook, etc.

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.



Add Media Add Poll Add Form Add Embed

Paragraph B I Add/edit comment Show/Hide comments

ABC – A Paste as text

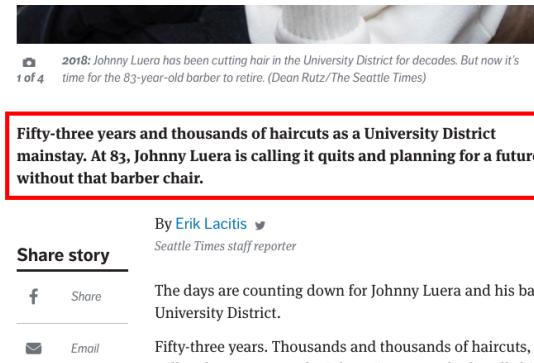
Visual Text

Summary

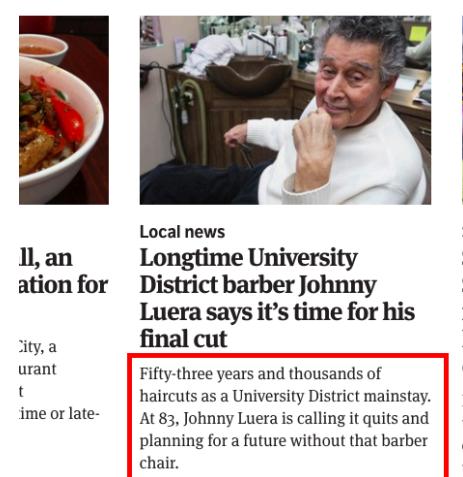
- Summarize the story in one or two sentences -- fewer than 254 characters.

- 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 your 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



On the website in promo positions

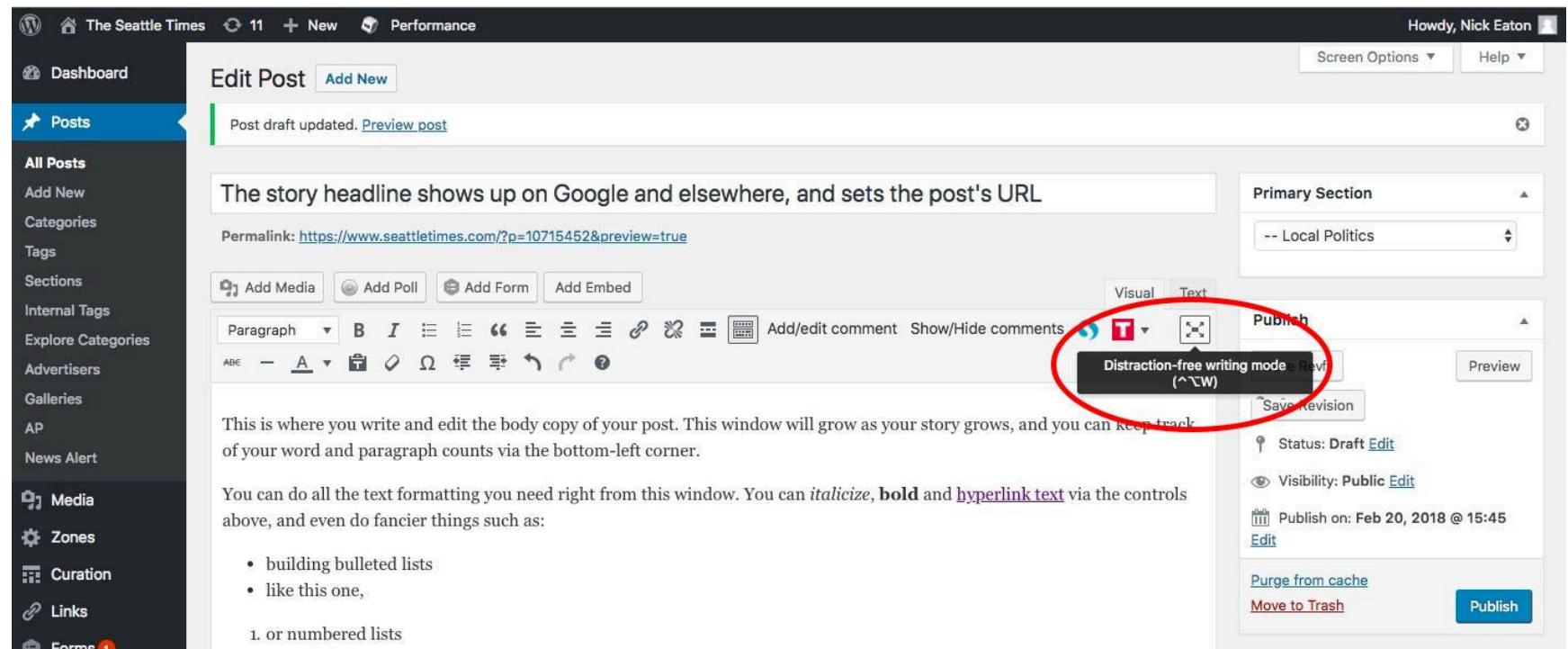


In Facebook posts



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

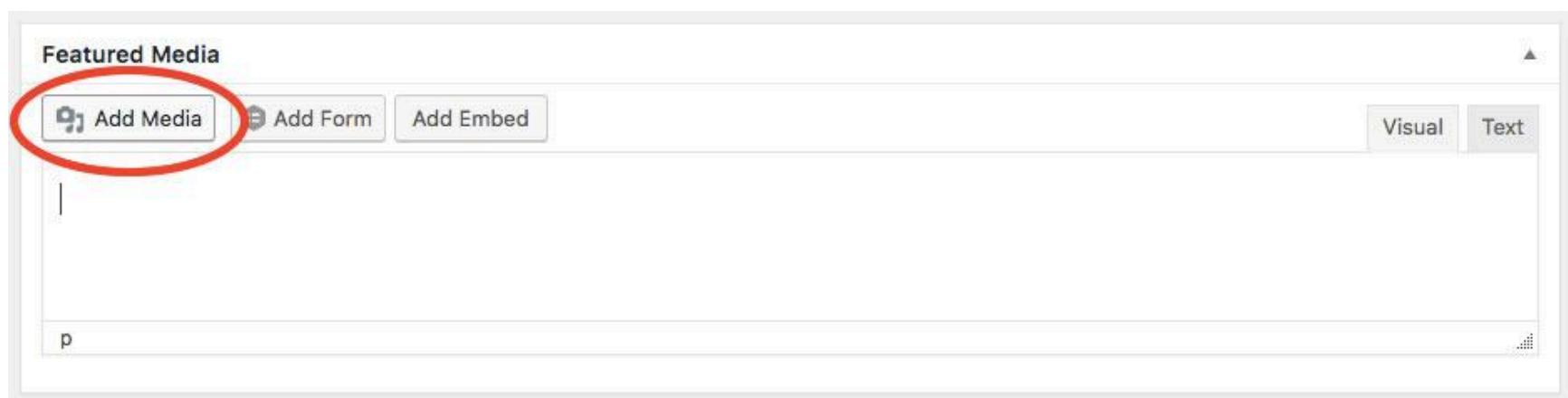
- Please refer to our [Workflow Guide](#) documentation.

Featured Media

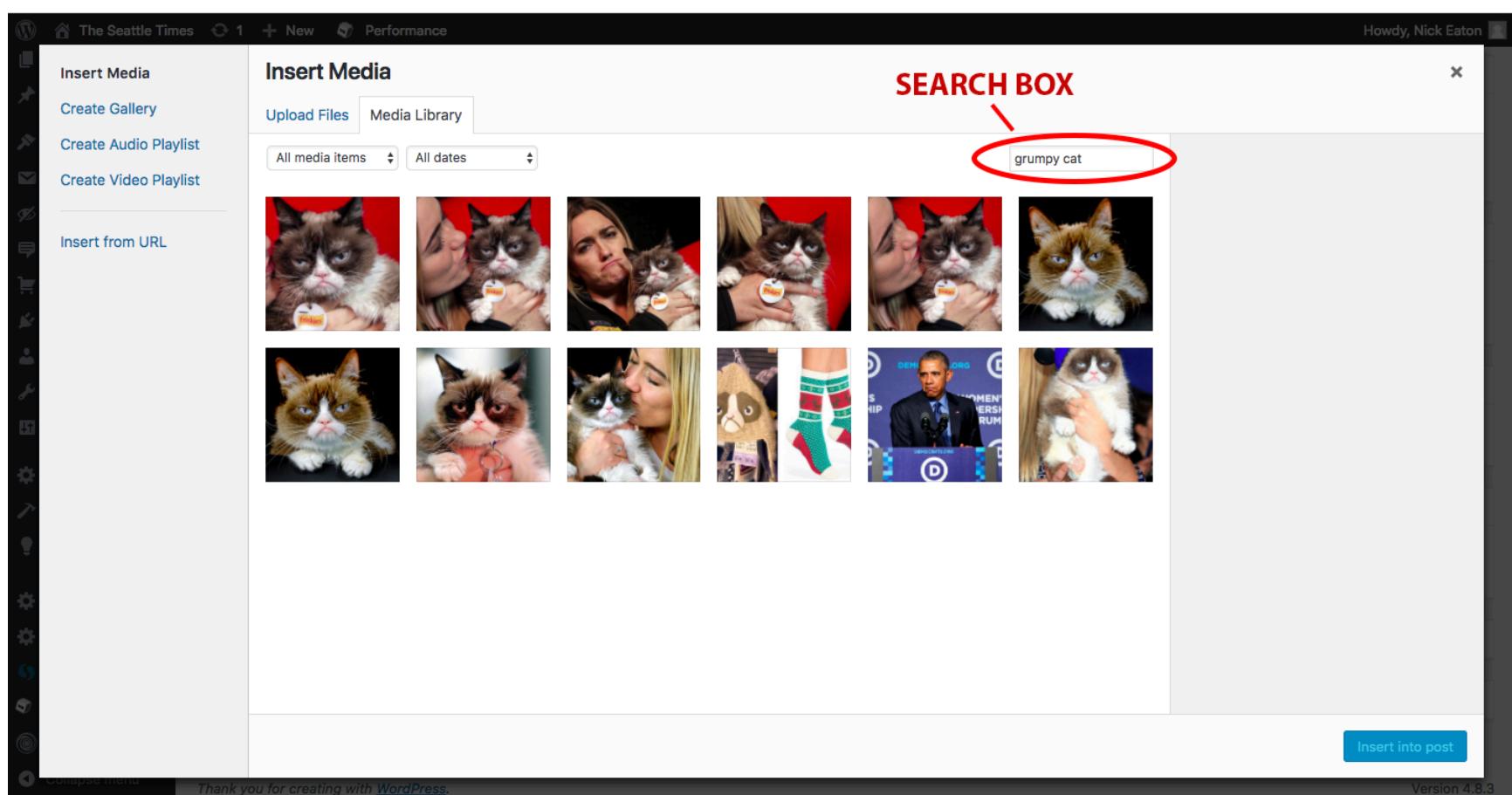
- Featured media is the the main art that displays at the top of a post.
- Featured media can be a photo, gallery, graphic, illustration, video or even an interactive.
- These are added to a post via the **Featured Media** widget.

Photo, graphic or illustration

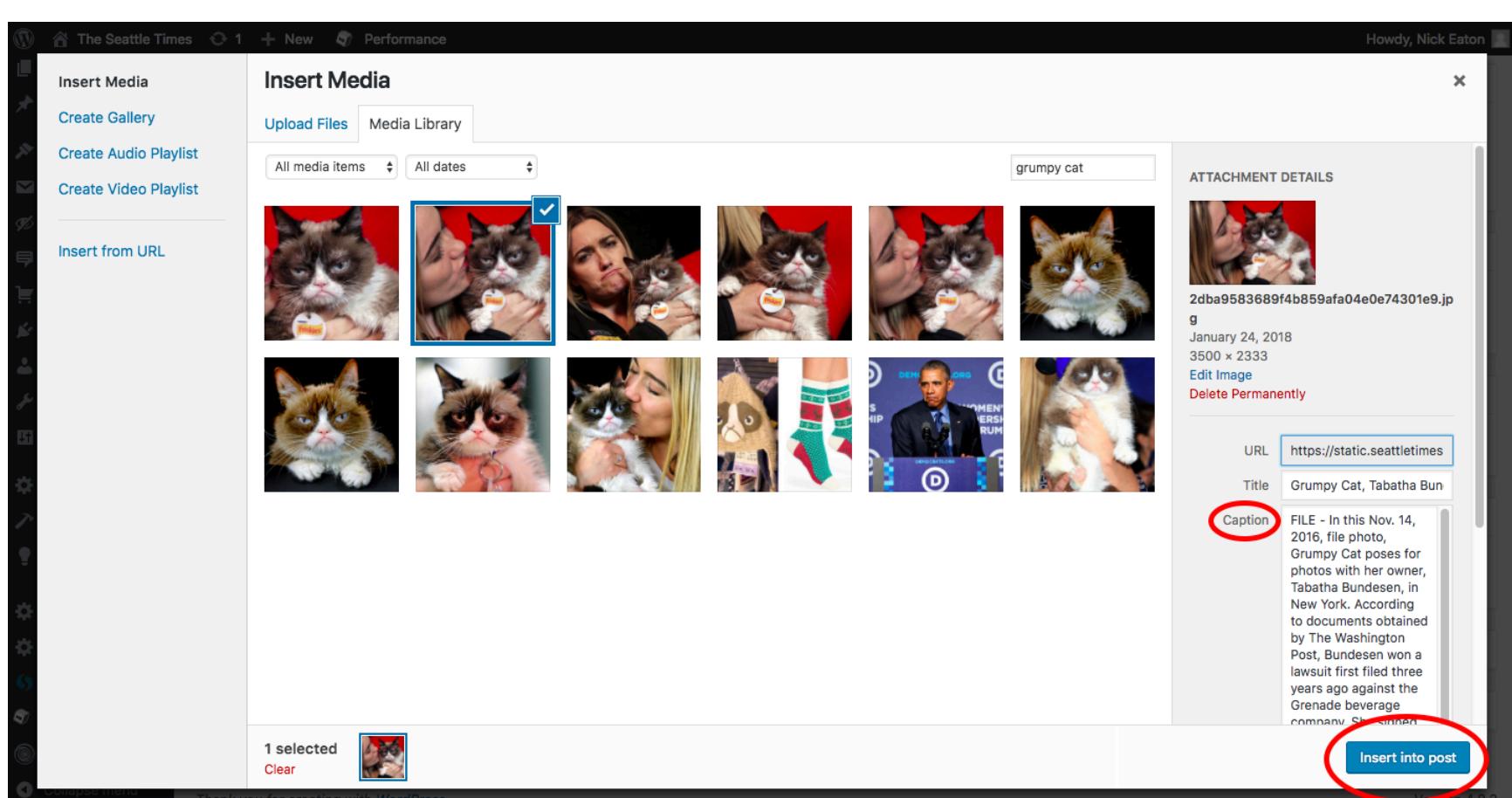
1. To add a photo, graphic or illustration, click your cursor inside the **Featured Media** widget's text box to activate it, then click on the **Add Media** button.



- 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.

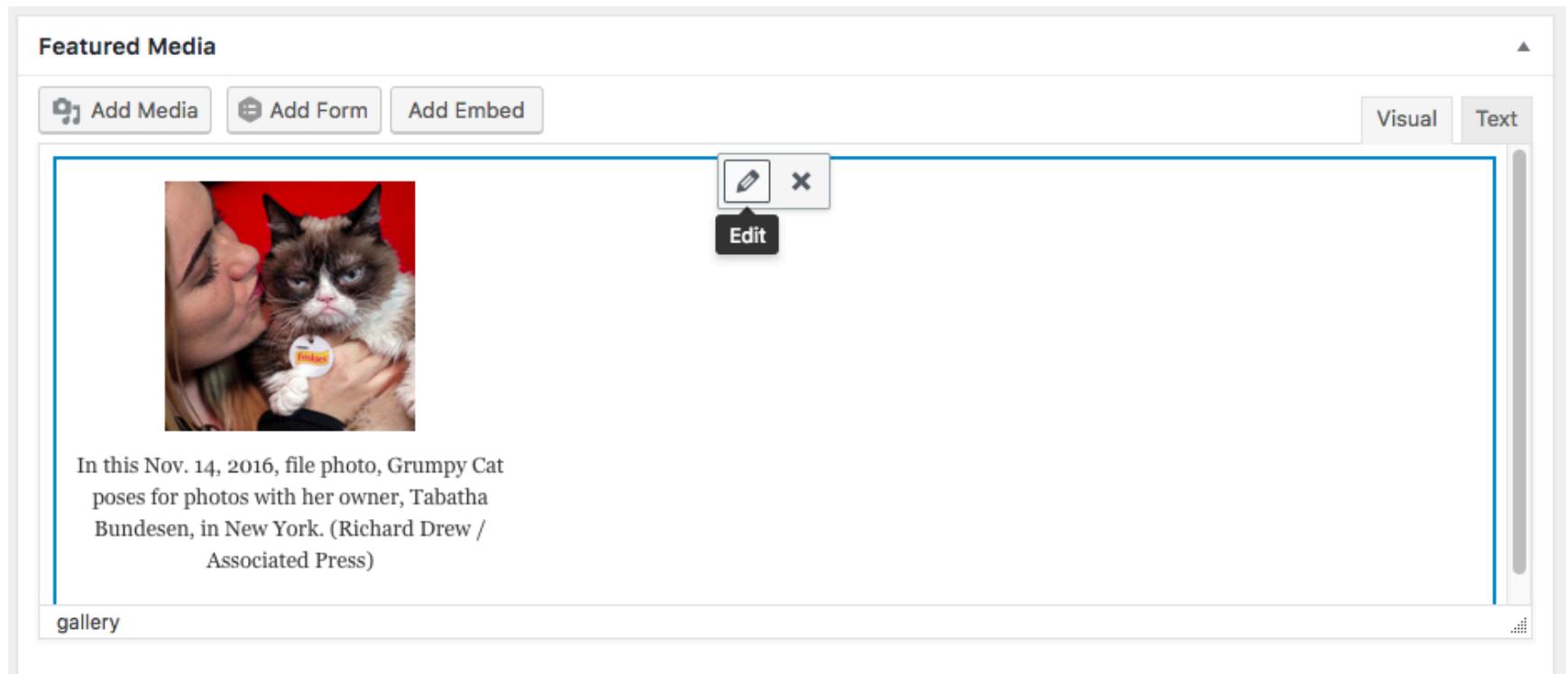


3. Select an image by clicking on its thumbnail. That image's information will appear at the right-hand side.
4. You can edit the image caption here. Be sure to include an image byline, which should generally look something like:
 - (Photographer Name / The Seattle Times)
 - (Photographer Name / Associated 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.



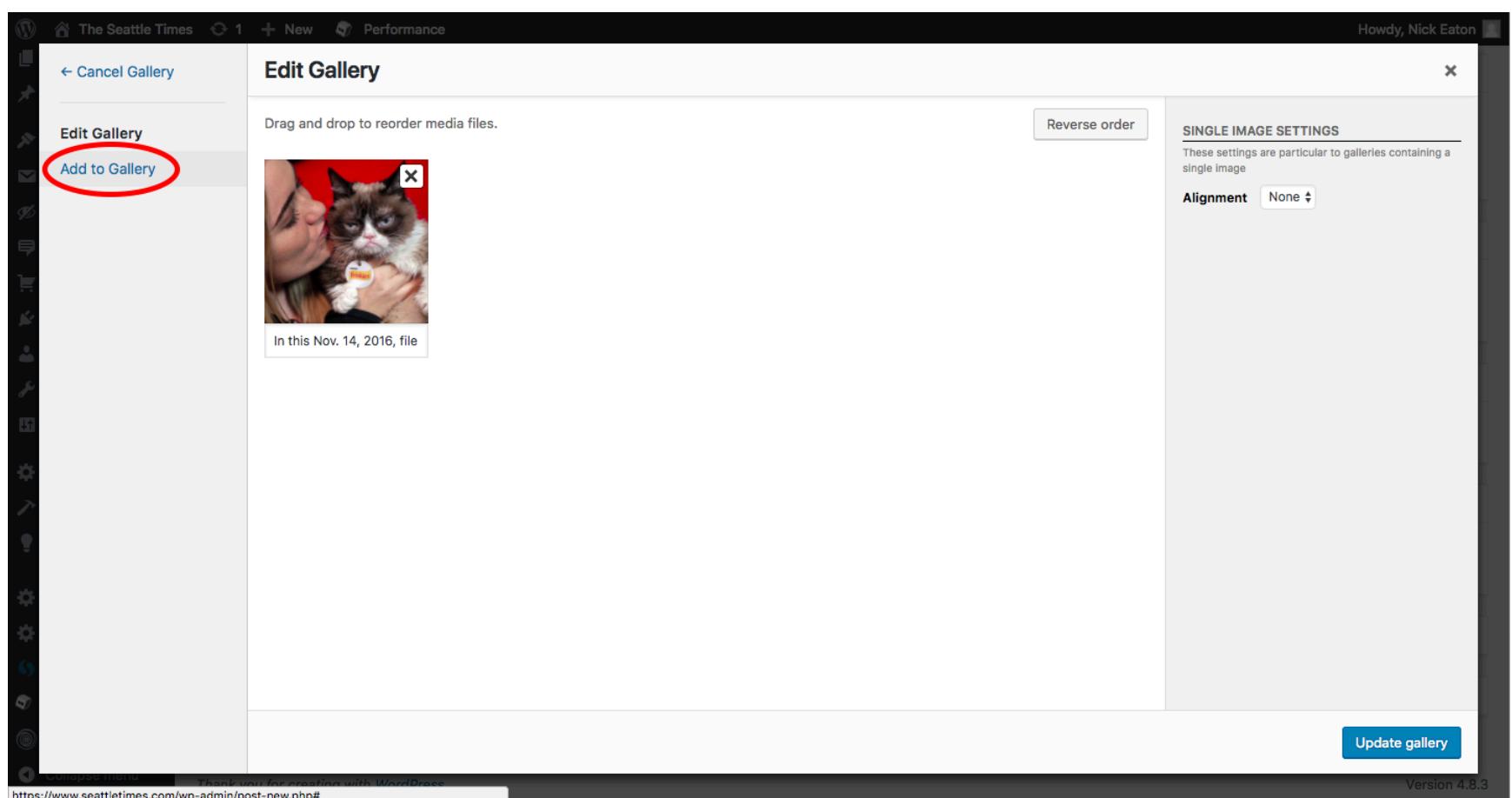
- The photo is now added to Featured Media.

- To edit a caption, or to change the image in Featured Media, simply click on the image to activate the edit controls.
- Click on the **pencil** icon to edit the image, or click on the **X** icon to delete the image.

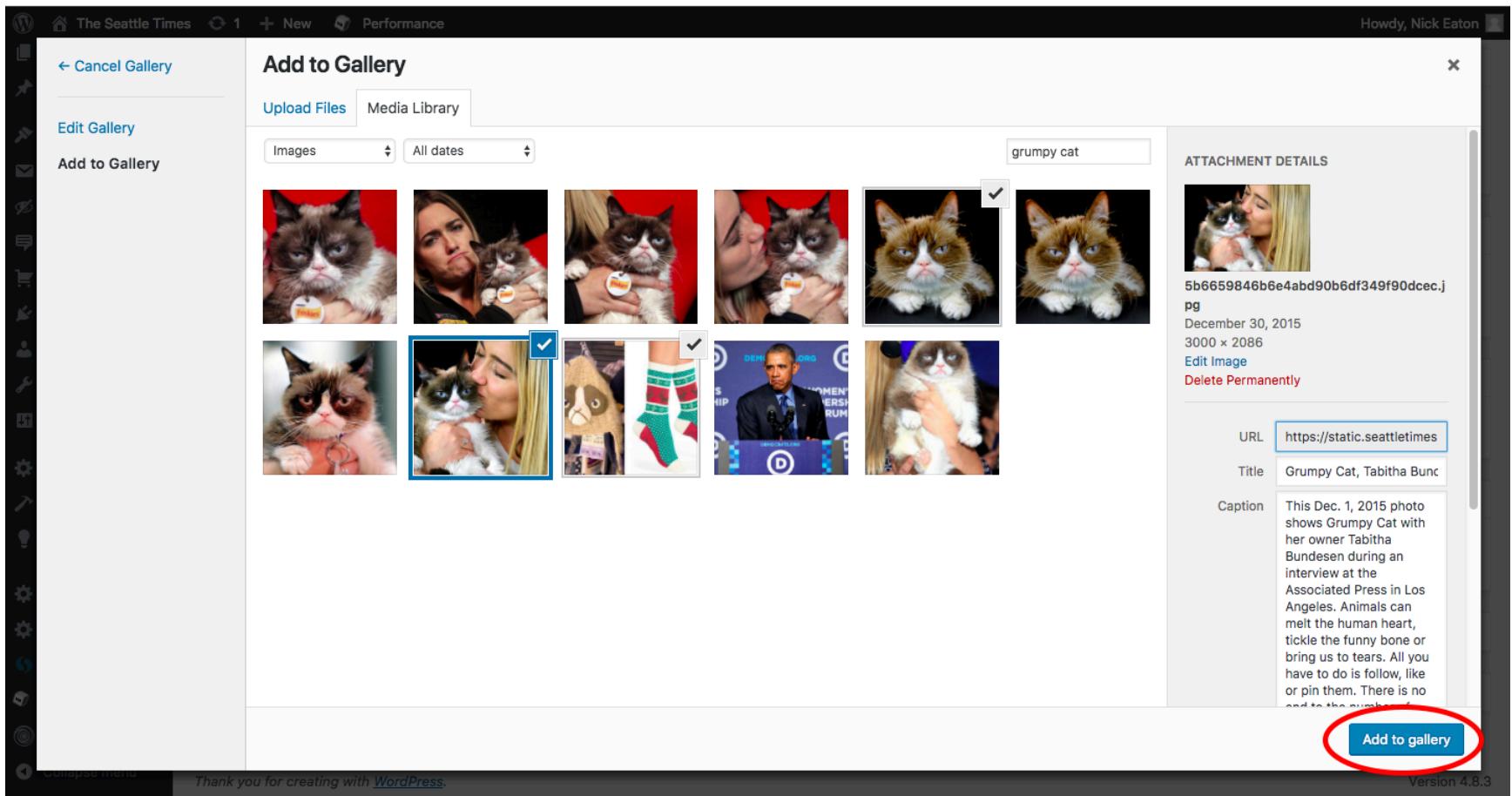


Multiple images

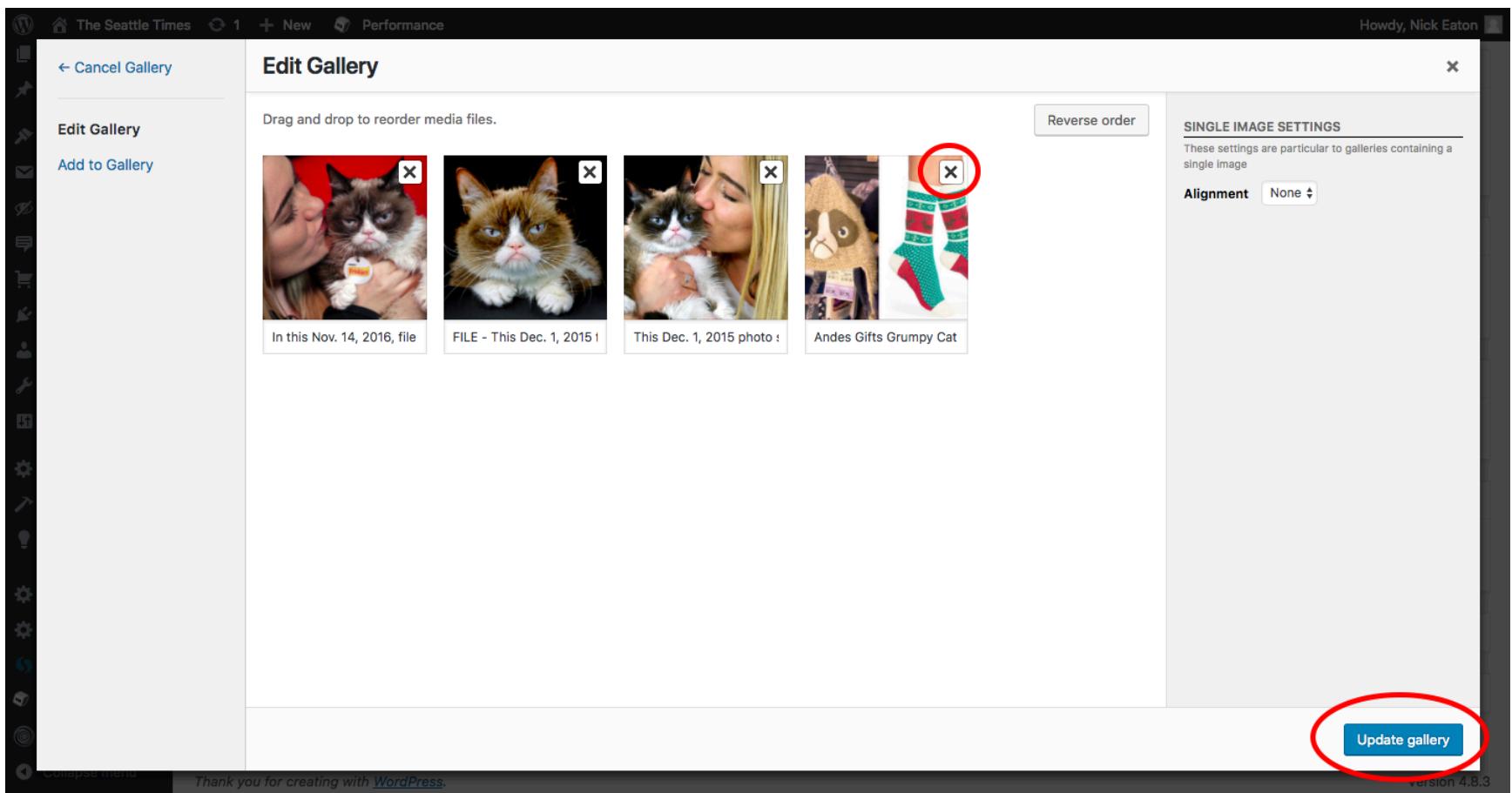
- To place multiple images at the top of the post, first add one image to Featured Media using the steps above.
- To insert more images, open back up the image editor using the “edit” pencil icon shown above.
- Click **Add to Gallery** to browse the Media Library.



- 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.
- Click on an image again to deselect it and remove it from the gallery.
- Selected images are denoted by a check mark.
- Click the **Add to gallery** button to add the selected images to the gallery.



- 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.
- Click the **Update gallery** button to update the gallery.

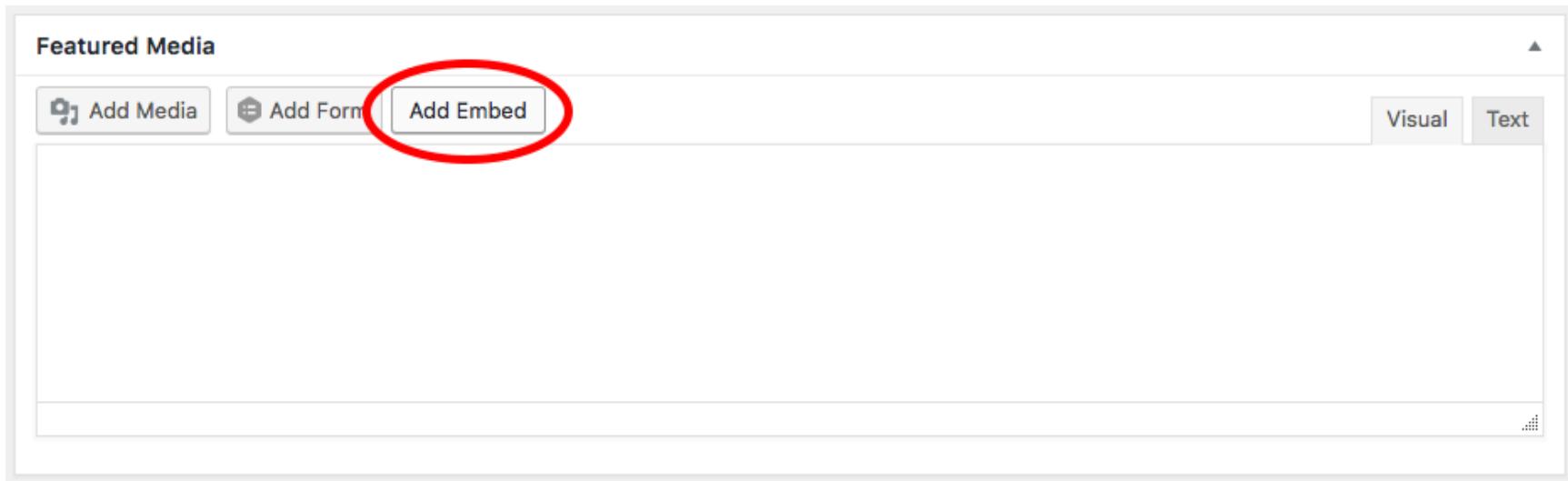


- You can add dozens and dozens of images, but the optimal number of images for a post is fewer than 10.

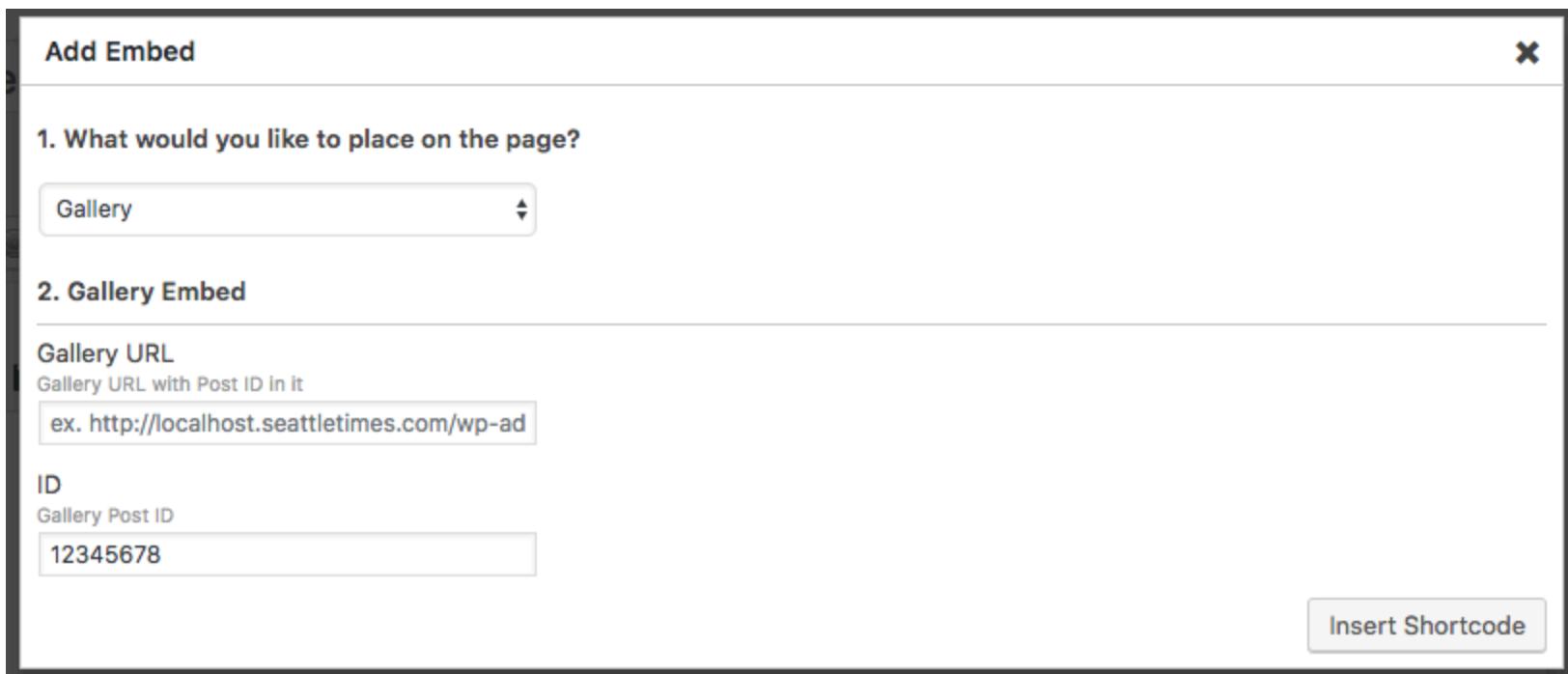
Pre-built gallery

- 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.

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



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.



- 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.

Add Embed

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

Brightcove Video

2. Brightcove Video Embed

Player ID (Option)
Enter a Player ID if you don't want to use the default player.
Optional (ex. VkZ4EROte)

Video Alignment
Does not apply to featured media.
None

Search for a Video or Enter a Video ID
Enter a word, phrase, or a video ID. You can also limit your search to a specific time. Then, click the video to select it. If you enter a video ID (all digits), just click Insert shortcode and bypass the search.
Search Tips ?

seahawks All Dates Sort By Relevance Search for Video **Insert Shortcode**

Seahawks safety Brandon Browner talks to the media Thursday.



Seahawks safety Brandon Browner talks to the media Thursday.

Created at: Thu May 26 2016 17:37:11 GMT-0700 (PDT)

Tags: seahawks, sports, brandon browner

Video ID: 4914388376001

INACTIVE Seahawks link arms during National Anthem



Seahawks players link arms in a show of unity as the National Anthem is performed before a game against the Miami Dolphins at CenturyLink Field, Sunday, Sept. 11, 2016. (Corinne Chin

Highlight video of Seahawks receiver Ricardo Lockette, who retired Thursday.



Highlight video of Seahawks receiver Ricardo Lockette, who retired Thursday.

Created at: Thu May 12 2016 14:02:49 GMT-0700 (PDT)

Tags: ricardo lockette

Seahawks QB Russell Wilson talks to the media following Thursday's OTA.



Seahawks QB Russell Wilson talks to the media following Thursday's OTA.

Created at: Thu May 26 2016 16:01:04 GMT-0700 (PDT)

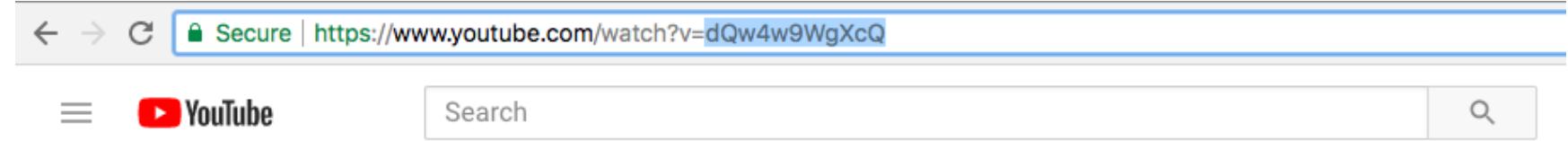
Tags: seahawks, sports, russell wilson

- 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.

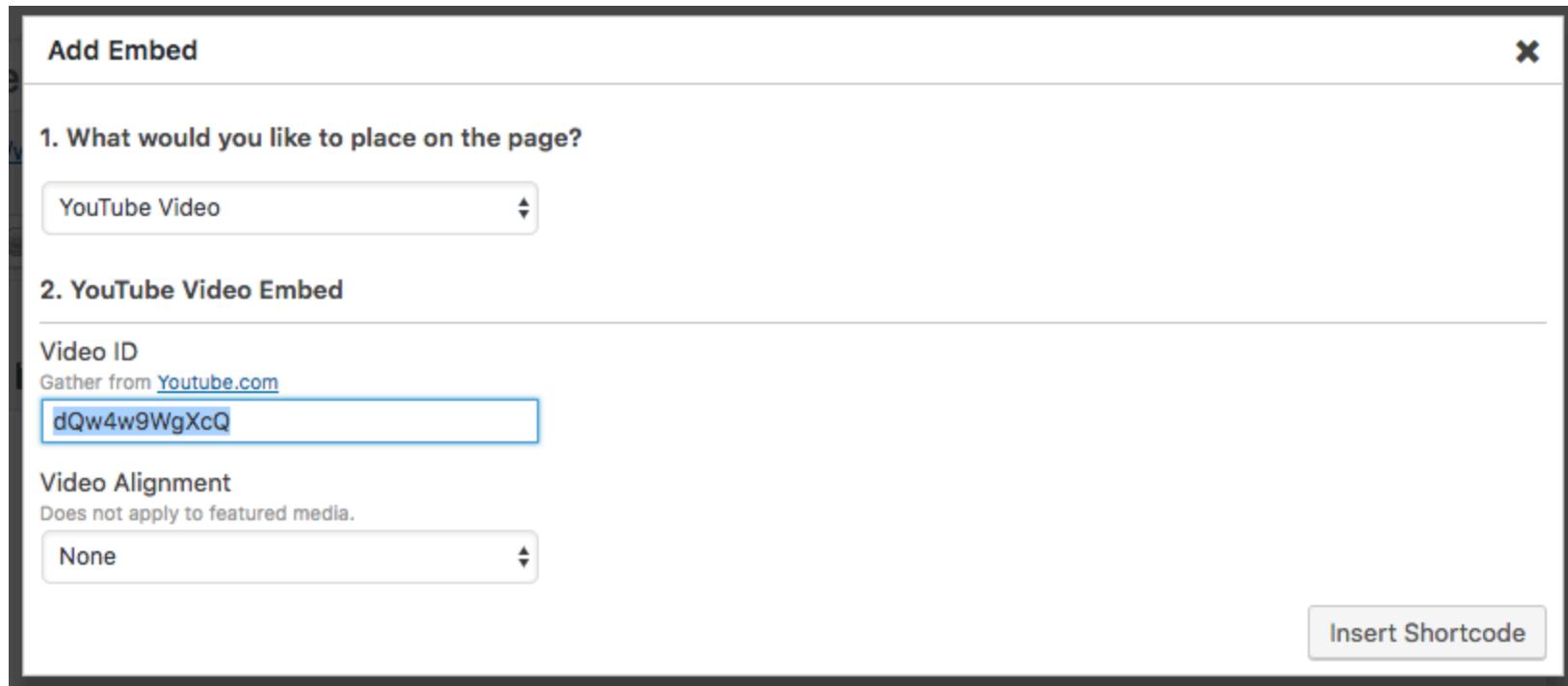
1. First, you must obtain the YouTube video ID number. That is the string of numbers, letters and symbols at the end of the URL for an individual video.
2. Be sure to copy *everything* after the equals sign.



Secure | <https://www.youtube.com/watch?v=dQw4w9WgXcQ>

YouTube Search

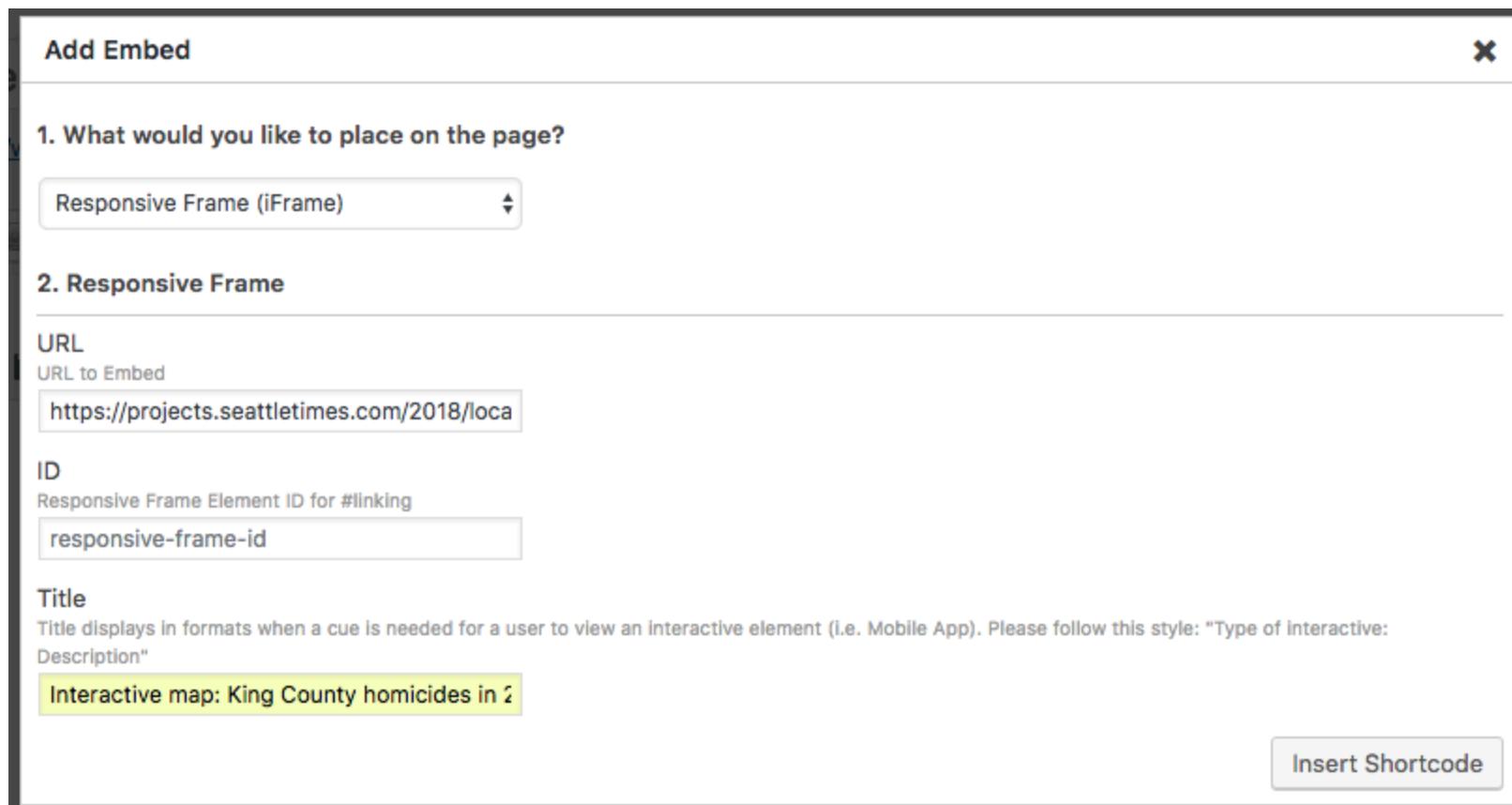
3. Back in WordPress, to add the video, click inside the Featured Media text box to activate it, then click the **Add Embed** button (shown above).
4. A window with a drop-down menu appears. Select YouTube Video.
5. Under the heading Video ID, paste the YouTube video ID you obtained.
6. Click the Insert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



Food & Drink

Life on the farm: How Kurt Timmermeister opted out of the Seattle restaurant industry

When Kurt Timmermeister got fed up with the city, he moved to Vashon Island and started a farm. Then he started writing about his new life on it. And while he didn't know what he was doing, he's done beautifully well.

Homepage section block

Life FOOD & DRINK WELLNESS GARDEN RANT & RAVE

Bombons best when baked | Cannabis recipe

These early-blooming perennials will color your garden happy | In the Garden

Rant & Rave: Street parking vs. bike lanes Updated 10:48 am

Life on the farm: How Kurt Timmermeister opted out of the Seattle restaurant industry

Nicole Brodeur k.d. lang opens her 'Ingénue Redux Tour' in Seattle area

Travel OUTDOORS TRAVEL WISE WASHINGTON DESTINATIONS NORTHWEST HIKES

Two days in sick bay cost me \$5,929. Why won't my travel insurance pay? | Travel Troubleshooter

Priceline changing its name to Booking Holdings

California's laid-back Catalina Island is worth more than a day trip [VIEW](#)

Seattle Times iPhone App

AT&T 12:09 PM The Seattle Times

Top Stories Latest Trending Education

Trump says more must be done to protect children

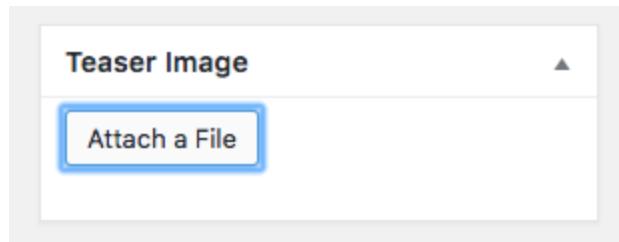
Life on the farm: How Kurt Timmermeister opted out of the Seattle restaurant industry

See how Mount Rainier glaciers have vanished over time, with this eye-opening photo project

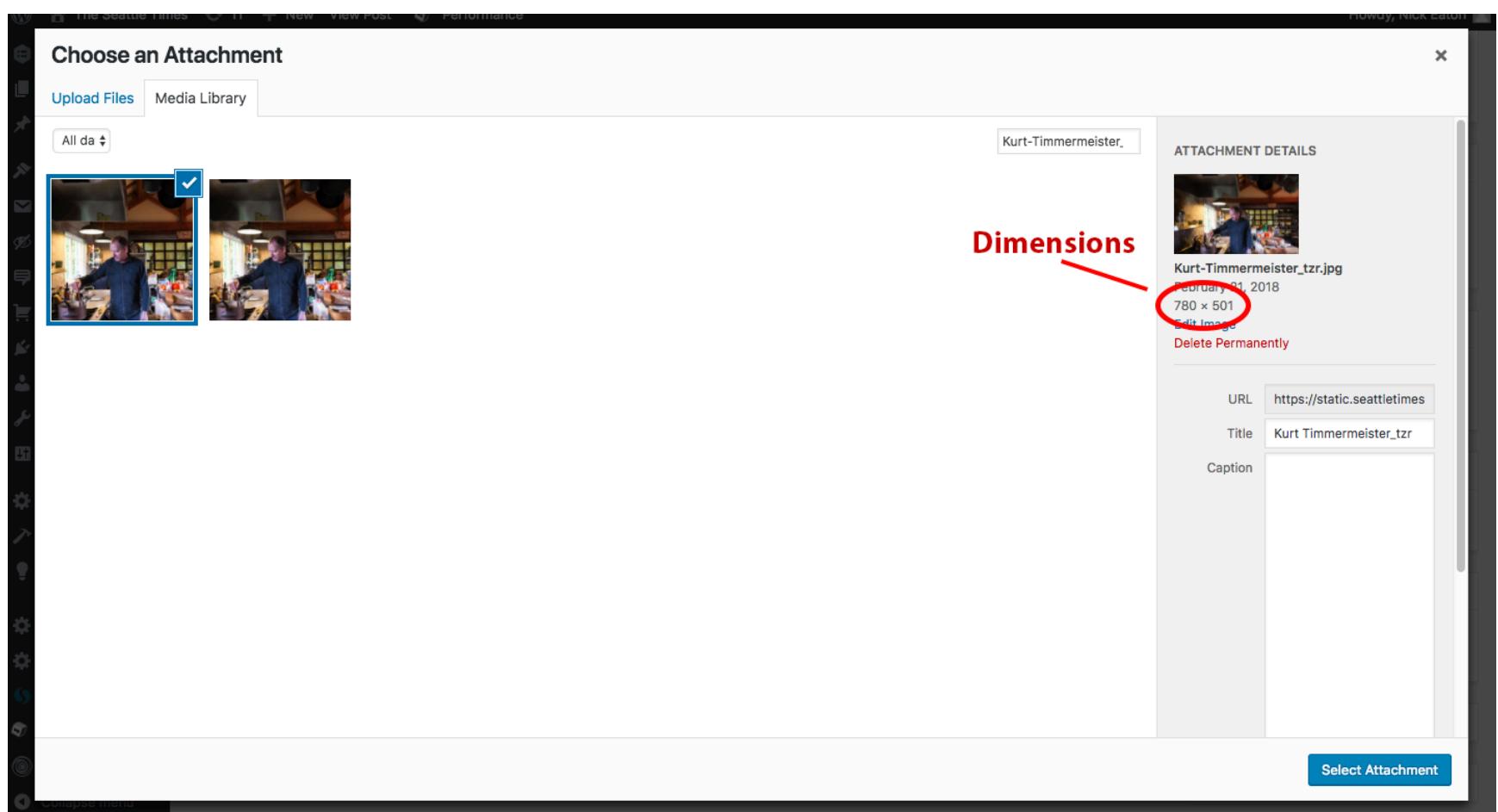
How does UW decide to retire a jersey? Right now,

- 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

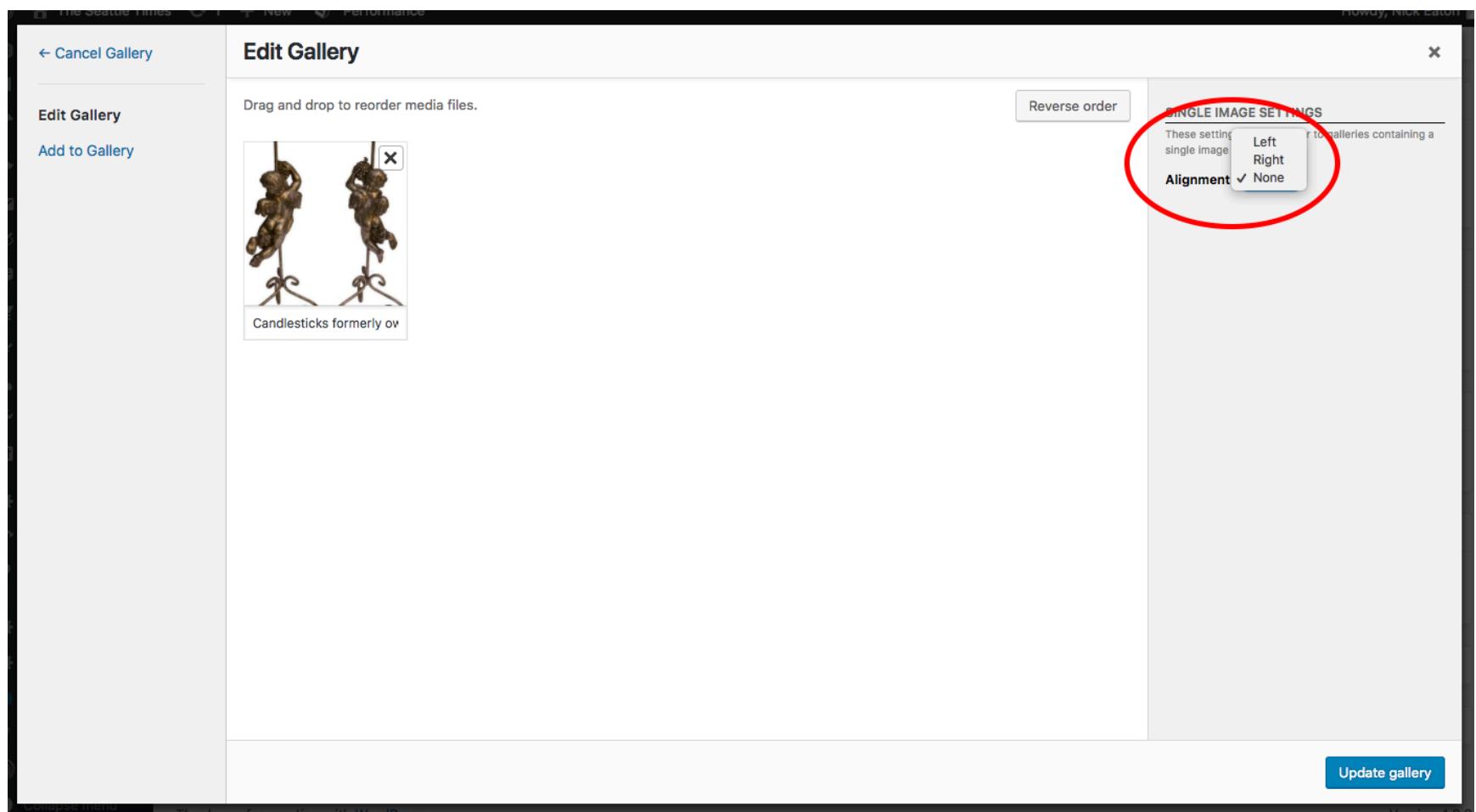
- Adding visuals into the body copy itself is very much like adding them to Featured Media.
- 1. Place your cursor where in the text you would like to add a visual.
- 2. Use the **Add Media** button above the body copy window to add photos, graphics or illustrations.
- 3. Use the **Add Embed** button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

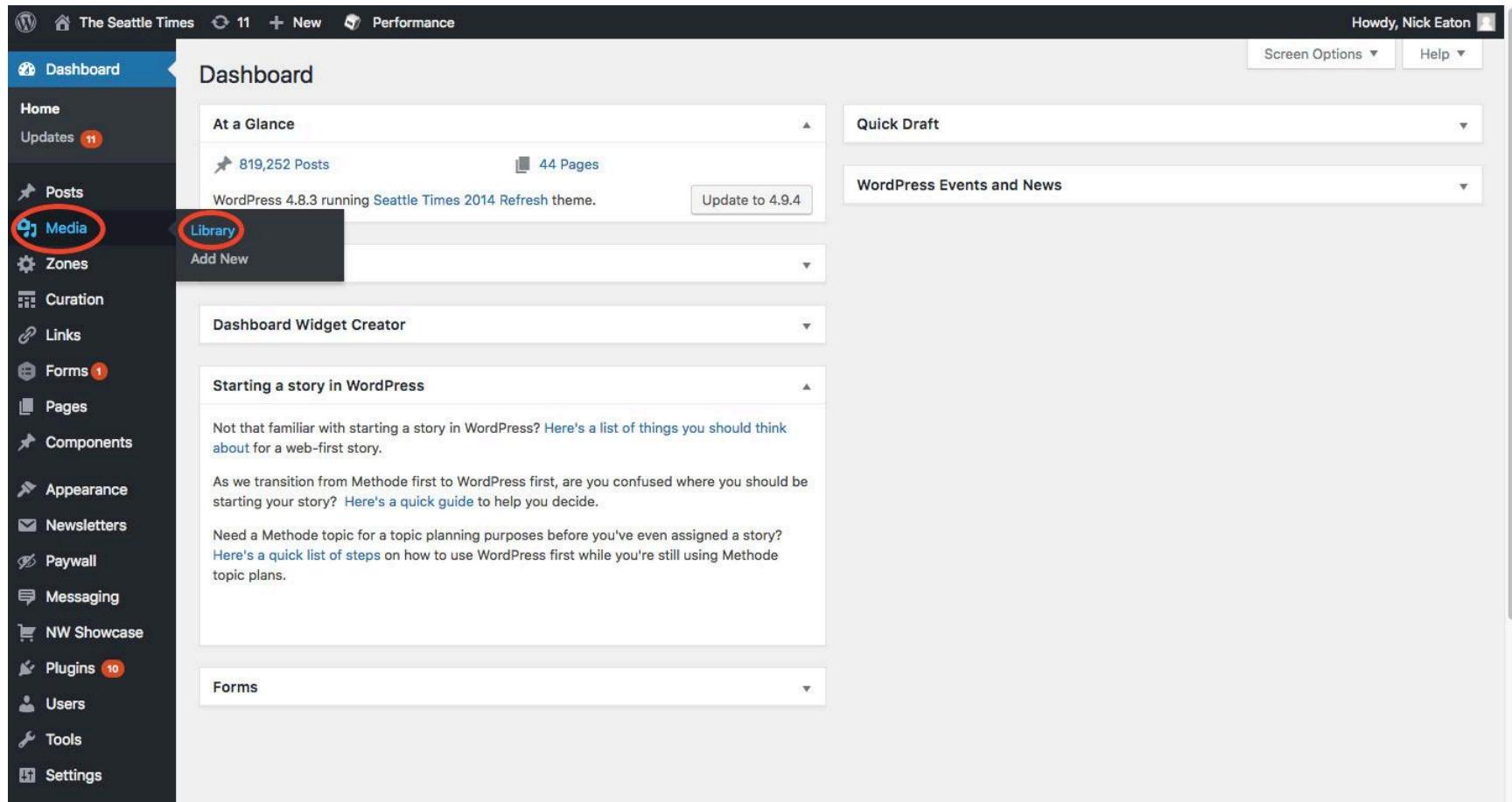
- To slide an image left or right in the body copy, they must be given an appropriate alignment.
- This will also make the image smaller. Readers can click on the image to enlarge it on their screen.
- Only single images can be aligned left or right; galleries, videos, interactives and other embeds cannot.
- 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.

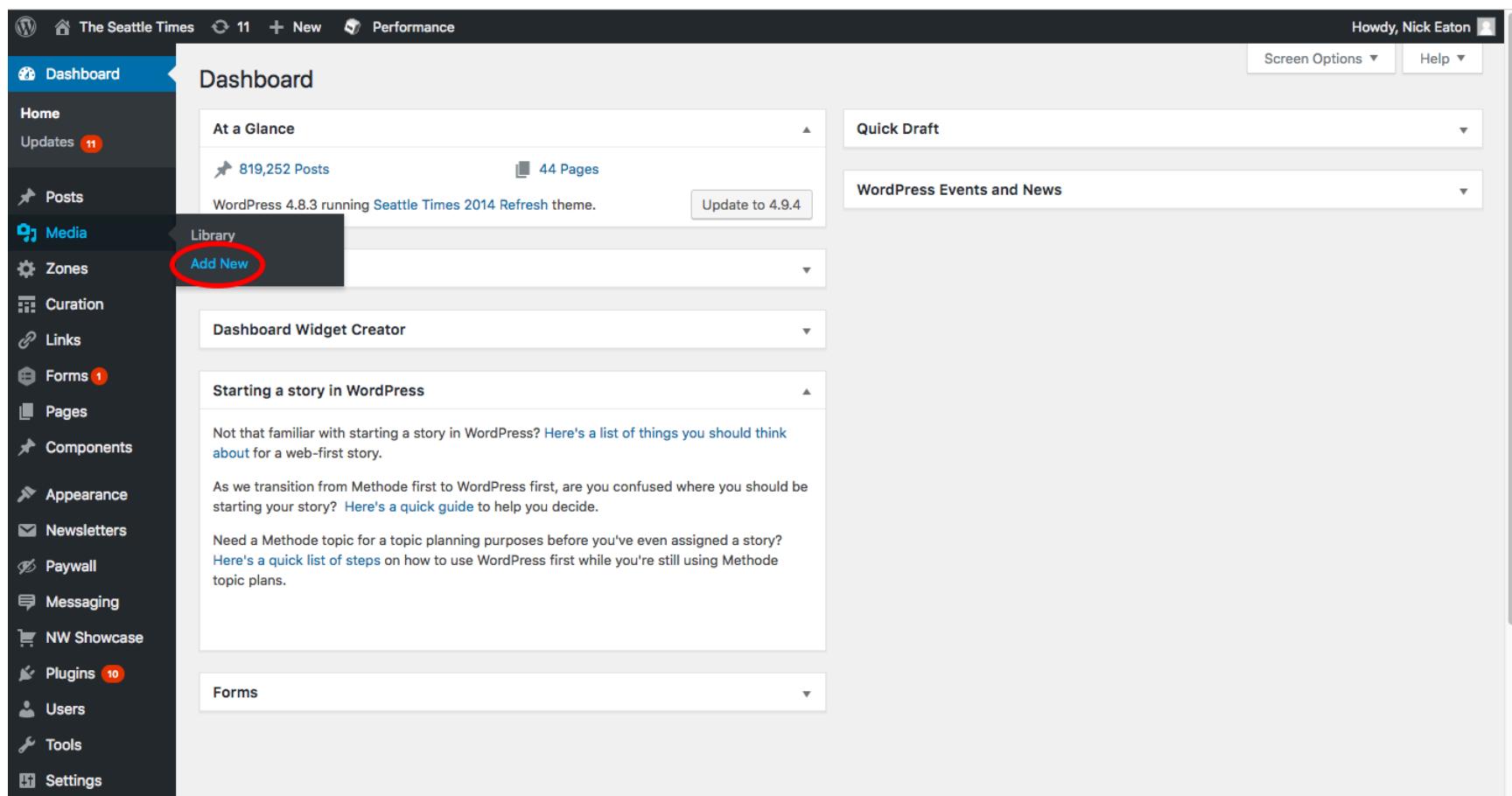
Media Library

- 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.

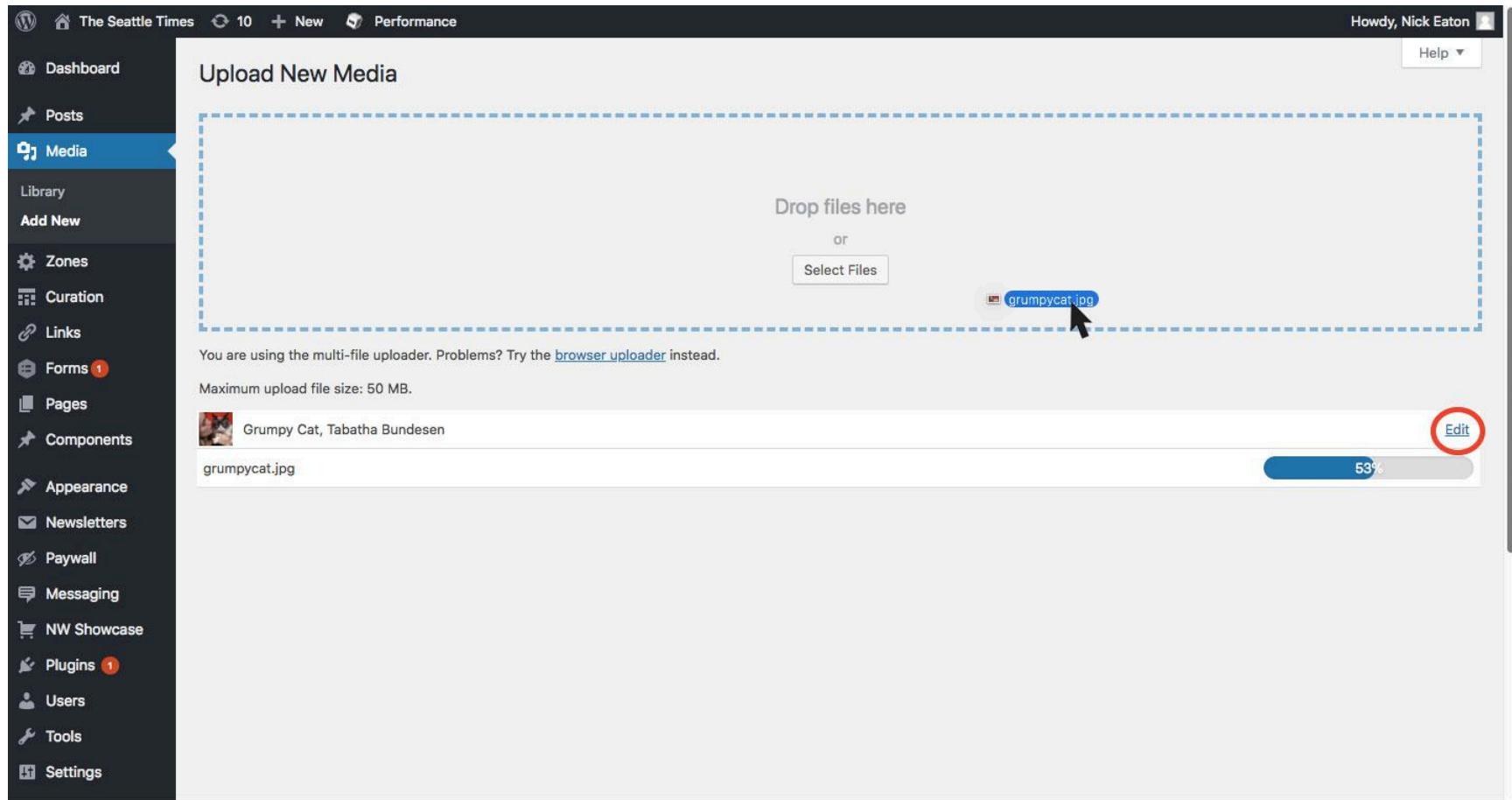


Adding images to Media Library

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.



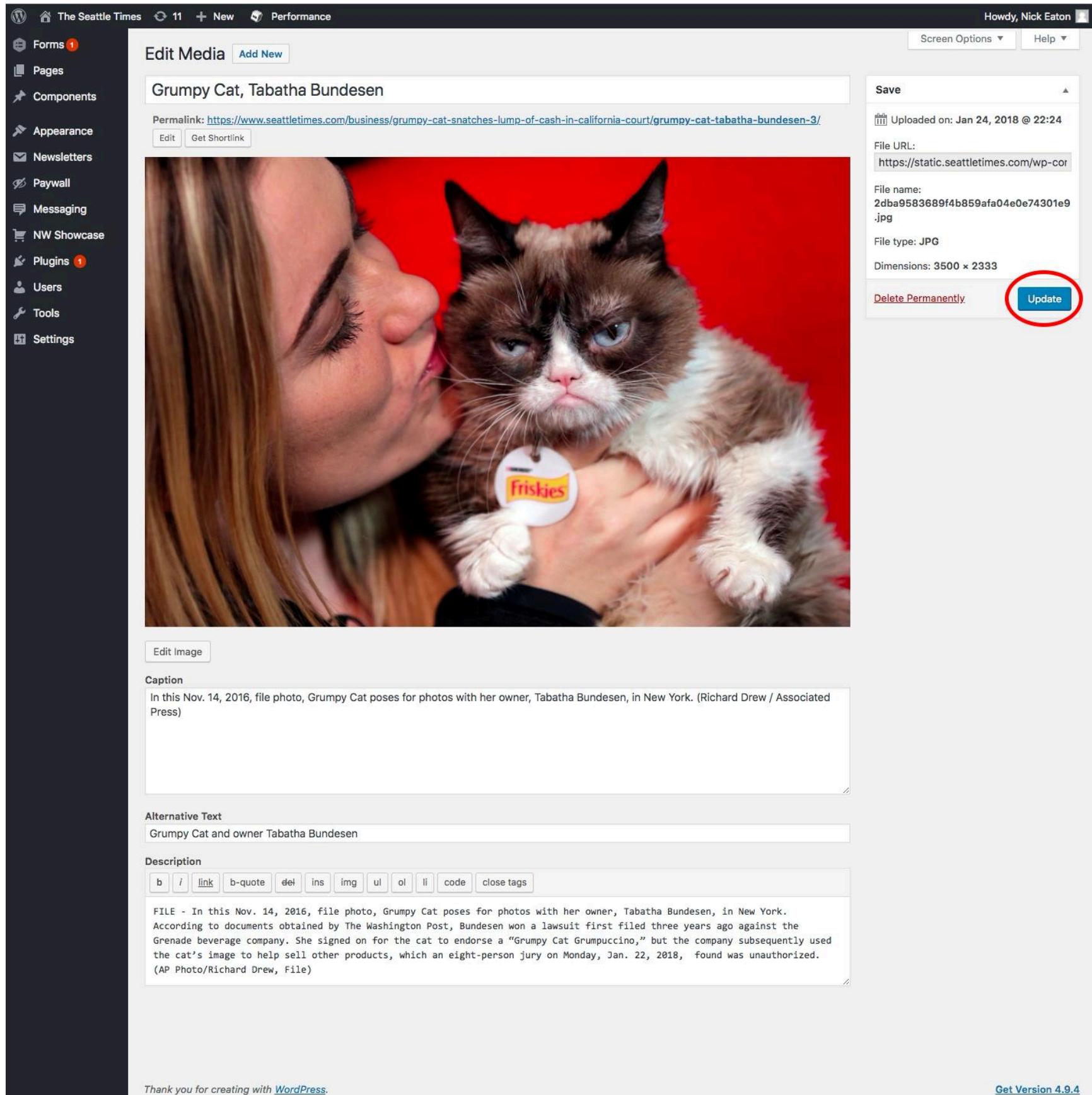
- The image(s) appear below the drag-and-drop box, and a progress bar appears while an image is uploading
- 4. Once an image is uploaded, click the **Edit** link to open the image editor.

Editing images in Media Library

- You can browse for images in the Media Library by using the filters, clicking through pages or searching.

A screenshot of the WordPress Media Library interface. The sidebar on the left is identical to the previous screenshot. The main area is titled 'Media Library' and shows a search result for 'grumpy cat'. The search bar contains 'grumpy cat'. Below the search bar are filters for 'All media items', 'All dates', 'Source', 'All sections', and 'Filter'. A table lists 12 items, each with a thumbnail, the title, the author, the uploaded to status, and the date. The first item, '01252018_grumpy-cat_090225_tzr', has its 'Edit' link circled in red. Other items include 'Grumpy Cat, Tabatha Bundesen' (author AP Injector) and 'Grumpy Cat' (author AP Injector).

- 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

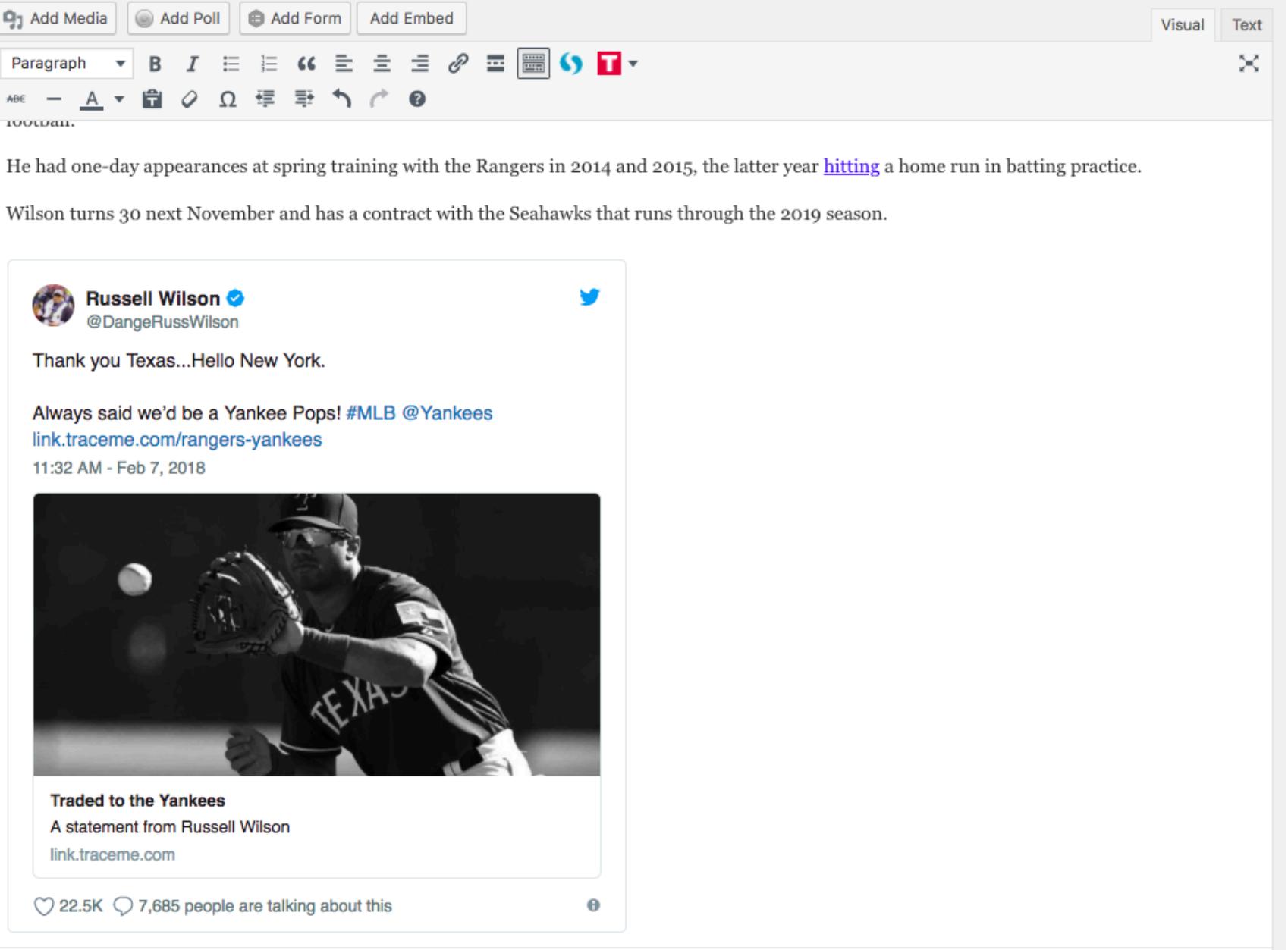
- If you are pasting code, such as an HTML table or an embed code, into your story via Text Mode, it is best to wrap that code in the following tags: **[raw]** and **[/raw]**
- This is illustrated in the examples below for embedding tweets and documents from Document Cloud.

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.



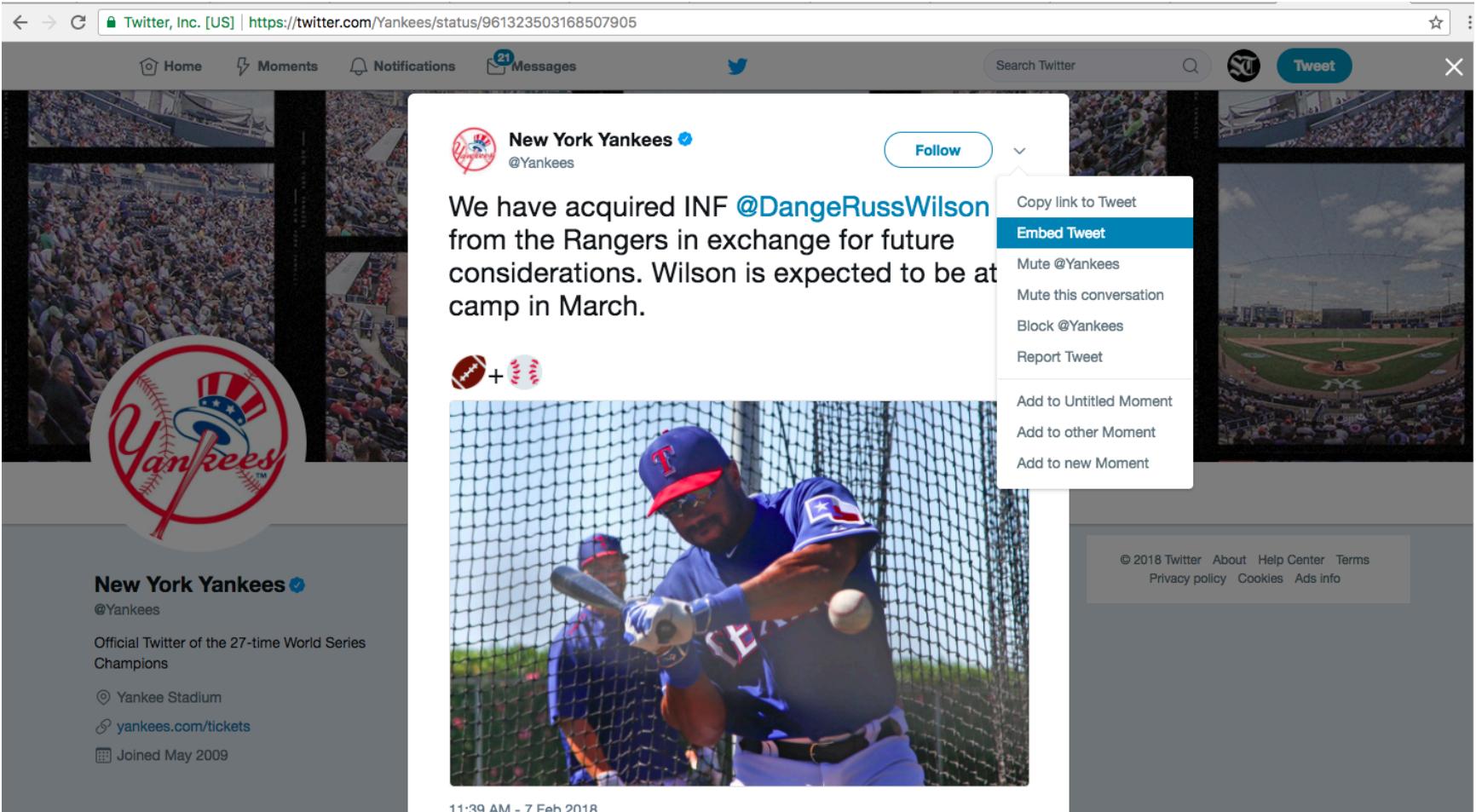
He had one-day appearances at spring training with the Rangers in 2014 and 2015, the latter year [hitting](#) a home run in batting practice.

Wilson turns 30 next November and has a contract with the Seahawks that runs through the 2019 season.

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.

Embed this Tweet

Add this Tweet to your website by copying the code below. [Learn more](#)

```
<blockquote class="twitter-tweet" data-lang="en"><p lang="en" dir="ltr">We
<script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>
```

Include media

By embedding Twitter content in your website or app, you are agreeing to the Twitter [Developer Agreement](#) and [Developer Policy](#).

Preview



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]**

Add Media Add Poll Add Form Add Embedded

Visual Text

b i link b-quote del ins img ul ol li code more close tags

Wilson, drafted in the fourth round by the Rockies in 2010, hit .229 in a combined 315 at-bats playing for the Class A Tri-City Dust Devils in Pasco in 2010 and then the Class A Asheville Tourists in 2011, with five home runs and 26 runs batted in. He played all 86 games at second base.

A two-sport star throughout his high school days, Wilson also had been drafted in the 41st round by the Orioles in 2007 before deciding to go to North Carolina State to play football and baseball. He hit batting .282 with five home runs and 30 RBI in 106 games for NC State from 2008-10. It was uncertainty over Wilson's professional baseball career that helped lead to the decision of then-NC State football coach Tom O'Brien to name Mike Glennon as the team's starting QB in 2011 --- Wilson's senior year --- which led to Wilson's transfer to Wisconsin for his final season of college football.

He had one-day appearances at spring training with the Rangers in 2014 and 2015, the latter year [hitting](https://www.seattletimes.com/sports/seahawks/russell-wilson-hits-homer-with-texas-rangers/) a home run in batting practice.

Wilson turns 30 next November and has a contract with the Seahawks that runs through the 2019 season.

<https://twitter.com/DangeRussWilson/status/961321827338342400>

[raw]

```
<blockquote class="twitter-tweet" data-lang="en"><p lang="en" dir="ltr">We have acquired INF <a href="https://twitter.com/DangeRussWilson?ref_src=twsrc%5Etfw">@DangeRussWilson</a> from the Rangers in exchange for future considerations. Wilson is expected to be at camp in March. <br><br><img alt="baseball emoji" data-bbox="128 558 168 571"/> <a href="https://t.co/NRyksQeQt1">pic.twitter.com/NRyksQeQt1</a></p>&mdash; New York Yankees (@Yankees) <a href="https://twitter.com/Yankees/status/961323503168507905?ref_src=twsrc%5Etfw">February 7, 2018</a></blockquote>
<script async src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>
```

[/raw]

Word count: 582 Paragraphs: --/13 Draft saved at 5:38:29 pm. Last edited by Bob Condotta on February 7, 2018 at 12:11 pm

- 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 **<raw code>**, 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.

Step Two: Configure the Document Viewer Step 2 of 3

Document viewer size: Responsive (Beta) Height: px

Choose whether to display your document in a [full page layout](#) or a [fixed size box](#).

Viewer opens to: First Page Last Page

Tell the viewer to open directly to a specific page or annotation.

Show the sidebar: If your layout has limited horizontal space, uncheck this box to hide the sidebar.

Show the text tab: If the quality of the document's text is poor, uncheck this box to hide the text tab.

Link to the original PDF: Uncheck this box to remove the PDF link from the document viewer.

Before continuing, please take a moment to [preview the document viewer](#).

Close **« Back** **Next »**

Step Three: Copy and Paste the Embed Code Step 3 of 3

Add this HTML to your site to create a document viewer. [Remove line breaks](#)

```
<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>
```

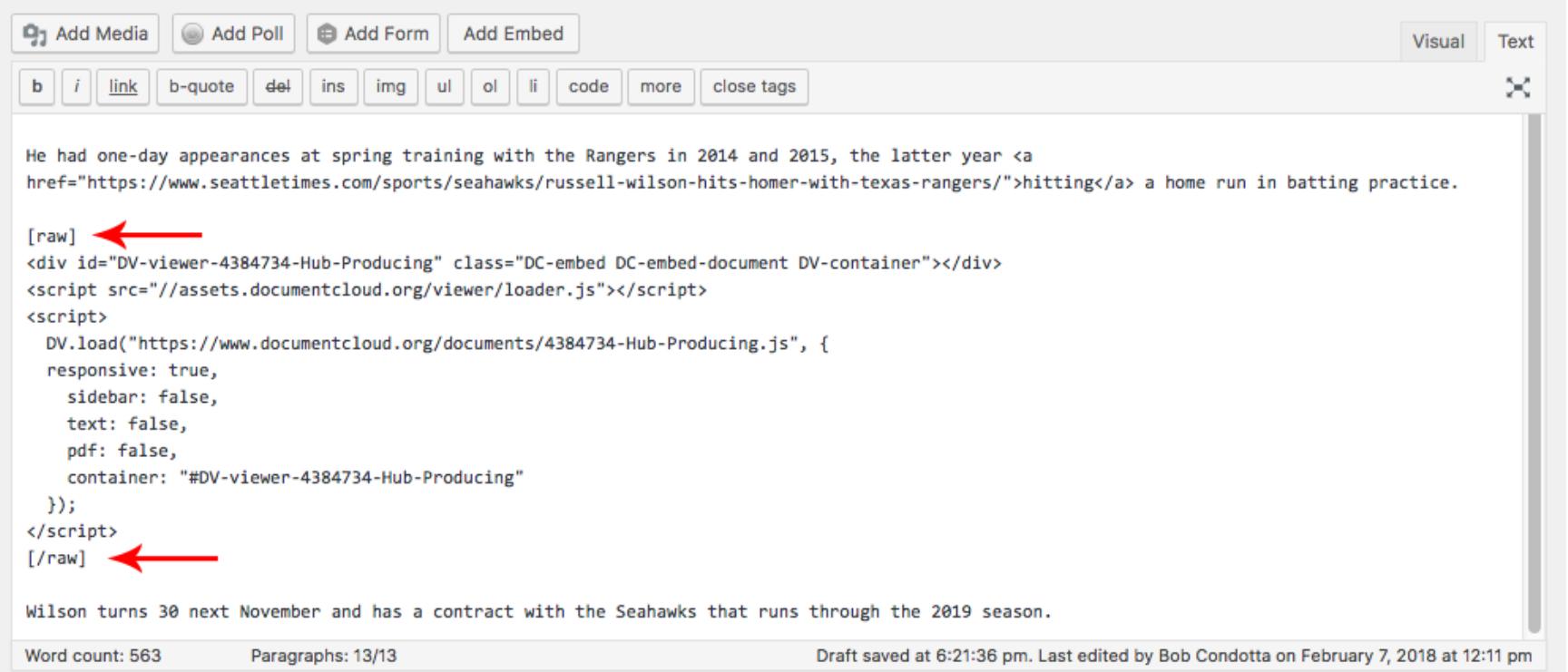
Add this shortcode to your WordPress content. [\(Plugin required\)](#)

```
[documentcloud url="http://www.documentcloud.org/documents/4384734-Hub-Producing"]
```

You can find plenty of examples of embedded documents on our list of [featured reporting](#).

Close **« Back** **Finish**

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]**



The screenshot shows the WordPress Text editor interface. At the top, there are buttons for 'Add Media', 'Add Poll', 'Add Form', and 'Add Embed'. Below these are a series of text format buttons: bold (b), italic (i), link, b-quote, del, ins, img, ul, ol, li, code, more, and close tags. The 'Text' tab is selected. The main content area contains the following text:

```

He had one-day appearances at spring training with the Rangers in 2014 and 2015, the latter year <a href="https://www.seattletimes.com/sports/seahawks/russell-wilson-hits-homer-with-texas-rangers/">hitting</a> a home run in batting practice.

[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] ←

```

Below the code, the text 'Wilson turns 30 next November and has a contract with the Seahawks that runs through the 2019 season.' is visible. At the bottom of the editor, it says 'Word count: 563', 'Paragraphs: 13/13', and 'Draft saved at 6:21:36 pm. Last edited by Bob Condotta on February 7, 2018 at 12:11 pm'.

- 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 **<raw code>**, but it will display in the published post.

Embedding other media

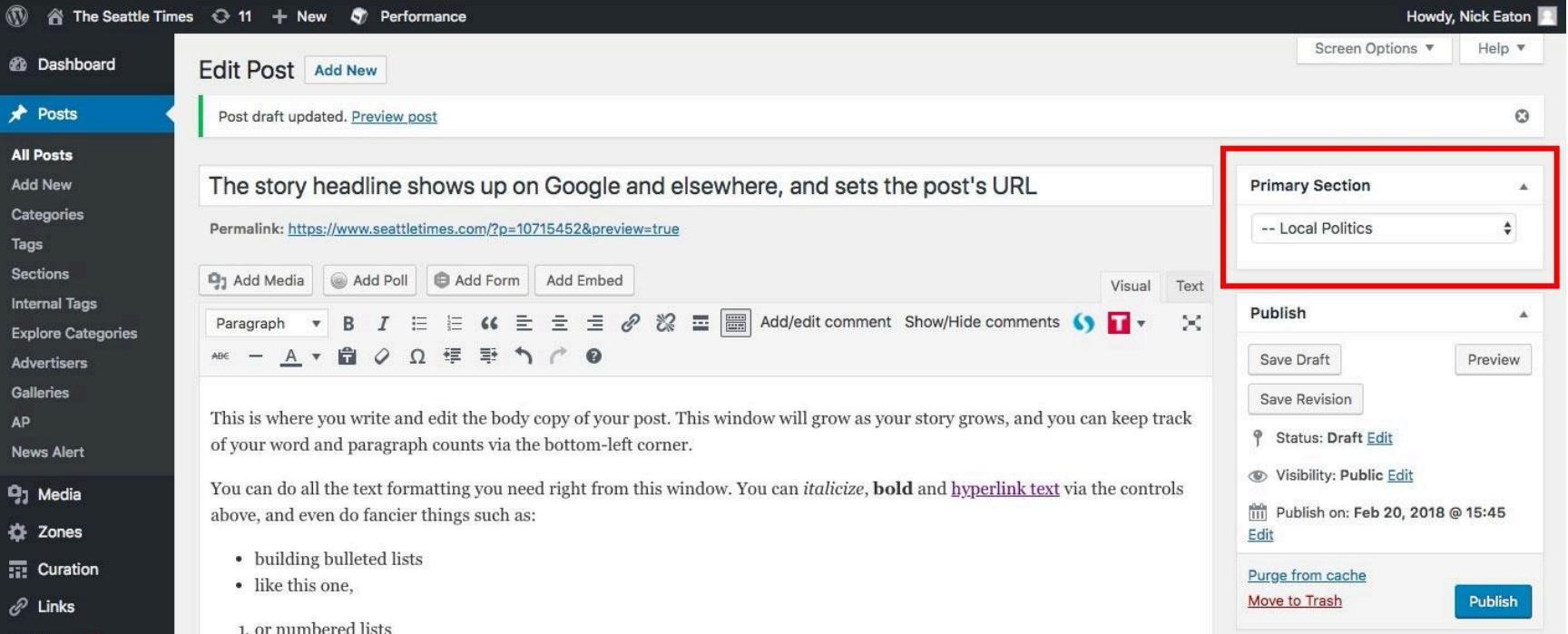
- All embed codes are inserted the same way. Use the steps above if you want to add other embeds.

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.



The screenshot shows the WordPress Post Editor. The left sidebar has 'Posts' selected. The main area shows a post with the headline 'The story headline shows up on Google and elsewhere, and sets the post's URL' and the permalink 'https://www.seattletimes.com/?p=10715452&preview=true'. Below the headline is a rich text editor with various formatting options. To the right, there are two sidebars. The top sidebar contains 'Primary Section' with a dropdown menu set to '-- Local Politics'. The bottom sidebar contains 'Publish' options: 'Save Draft', 'Save Revision', 'Status: Draft', 'Visibility: Public', 'Publish on: Feb 20, 2018 @ 15:45', 'Purge from cache', 'Move to Trash', and a large blue 'Publish' button.

- **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.

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



Backread
 Tag story as needing backread

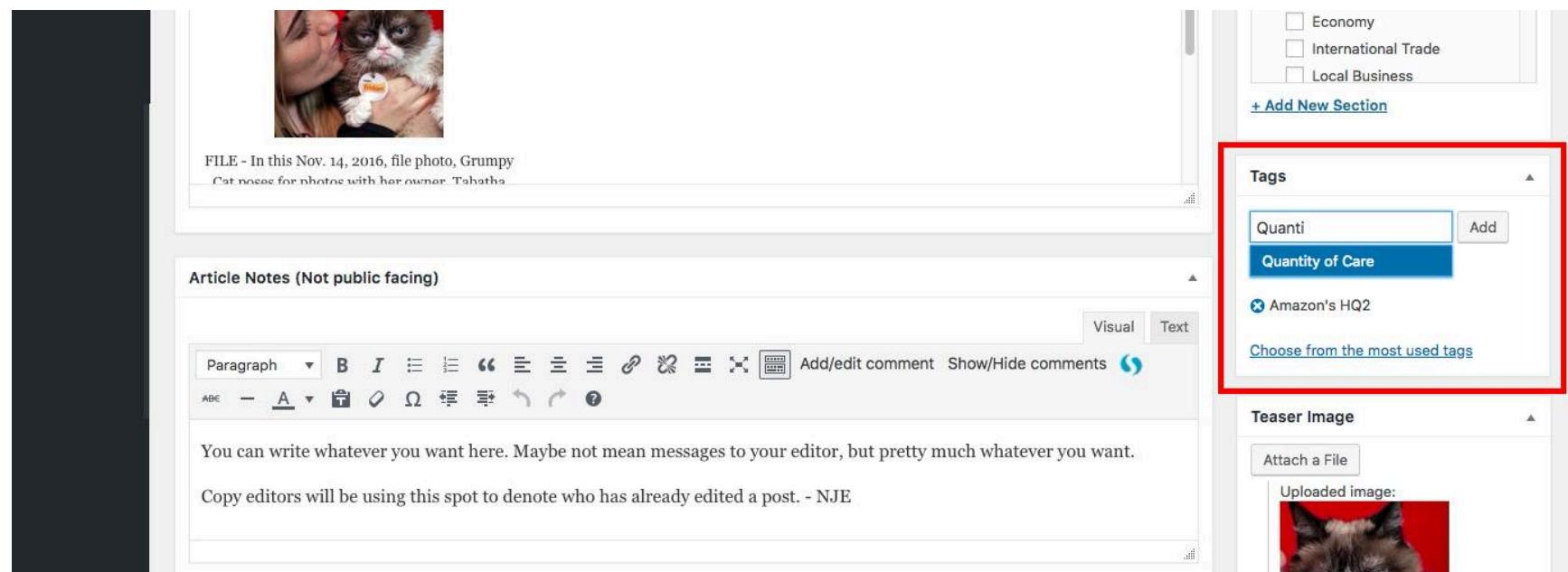
Push to Methode
Methode Slug
print-slug
Push to Methode
Save Methode Meta

Sections
All Sections Most Used
 Amazon
 Local Politics
 Business
 Agriculture
 Boeing & Aerospace
 Economy
 International Trade
 Local Business
[+ Add New Section](#)

Tags

- 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.

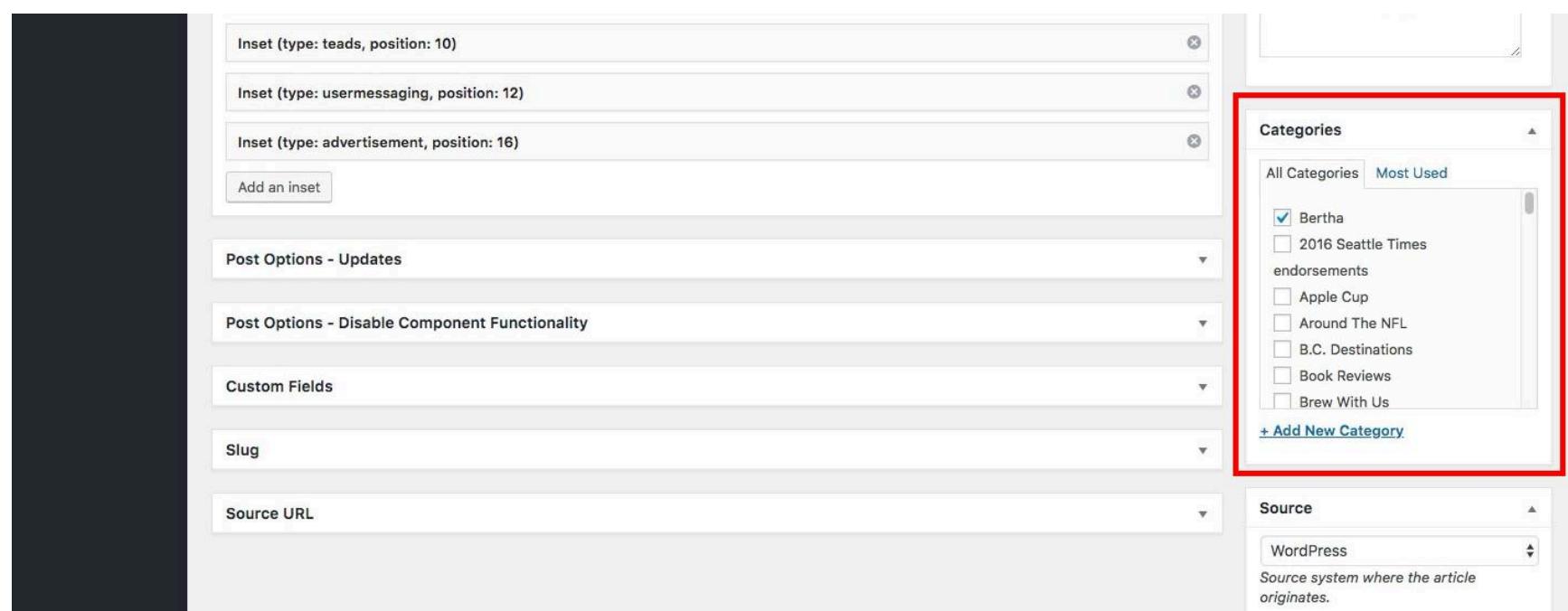
1. From within the WordPress post editor, locate the **Tags** widget.
2. Place your cursor in the text box and start typing the name of a tag. WordPress will suggest existing tags for you.
3. Click on the tag(s) you want to add.
4. Click the **Add** button to tag the post.



Categories

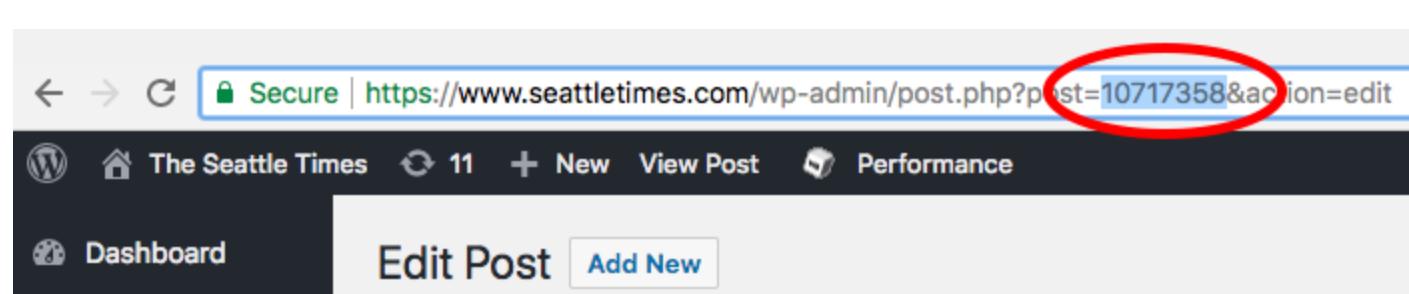
- Categories are used very much like tags, but they generally denote an ongoing feature to which a story may belong.
- We did not have tags in the early days of The Seattle Times' use of WordPress, so categories were used. Today, we use tags for nearly everything but ongoing features such as *Northwest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

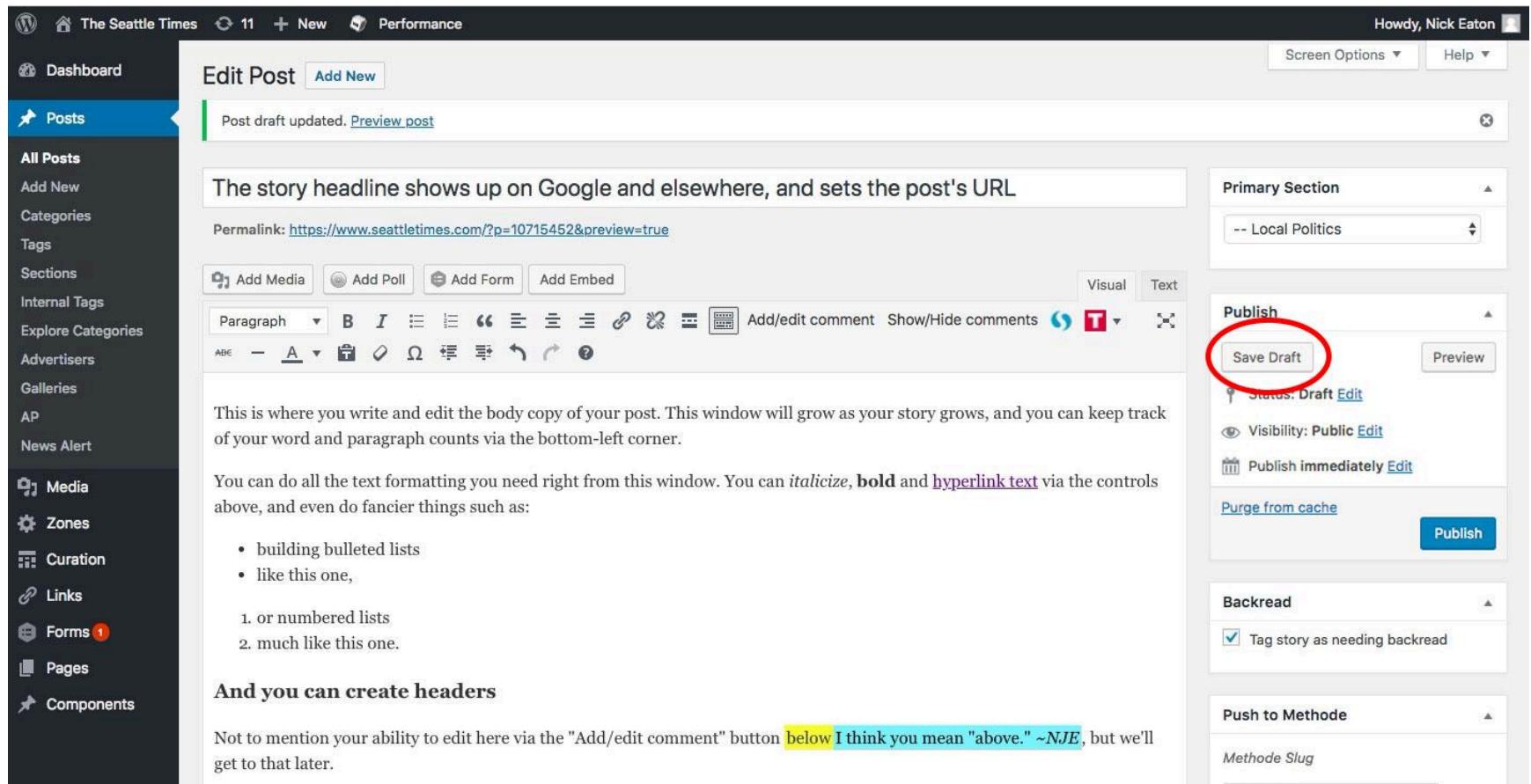
- WordPress assigns a unique, eight-digit ID number to each post, image and gallery.
- The ID number is helpful for many production and curation operations.
- Find the WordPress ID for your post in the URL of the post's back-end editor.



Post Controls

Saving an unpublished post

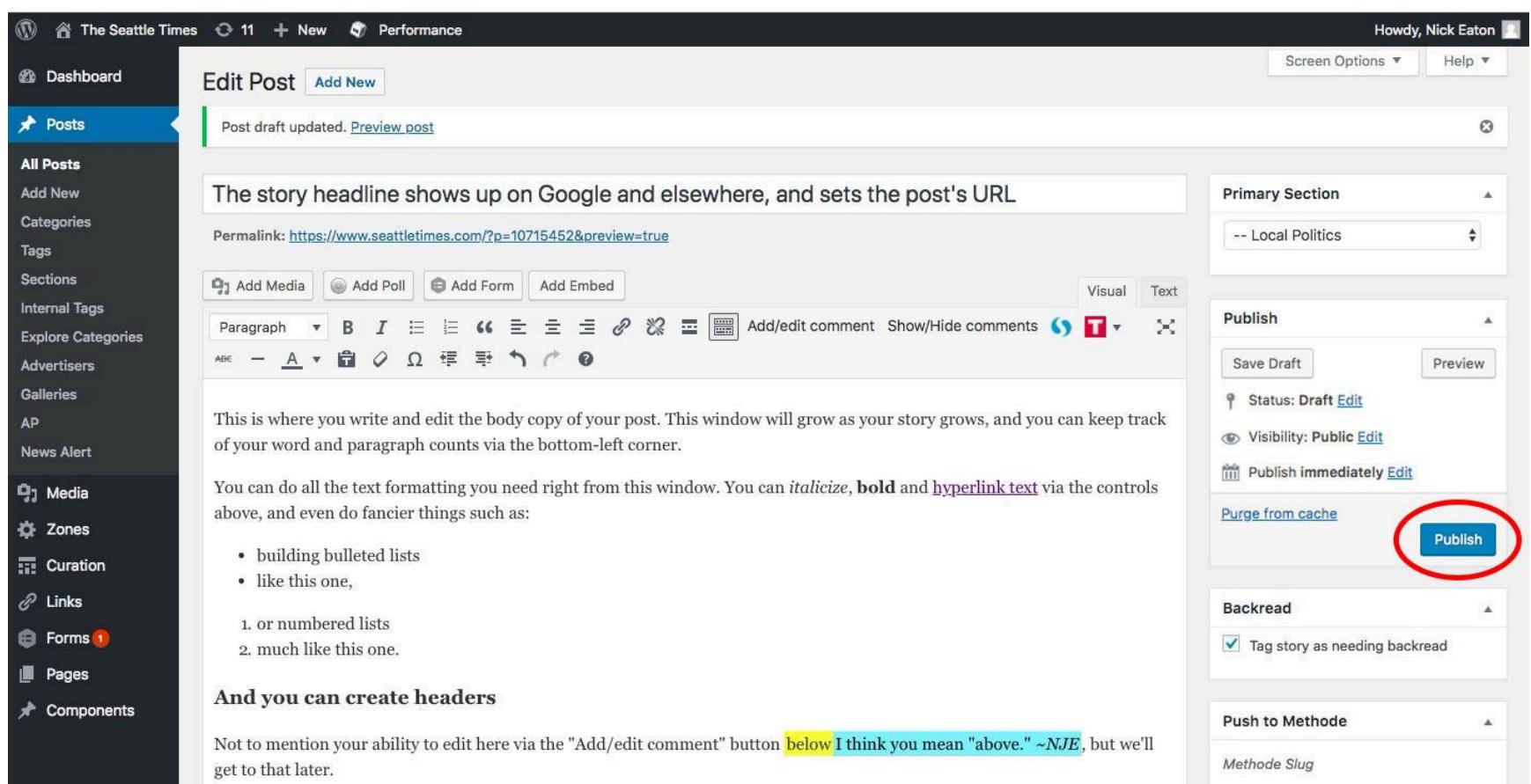
- When you are writing, editing and building a post, you will want to save your changes frequently.
- To save changes to an unpublished post, locate the **Publish** widget and click the **Save Draft** button.



The screenshot shows the WordPress 'Edit Post' screen. The left sidebar is the 'Posts' section of the dashboard. The main content area shows a post with the title 'The story headline shows up on Google and elsewhere, and sets the post's URL'. Below the title is a text editor with various formatting tools. To the right of the text editor is the 'Publish' widget. The 'Save Draft' button in the 'Publish' widget is circled in red. Other buttons in the 'Publish' widget include 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', 'Purge from cache', and a large blue 'Publish' button.

Publishing a post

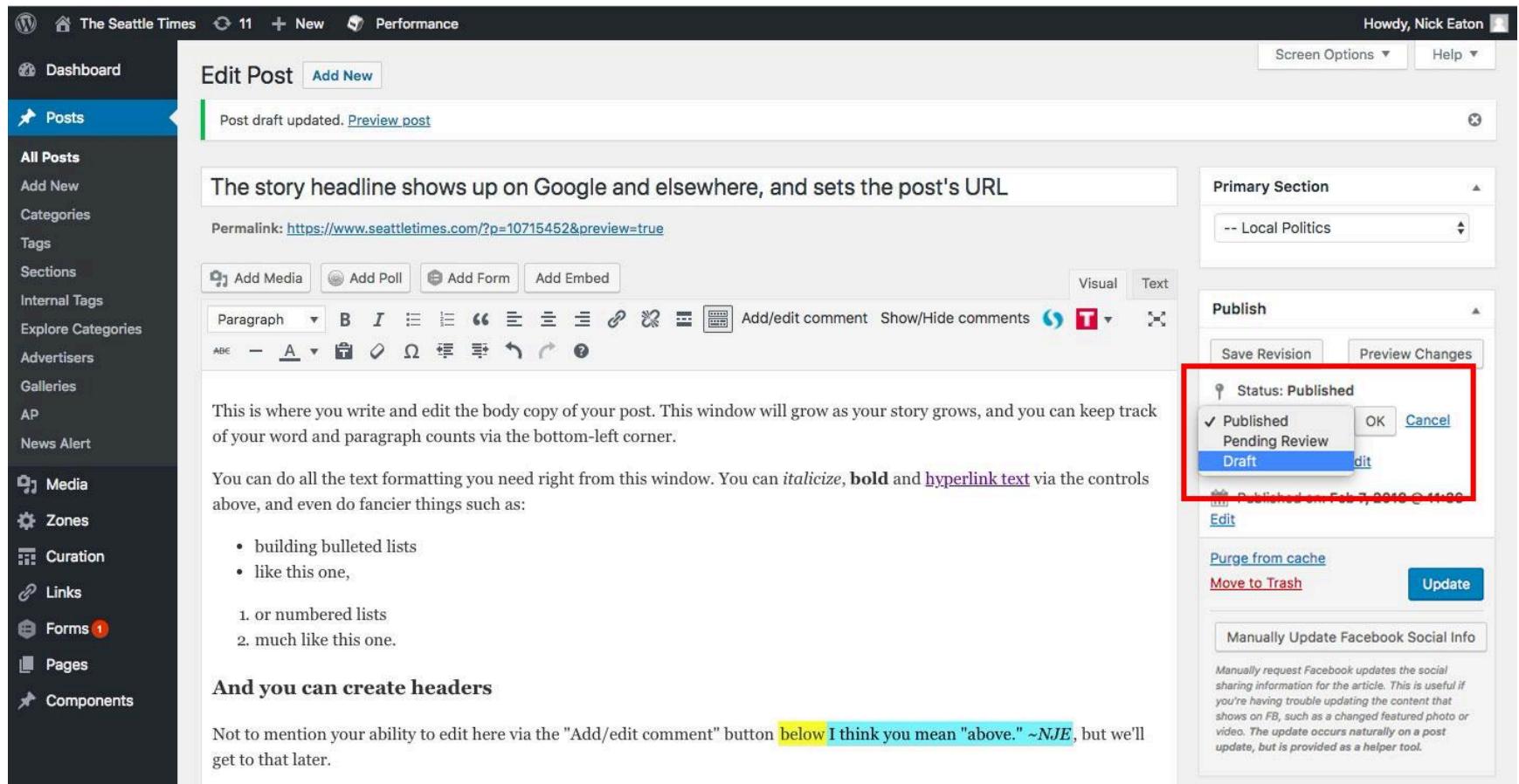
- It is very easy to publish a post -- dangerously easy. (See [What to do if you accidentally publish a post](#) below.)
- If you are authorized to publish content to our website, locate the **Publish** widget and simply click the **Publish** button.



The screenshot shows the WordPress 'Edit Post' screen, identical to the previous one but with the 'Publish' button circled in red. The 'Publish' button is located in the 'Publish' widget on the right side of the screen. The rest of the interface, including the post content and the Publish options, is the same as the previous screenshot.

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.

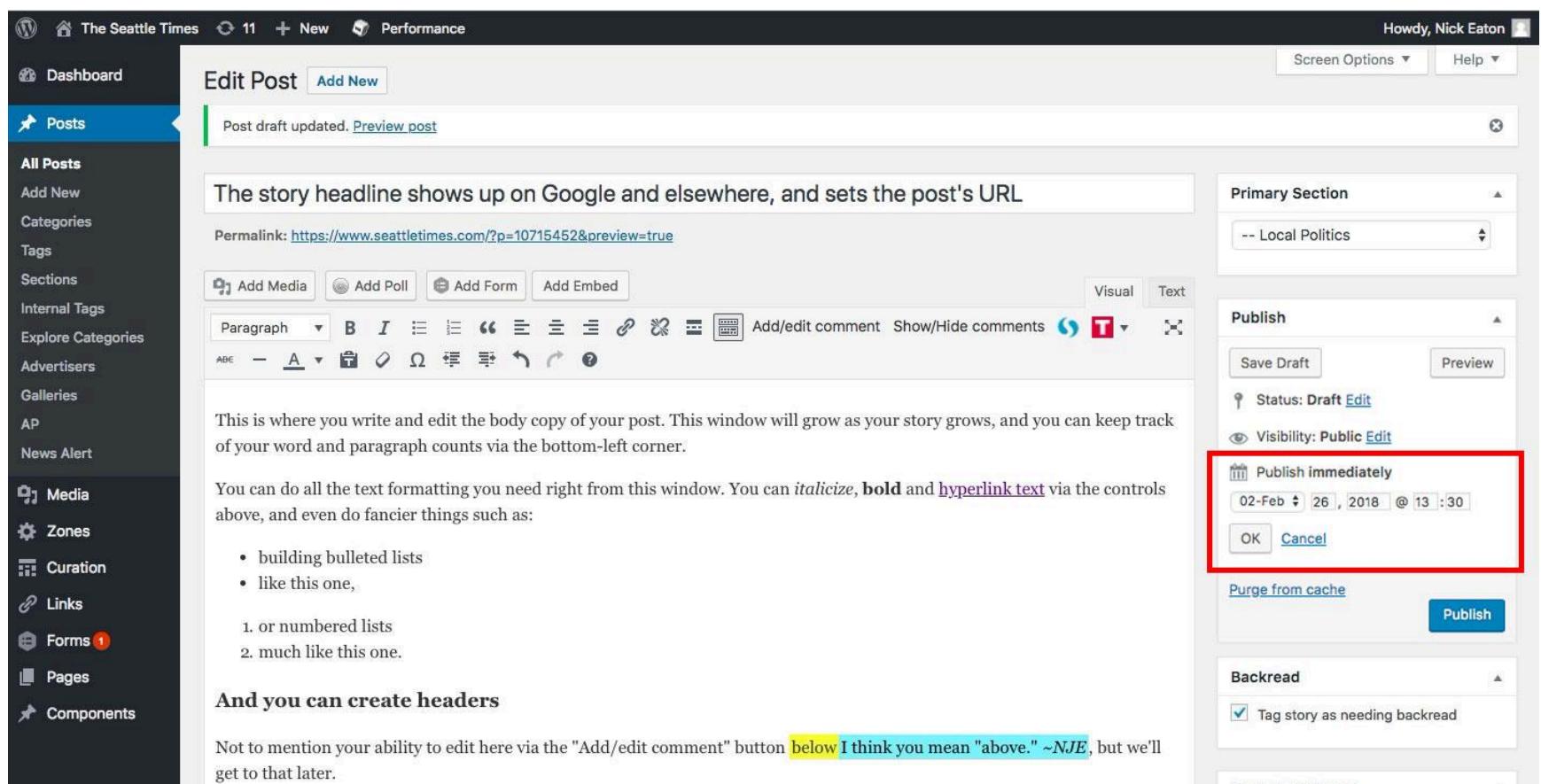


The screenshot shows the WordPress 'Edit Post' screen. The left sidebar is titled 'Posts' and includes 'All Posts', 'Add New', 'Categories', 'Tags', 'Sections', 'Internal Tags', 'Explore Categories', 'Advertisers', 'Galleries', 'AP', 'News Alert', 'Media', 'Zones', 'Curation', 'Links', 'Forms (1)', 'Pages', and 'Components'. The main content area has a title 'The story headline shows up on Google and elsewhere, and sets the post's URL' and a permalink 'https://www.seattletimes.com/?p=10715452&preview=true'. Below the title is a rich text editor toolbar. To the right is a 'Publish' sidebar with 'Primary Section' set to 'Local Politics'. The 'Publish' section shows a status box with 'Status: Published' checked, and a red box highlights the 'Published' button. Other buttons in the status box are 'Pending Review' (disabled), 'OK', and 'Cancel'. Below the status box are buttons for 'Edit', 'Purge from cache', 'Move to Trash', and 'Update'. A note at the bottom right says 'Manually Update Facebook Social Info'.

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 screenshot shows the WordPress 'Edit Post' screen. The left sidebar is the same as the previous screenshot. The main content area and rich text editor are identical. The 'Publish' sidebar on the right shows a status box with 'Status: Draft' and a visibility box with 'Visibility: Public'. A red box highlights the 'Publish immediately' button, which is set to '02-Feb 26, 2018 @ 13:30'. Other buttons in the status box are 'OK' and 'Cancel'. Below the status box are buttons for 'Purge from cache', 'Publish', 'Backread', and 'Push to Methode'.

- 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 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.

U.S. women finally break Canada's stranglehold on Olympic hockey gold

Permalink: <https://www.seattletimes.com/sports/u-s-women-finally-break-canadas-stranglehold-on-olympic-hockey-gold/>

GANGNEUNG, South Korea — The puck bounced off Maddie Rooney's shinpads with a thud and bounced harmlessly away. The game was over then — the demons gone, the weight lifted. But Rooney scooped up that puck with her glove and tossed it away, as if sending 20 years of disappointments and memories and close calls with it. Rooney stopped Canadian assistant captain Meghan Agosta, the sixth shooter of what was supposed to be a five-man shootout, to give the Americans their first gold medal since 1998. Rooney was seven months old then, but with that one stop, vanquished the agony of an entire U.S. women's hockey generation. The Americans won it in a shootout, 3-2.

As they always seem to do, the United States and Canada played to overtime. After 20 minutes of four-on-four overtime, it was not over. So they went to the shootout, where Jocelyn Lamoureux-Davidson was the sixth American shooter to take her shot. With a deke that will live in online infamy for years, she scored, leaving the United States one stop from the thing they had not been able to attain for 20 years.

No one needed clarification when Meghan Duggan opened these Games by saying, "This is the team." Of course, this is the fourth straight team to think of itself that way.

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.

Authors

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

Russell Wilson

Search for an author

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.

Authors

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

Russell Wilson

Russell Okung

9962292 | russell-okung | Russell Okung | russell-okung

3. Remove the initial author by clicking Remove next to that author's name.

Authors

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

Russell Wilson

Russell Okung

Search for an author

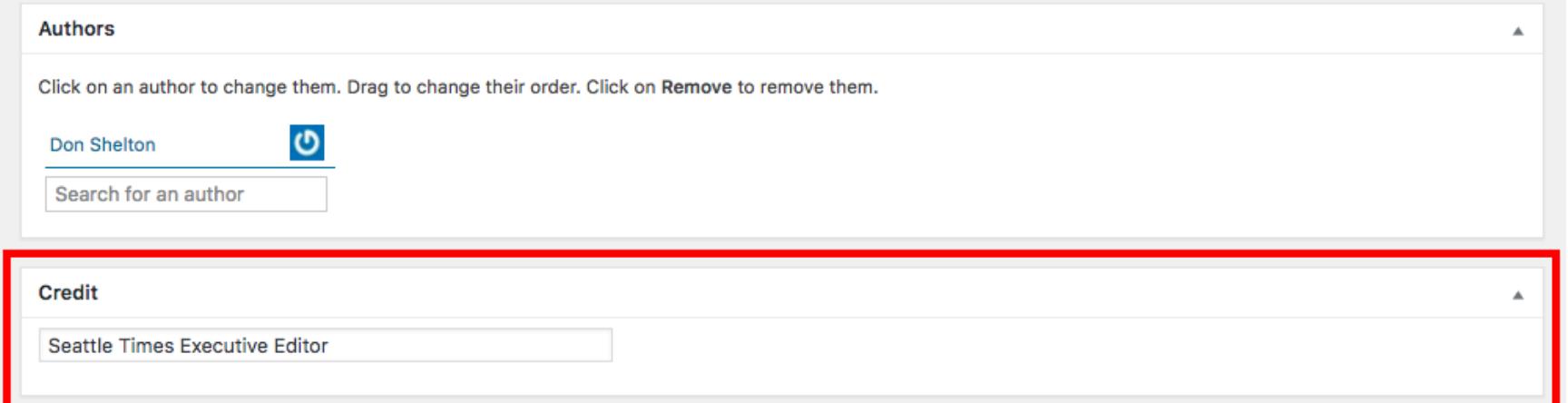
Multiple authors

- 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.



Authors

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

Don Shelton 

Search for an author

Credit

Seattle Times Executive Editor

Tagline

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

Tagline

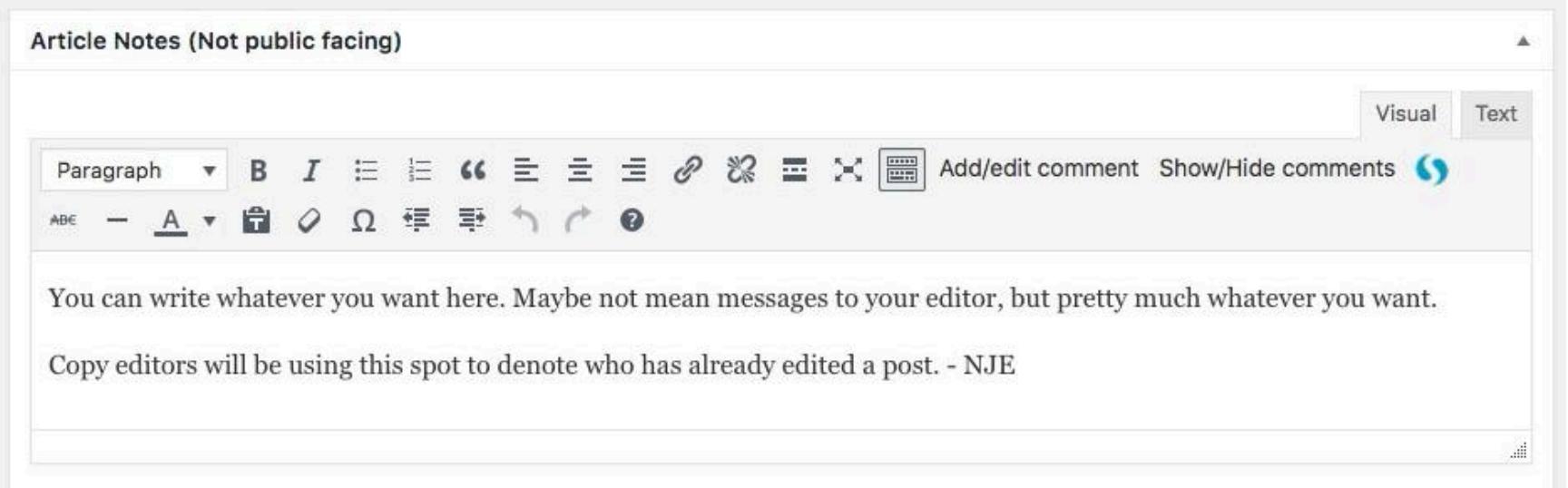
Bob Condotta: 206-515-5699 or bcondotta@seattletimes.com; on Twitter: [@bcondotta](https://twitter.com/bcondotta). Bob Condotta covers the Seahawks for the Seattle Times. He provides daily coverage of the team throughout the year.

 View 0 Comments

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.



Article Notes (Not public facing)

Visual Text

Paragraph  Add/edit comment Show/Hide comments 

ABC — 

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

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:

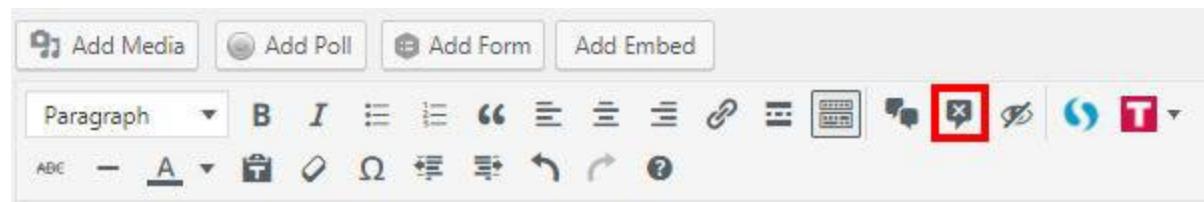


Using the Trims tool

- 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:

A screenshot of the WordPress post editor showing a block of text. The word "biltong" is highlighted in blue, indicating it is selected for trimming. The text block includes "Meatball t-bone biltong, tenderloin doner bacon hanger steak ground round turkey beef filet mignon shoulder strip steak turkey. Meatloaf pork loin boudin chicken sh".

- 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.

A screenshot of the WordPress post editor showing the same block of text as before, but now the word "biltong" is highlighted in red, indicating it has been trimmed. The text block is identical to the one above.

- The text will not display on the version of the story visible to our readers.

A screenshot of the WordPress post editor showing the same block of text. The word "biltong" is no longer present in the visible text, but the red highlight remains, indicating it has been trimmed. The text block is identical to the one above.

- 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.

A screenshot of the WordPress post editor showing a block of text. The word "pancetta" is highlighted in red, indicating it is a trim. A red box highlights the "Restore" button that appears below the word.

- 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.

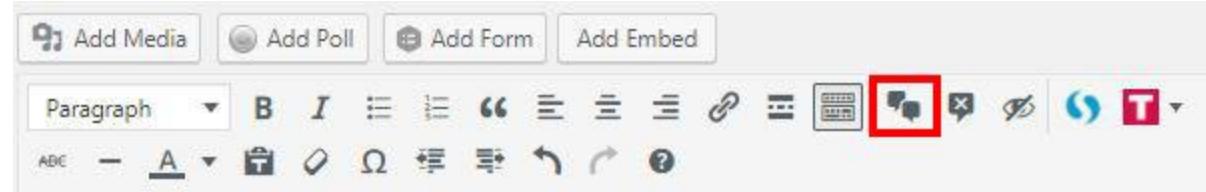
Using the Annotations tool

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.

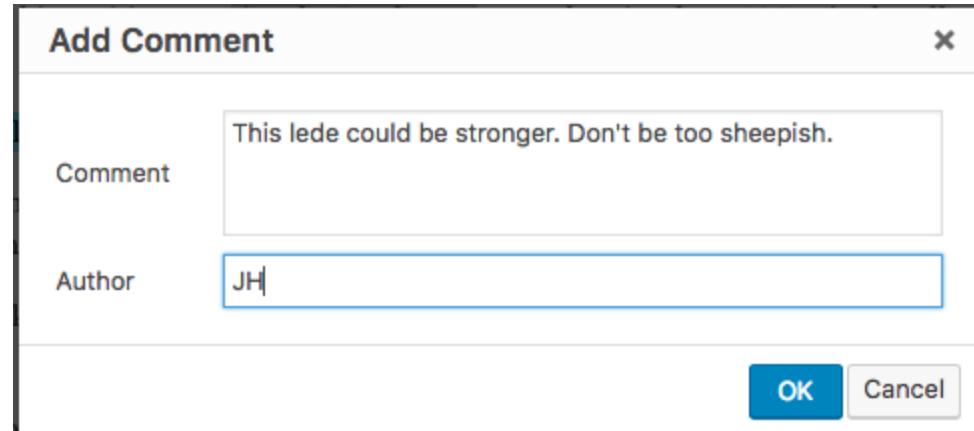
Adding a comment

- Be sure that you are using **Visual Mode**. (See [Visual Mode vs. Text Mode](#) above.)

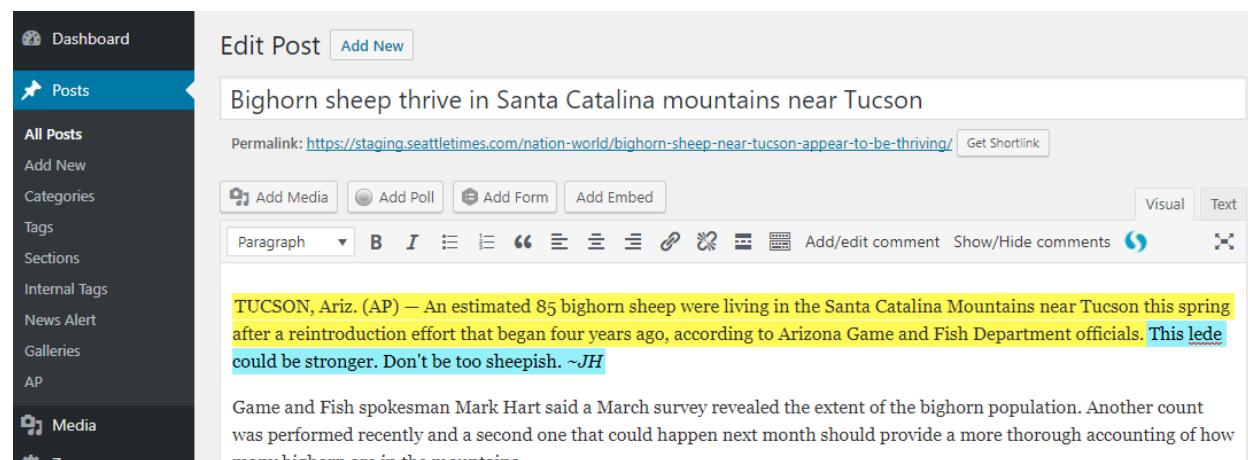


Comment on a specific string of text

- Highlight the text, then click the **Add comment** button. A window will pop up.
- In the **Add Comment** popup window, write your comment in the larger text box.
- Write your initials in the smaller text box. That will let others know who added the comment.
- 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.

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



Bighorn sheep thrive in Santa Catalina mountains near Tucson

Permalink: <https://staging.seattletimes.com/nation-world/bighorn-sheep-near-tucson-appear-to-be-thriving/> Get Shortlink

TUCSON, Ariz. (AP) — An estimated 85 bighorn sheep were living in the Santa Catalina Mountains near Tucson this spring after a reintroduction effort that began four years ago, according to Arizona Game and Fish Department officials. **This lede** could be stronger. Don't be too sheepish. ~JH

Game and Fish spokesman Mark Hart said a March survey revealed the extent of the bighorn population. Another count was performed recently and a second one that could happen next month should provide a more thorough accounting of how many bighorn are in the mountains.

The Arizona Daily Star reports the sheep appear to be thriving after the rare species was brought back to the mountains northeast of Tucson starting in 2013.

I'm not sure readers know whether they're talking about Rocky Mountain bighorn sheep or desert bighorn sheep. I would get desert bighorn, but could we add a paragraph here explaining what kind of sheep we're talking about? ~JH

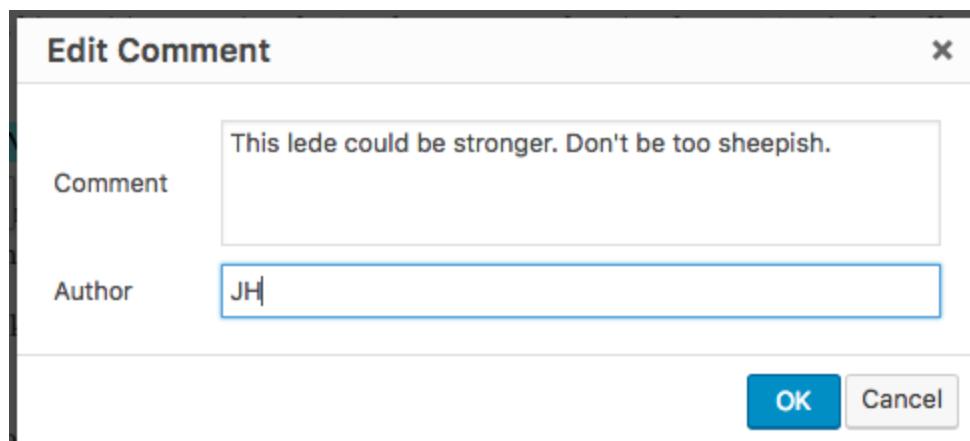
Thirty bighorns were released in the mountains that year and more were brought in each of the next three years. The sheep struggled at first, with mountain lions and disease leading to a number of deaths. The population stabilized when sheep congregated in steep, rocky habitat in the Pusch Ridge area of the Catalinas.

Editing a comment

1. Click within the blue-highlighted reference text.
2. Click the **Edit** button. A window will pop up.

atloaf fatback prosciutto tail **shankle jowl filet mignon porche**
Bacon **pancetta meatball** That's a lot of bacon. ~mji pork loin
gue **andouille cupim**, venison pc **Edit Remove** furter. Pig pork
ne sirloin **cupim picanha** tail. Beef ribs **capicola turducken leb**

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.

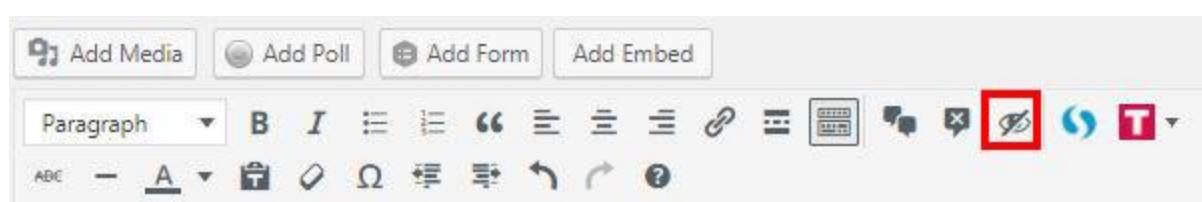
Removing a comment

- 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.

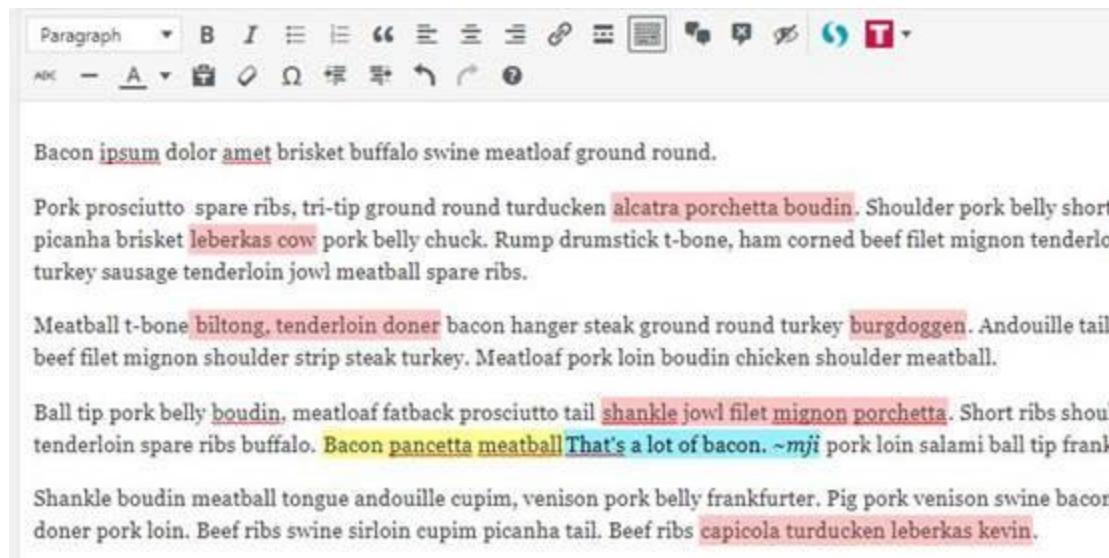
atloaf fatback prosciutto tail **shankle jowl filet mignon porche**
Bacon **pancetta meatball** That's a lot of bacon. ~mji pork loin
gue **andouille cupim**, venison pc **Edit Remove** furter. Pig pork
ne sirloin **cupim picanha** tail. Beef ribs **capicola turducken leb**

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.



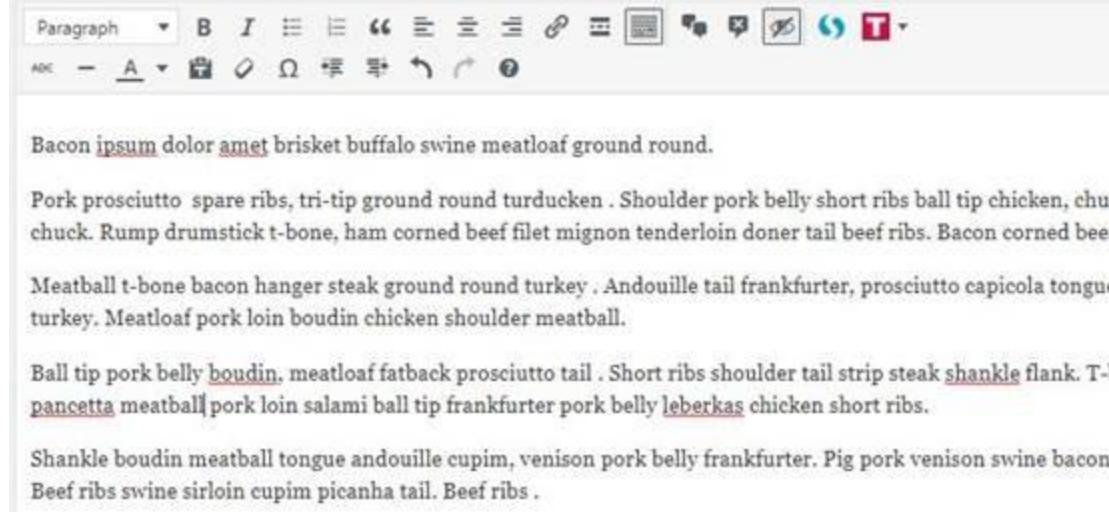
Bacon ipsum dolor amet brisket buffalo swine meatloaf ground round.

Pork prosciutto spare ribs, tri-tip ground round turducken **alcatra porchetta boudin**. Shoulder pork belly short picanha brisket **leberkas cow** pork belly chuck. Rump drumstick t-bone, ham corned beef filet mignon tenderloin turkey sausage tenderloin jowl meatball spare ribs.

Meatball t-bone **biltong, tenderloin** **doner** bacon hanger steak ground round turkey **burgdoggen**. Andouille tail beef filet mignon shoulder strip steak turkey. Meatloaf pork loin boudin chicken shoulder meatball.

Ball tip pork belly **boudin**, meatloaf fatback prosciutto tail **shankle jowl filet mignon porchetta**. Short ribs shoulder tenderloin spare ribs buffalo. **Bacon pancetta meatball** **That's a lot of bacon. ~mjj** pork loin salami ball tip frank

Shankle boudin meatball tongue andouille cupim, venison pork belly frankfurter. Pig pork venison swine bacon doner pork loin. Beef ribs swine sirloin cupim picanha tail. Beef ribs **capicola turducken leberkas kevin**.



Bacon ipsum dolor amet brisket buffalo swine meatloaf ground round.

Pork prosciutto spare ribs, tri-tip ground round turducken. Shoulder pork belly short ribs ball tip chicken, chuck. Rump drumstick t-bone, ham corned beef filet mignon tenderloin doner tail beef ribs. Bacon corned beef

Meatball t-bone bacon hanger steak ground round turkey. Andouille tail frankfurter, prosciutto capicola tongue turkey. Meatloaf pork loin boudin chicken shoulder meatball.

Ball tip pork belly **boudin**, meatloaf fatback prosciutto tail. Short ribs shoulder tail strip steak **shankle flank**. T-bone **pancetta meatball** pork loin salami ball tip frankfurter pork belly **leberkas** chicken short ribs.

Shankle boudin meatball tongue andouille cupim, venison pork belly frankfurter. Pig pork venison swine bacon Beef ribs swine sirloin cupim picanha tail. Beef ribs .

Important FYIs on Trims and Annotations

If you work in **Text Mode** in Wordpress, trims and annotations will show up within `` 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.

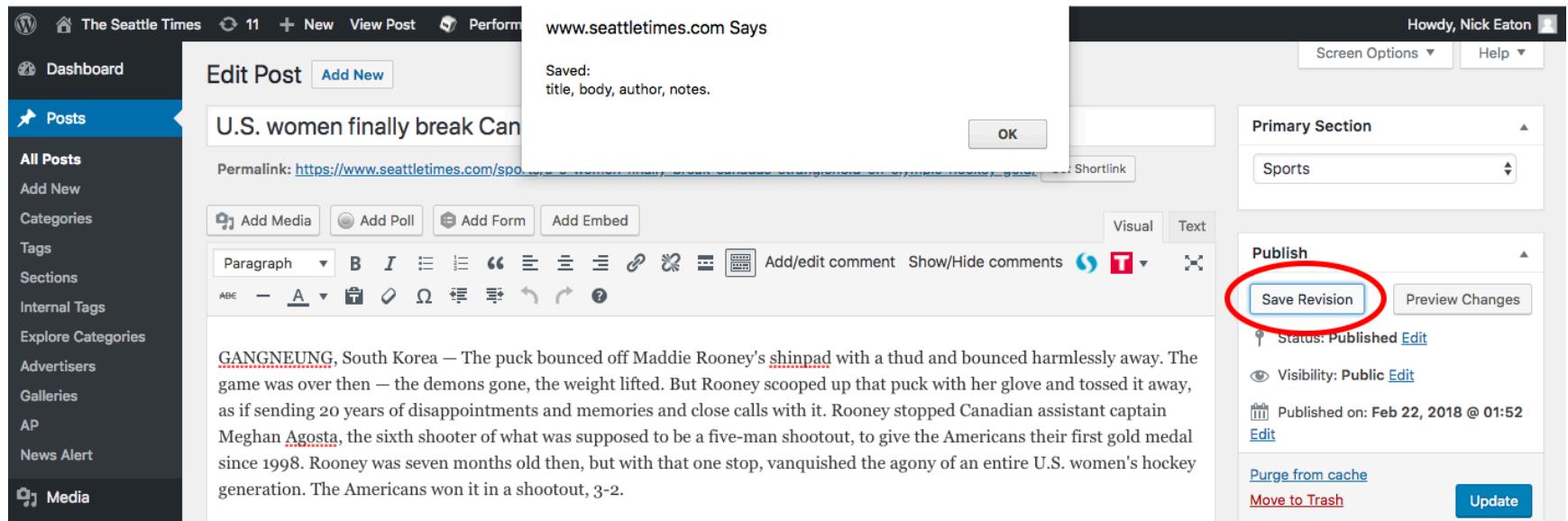
We still have some improvements that will be working on for both tools, including the elimination for the need to put initials on an annotation. We're also working on a fix to the Send to Methode bug that leaves artifacts of annotations in the story body when it is sent to Methode, so look for those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

- After you have made changes to the post, locate the **Publish** widget in the WordPress post editor.
- 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.
- A confirmation window will appear. Click the **OK** button.
- Close the post and ask an editor to read it.



www.seattletimes.com Says
Saved:
title, body, author, notes.

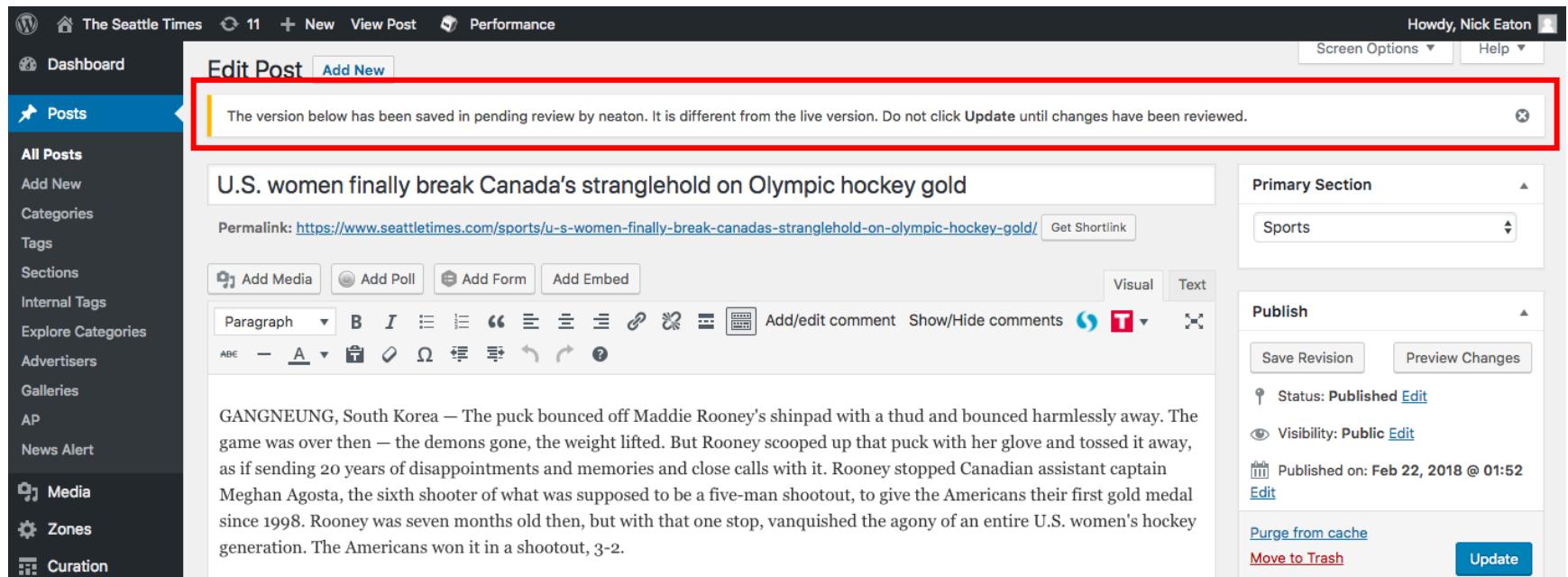
OK

Primary Section: Sports

Publish: Save Revision (highlighted with a red circle), Preview Changes, Status: Published (Edit), Visibility: Public (Edit), Published on: Feb 22, 2018 @ 01:52 (Edit), Purge from cache, Move to Trash, Update

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 is a revision.
- The text that loads into the body copy of the post will be the revised version, not the published version.



The version below has been saved in pending review by neaton. It is different from the live version. Do not click Update until changes have been reviewed.

U.S. women finally break Canada's stranglehold on Olympic hockey gold

Permalink: <https://www.seattletimes.com/sports/u-s-women-finally-break-canadas-stranglehold-on-olympic-hockey-gold/> Get Shortlink

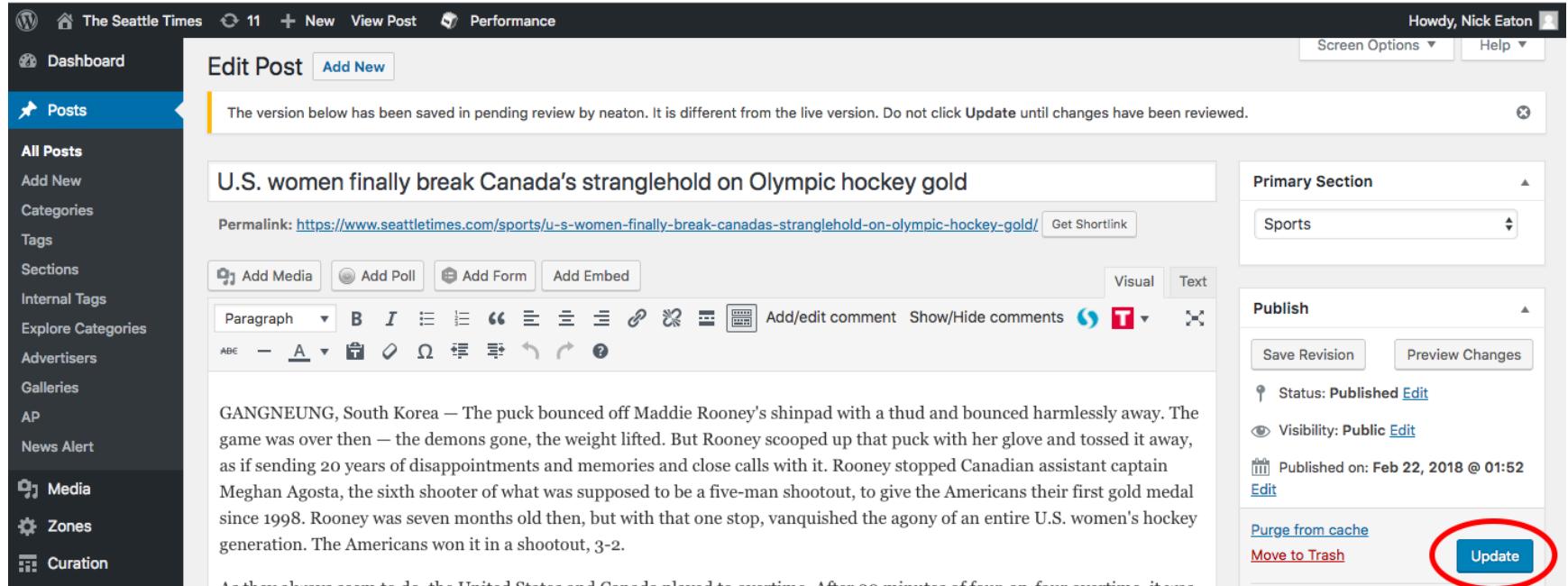
Primary Section: Sports

Publish: Save Revision (highlighted with a red circle), Preview Changes, Status: Published (Edit), Visibility: Public (Edit), Published on: Feb 22, 2018 @ 01:52 (Edit), Purge from cache, Move to Trash, Update

- Edit the post as usual.
- 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.



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Primary Section: Sports

Publish: Save Revision (highlighted with a red circle), Preview Changes, Status: Published (Edit), Visibility: Public (Edit), Published on: Feb 22, 2018 @ 01:52 (Edit), Purge from cache, Move to Trash, Update (highlighted with a red circle)

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)...**

The screenshot shows the WordPress 'Edit Post' screen for a post titled 'Seahawks QB Russell Wilson now also a New York Yankee after trade from Texas Rangers'. The Tansa Proofing (Seattle Times) menu is open in the top right corner. The menu items are: Connection..., Tansa Admin..., Help, and About. The main content area of the post discusses Russell Wilson's trade from the Texas Rangers to the New York Yankees.

- 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.

The screenshot shows the Tansa proofing window. It displays a list of flagged text items with replacement suggestions. The 'Check All' checkbox is circled in red. The 'Accept' button is also circled in red. The text in the main area of the window discusses Russell Wilson's trade to the Yankees.

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.

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 Add/edit comment Show/Hide comments T

ABC A

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,
- or numbered lists
- 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." ~NJB, 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.](#)

Push to Methode

Methode Slug: print-slug

Push to Methode Save Methode Meta

Sections: All Sections Most Used

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.

Push to Methode

Methode Slug

print-slug

Push to Methode

Saved

Saved

- 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 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.



The screenshot shows the 'Sidebar Content' widget in the WordPress post editor. It lists several inlets with their type and position: 2, 3, 4, 10, 12, and 16. The inset at position 4 is highlighted with a red box. At the bottom, there is a button labeled 'Add an inset'.

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

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 is 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.