



Guide to Posting on *metrolabornyc.org*

May 17, 2010 | Version 1.0

Introduction

Metro's website runs on [WordPress](#), a popular open-source blogging platform. Once you're familiar with the WordPress interface, you'll find that creating new posts is a relatively simple and quick process.

If you have any questions or need assistance, please contact Bill Levay, New Media Writer, UFT, at wlevay@uft.org or 212-598-7791.

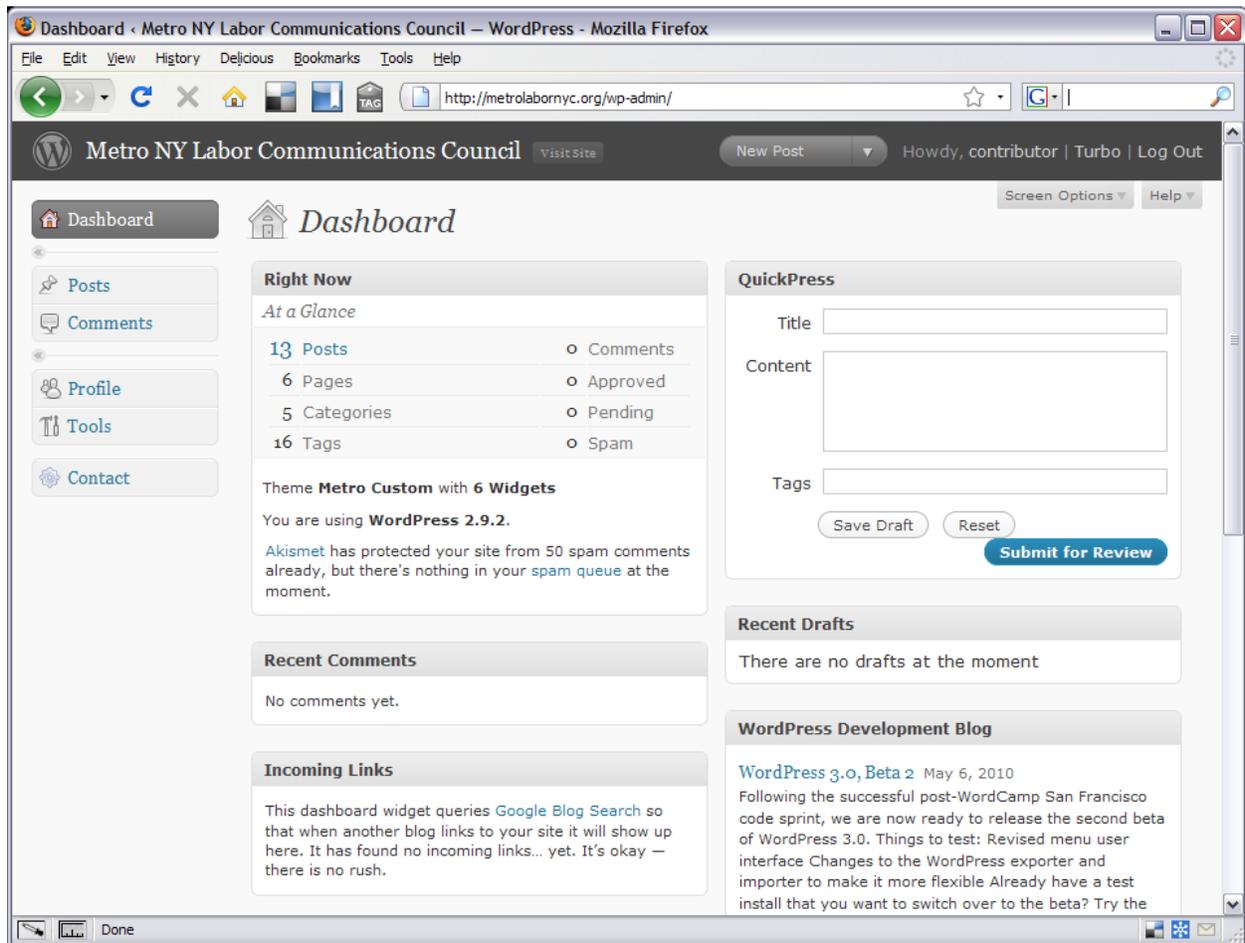
Registration

To register as a Contributor, go here and fill out the form:

<http://metrolabornyc.org/wp-login.php?action=register>

Check your inbox for a message from WordPress with the subject line "[Metro NY Labor Communications Council] Your username and password." Open the message, copy the password, click the login link (<http://metrolabornyc.org/wp-login.php>), and log in.

After successfully logging in, you will see the "Dashboard" screen:



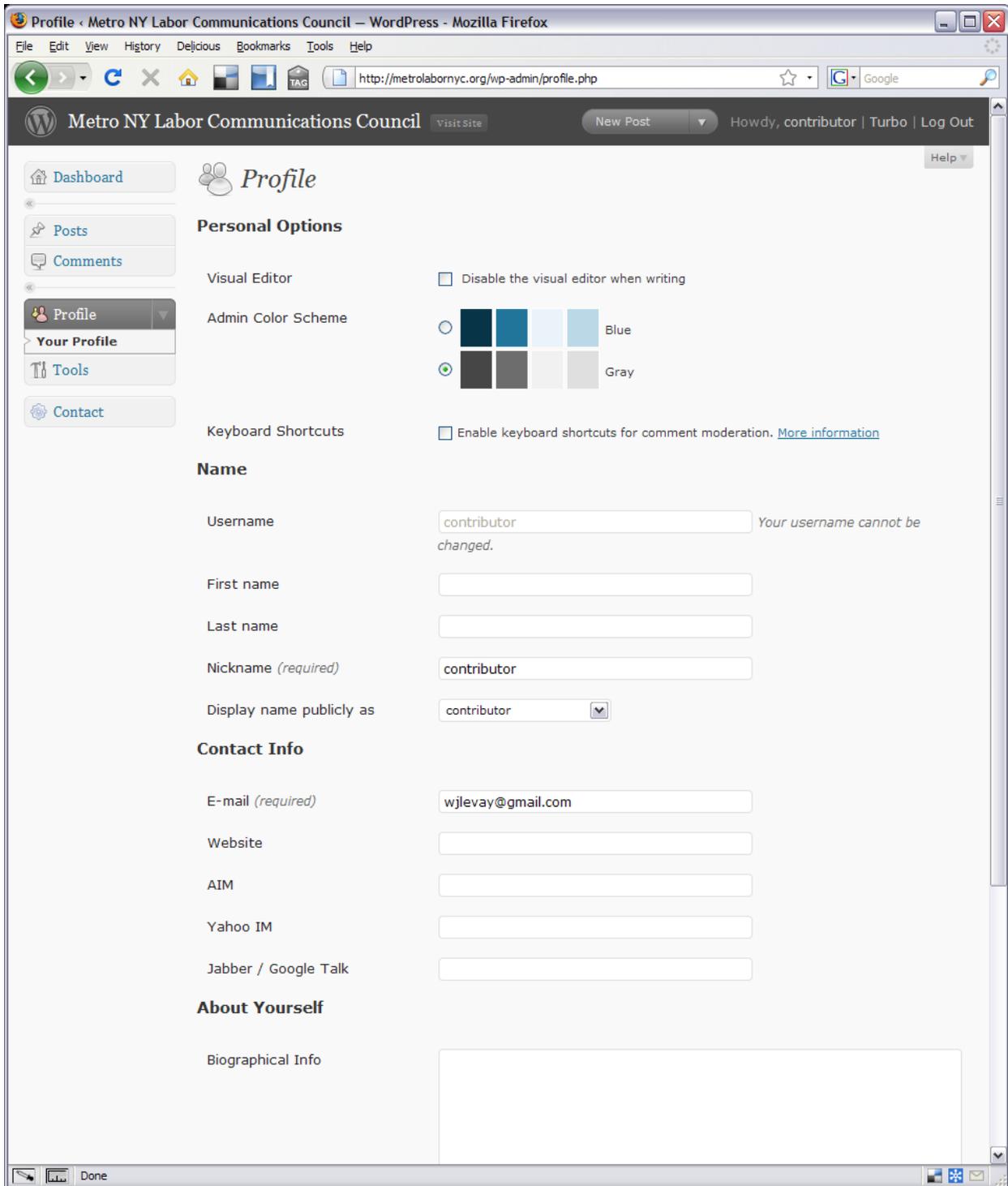
The screenshot shows the WordPress Dashboard for the Metro NY Labor Communications Council. The browser window title is "Dashboard · Metro NY Labor Communications Council – WordPress - Mozilla Firefox". The address bar shows "http://metrolabornyc.org/wp-admin/". The dashboard header includes the site name, a "Visit Site" button, a "New Post" button, and the user's name "Howdy, contributor" with "Turbo" and "Log Out" options. The main dashboard area is divided into several sections:

- Dashboard**: A sidebar menu with links for Posts, Comments, Profile, Tools, and Contact.
- Right Now**: A summary section titled "At a Glance" showing 13 Posts, 6 Pages, 5 Categories, and 16 Tags. It also includes a table for status counts: Comments, Approved, Pending, and Spam.
- QuickPress**: A form for creating a new post, including fields for Title, Content, and Tags, with buttons for "Save Draft", "Reset", and "Submit for Review".
- Recent Drafts**: A section indicating "There are no drafts at the moment".
- WordPress Development Blog**: A section with a link to "WordPress 3.0, Beta 2" dated May 6, 2010, and a brief announcement about the release.

The bottom of the browser window shows the "Done" status and system tray icons.

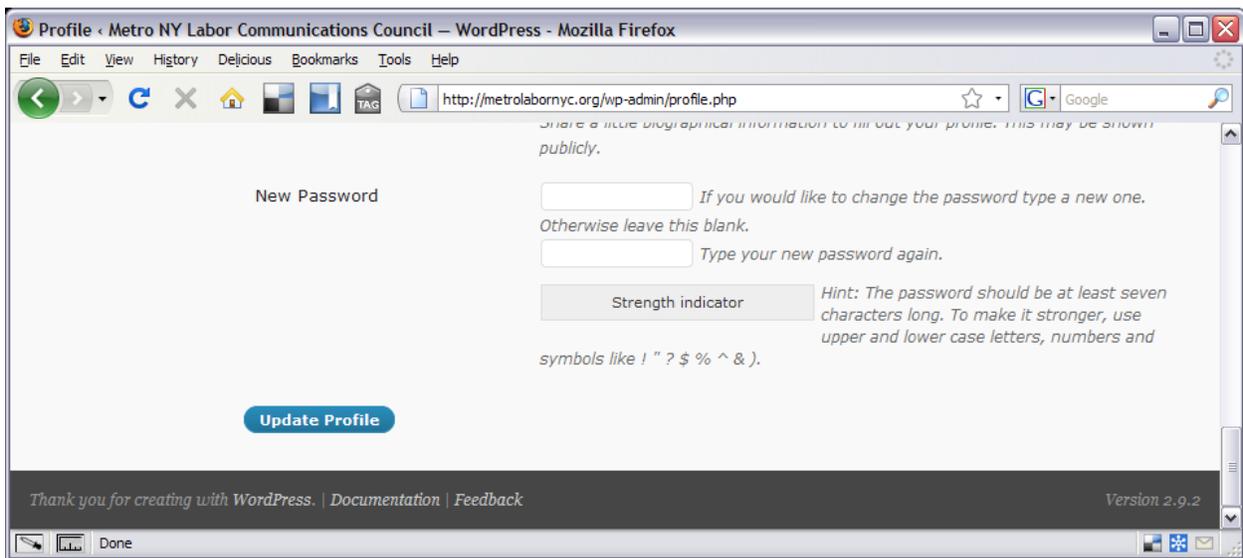
Changing your password / Editing your profile

First, you should change your password to something you will remember. Click on the **Profile** link in the left sidebar.



The screenshot shows the WordPress profile editing interface for a user named 'contributor'. The browser window title is 'Profile - Metro NY Labor Communications Council - WordPress - Mozilla Firefox'. The address bar shows 'http://metrolabornyc.org/wp-admin/profile.php'. The page header includes the site name 'Metro NY Labor Communications Council', a 'Visit Site' link, a 'New Post' button, and the user's name 'Howdy, contributor | Turbo | Log Out'. The left sidebar contains navigation links: Dashboard, Posts, Comments, Profile (selected), Your Profile, Tools, and Contact. The main content area is titled 'Profile' and contains several sections: 'Personal Options' with checkboxes for 'Disable the visual editor when writing' and 'Enable keyboard shortcuts for comment moderation'; 'Name' section with input fields for Username (locked to 'contributor'), First name, Last name, Nickname (set to 'contributor'), and a dropdown for 'Display name publicly as' (set to 'contributor'); 'Contact Info' section with input fields for E-mail (set to 'wjlevay@gmail.com'), Website, AIM, Yahoo IM, and Jabber / Google Talk; and 'About Yourself' section with a 'Biographical Info' text area.

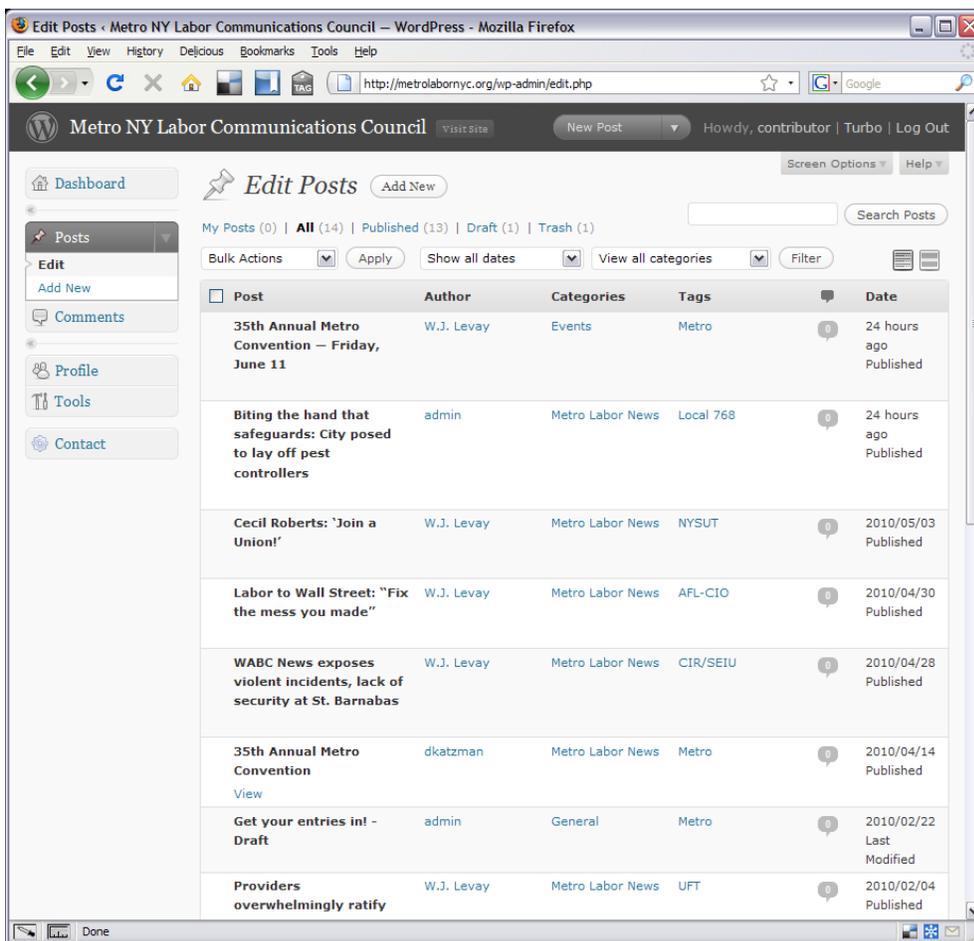
Enter your first and last names in the appropriate field. Scroll down to the New Password section.



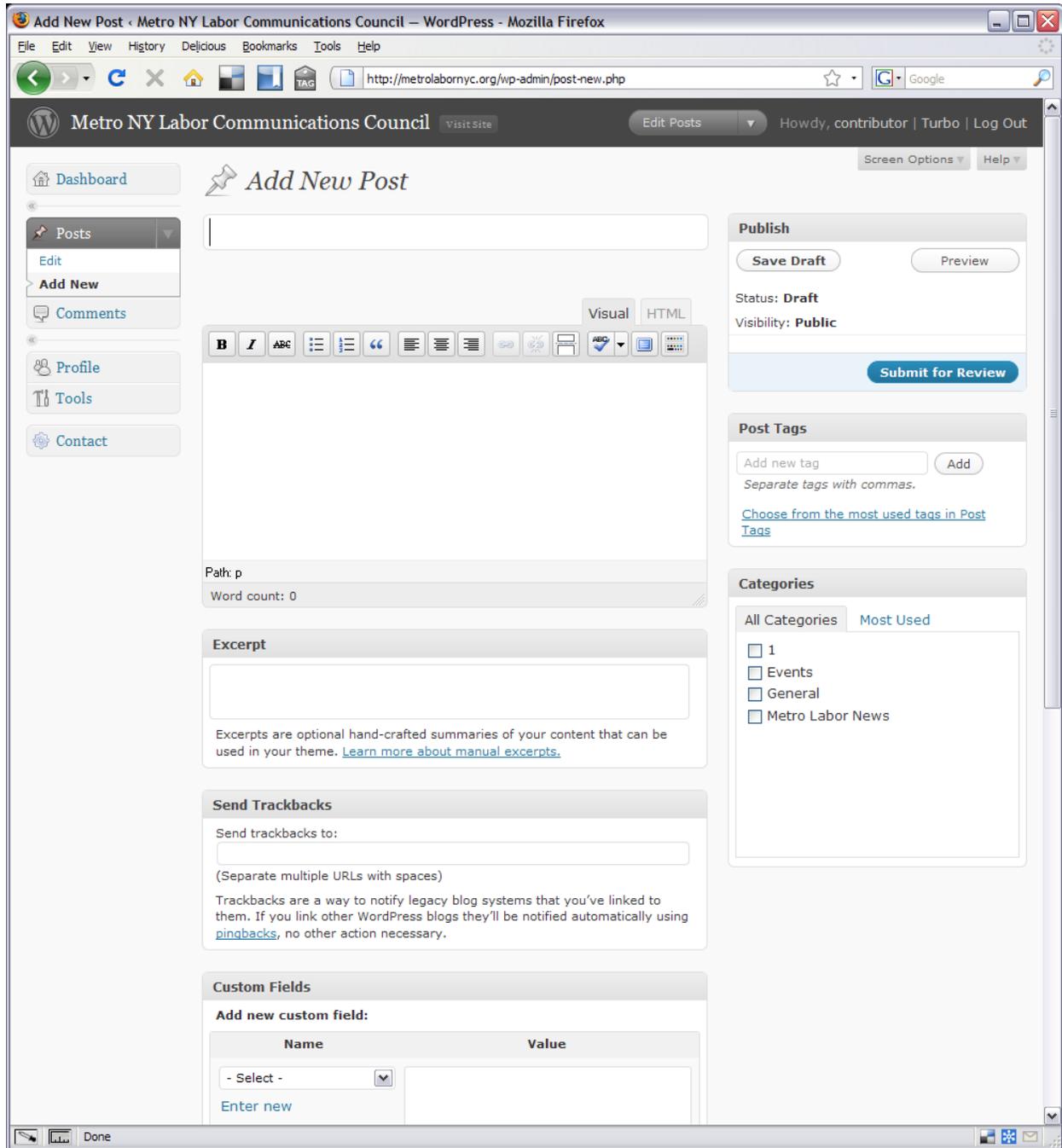
Enter your new password twice, and click **Update Profile**.

Create a post

Click on the **Posts** link on the left sidebar. This takes you to the **Edit Posts** screen. You will see a list of all the posts on our site.



Click on the **Add New** link in the **Posts** section of the left sidebar. This takes you to the **Add New Post** screen.



Enter your title in the first text field.

Enter the body of your post into the larger text field below the title.

NOTE: If you are copying and pasting text from a Word document, you should use the “Paste from Word” function. This will eliminate most of the Microsoft-specific code that’s embedded in Word documents. Click on the right-most button on the editing toolbar. It looks like this:

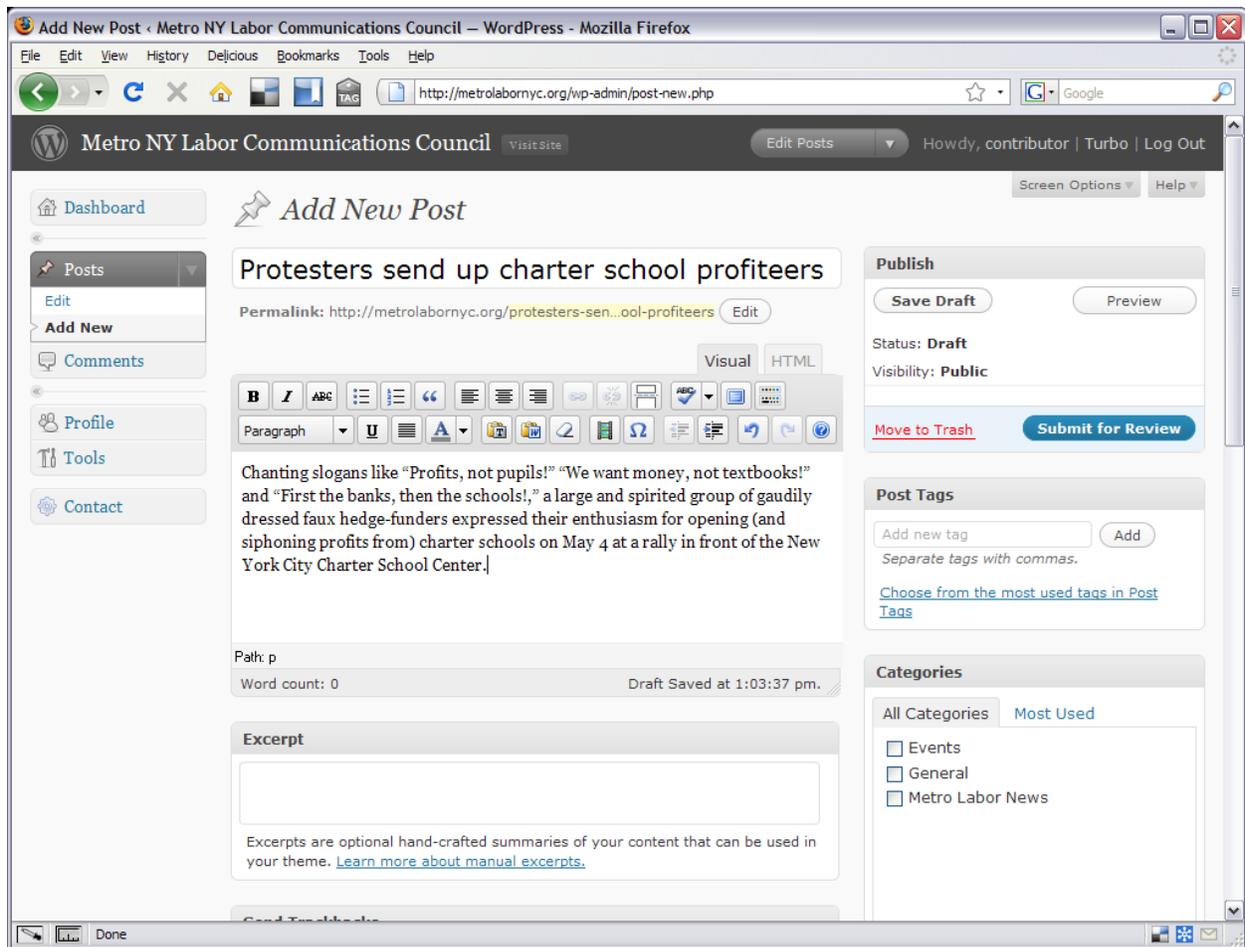


This will reveal a second row of buttons. Click on the Paste from Word button:



This brings up a dialog box. Paste your Word document text in here and click **Insert**.

If you're not pasting from Word, simply type or paste your text into the field.



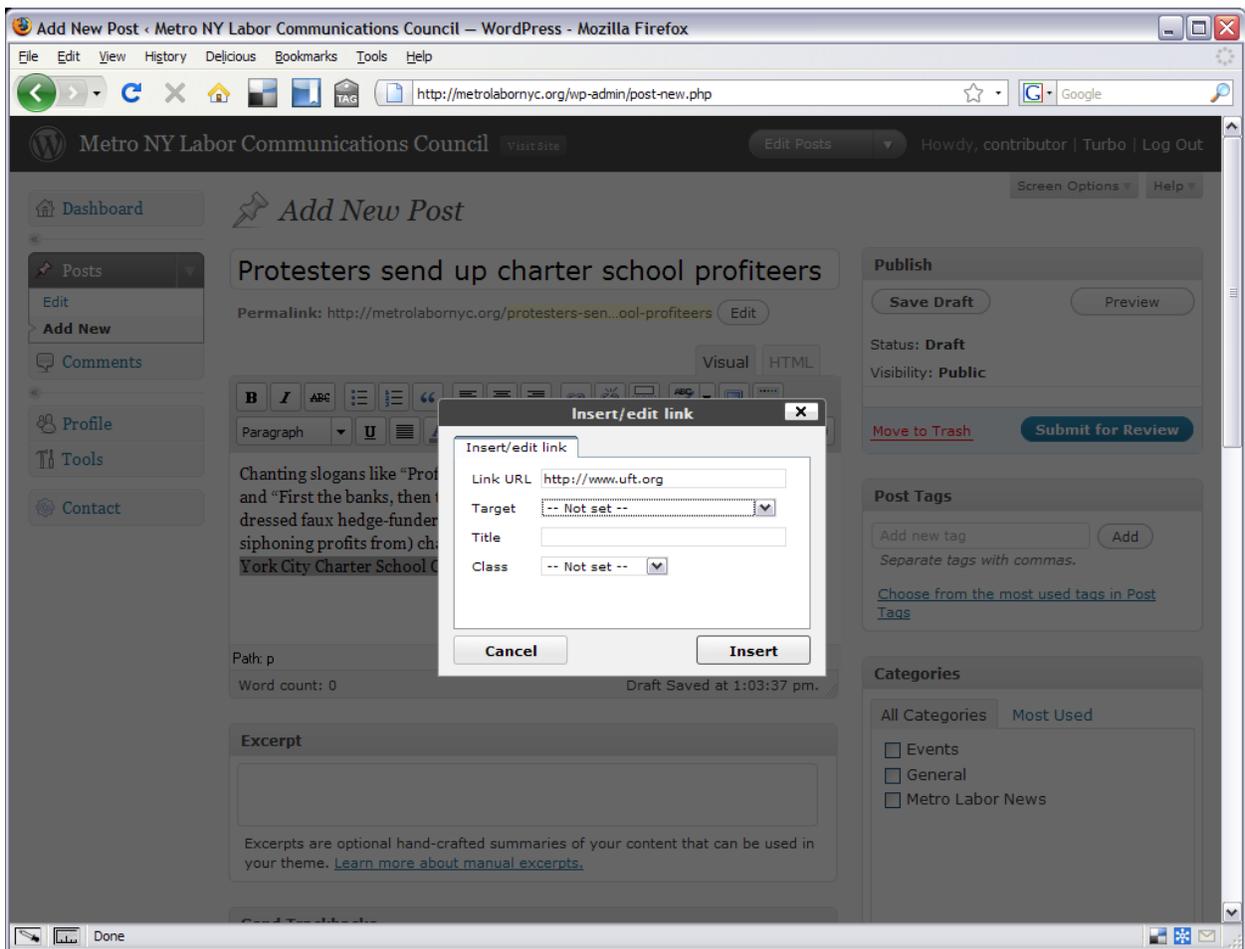
Adding a "Read More" link

If your post is lengthy, find a logical break point in the article, place your cursor at this point, and click the **Insert More tag** button: 

When viewed on the Metro homepage, your article will stop at this point and a "More »" link will be inserted. This link will take the reader to the full post.

Creating a hyperlink

To create a link, highlight the text to be linked and click on the **Insert/edit link** button: 
Enter the URL and click **Insert**.



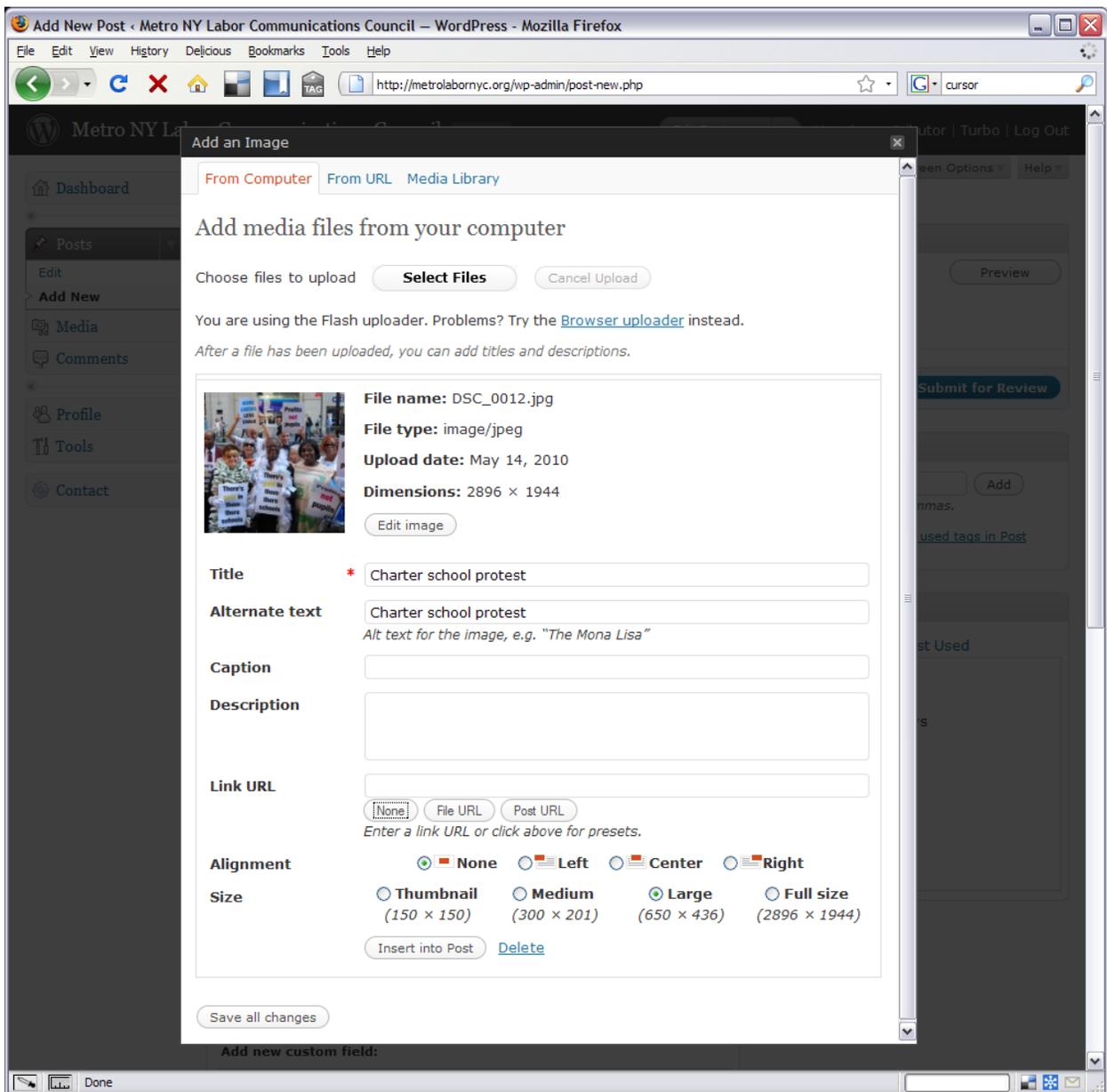
Adding an image

Place your cursor where you want to add the image. For most Metro stories, we like to have a large, landscape-oriented image at the top of the post, followed by the text. To add an image in this fashion, place the cursor at the beginning of your text.

Above the editing toolbar on the left side, you'll see **Upload/Insert** followed by four icons. The first icon is the **Add an Image** icon. Click it. 

This brings up the **Add an Image** dialog box. Click the **Select Files** button and browse for the file on your computer. Select the file and click **Open**.

You will see a progress bar as WordPress uploads the image. Once the upload is complete, you will see a screen like this:



Go to the **Title** field and enter an image title. Use the same text for the following field, **Alternate text**.

Add a **Caption** if you like.

NOTE: Photo credit

If you enter a caption, add a photo credit in parentheses following the caption text, e.g.,
This is a caption. (John Doe Photography)

If you do not have caption text, enter the photo credit without parentheses.

Make sure that the **Link URL** field is blank. You can clear it by clicking the None button.

Assuming your image is landscape-oriented, the **Alignment** should be none. If the image is portrait-oriented, you can choose to align the image left or right.

Size: For a landscape image, choose the Large (650 x [height]) size. For portrait, choose Medium (300 x [height]).

Click **Insert into Post**.

Embedding a video

Copy the video's embed code. In YouTube, it's below the video player on the right side:

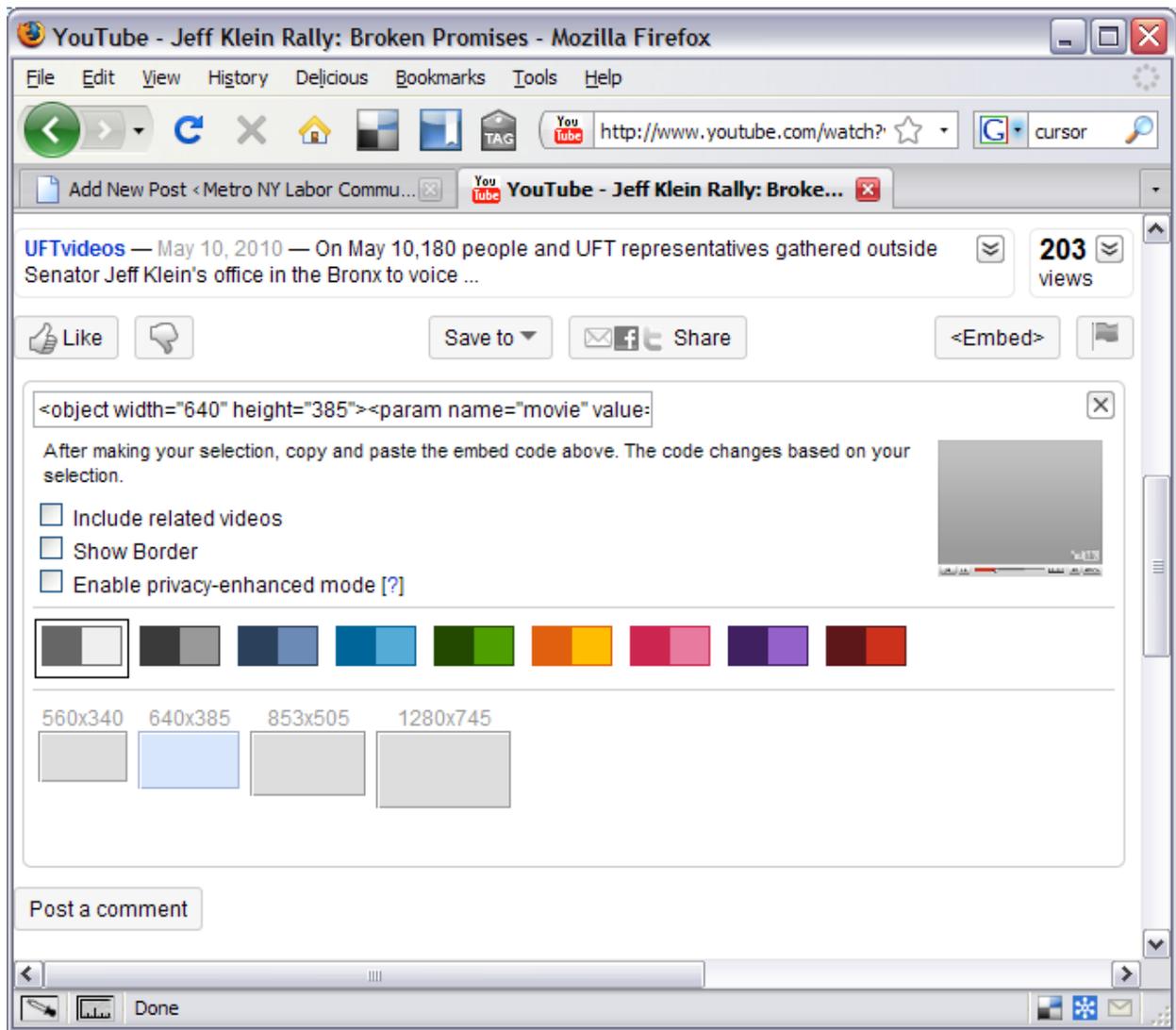
A screenshot of a Mozilla Firefox browser window displaying a YouTube video. The video title is "Jeff Klein Rally: Broken Promises" and it is from the channel "UFTvideos". The video player shows a woman holding a sign that says "UFT AGAINST BUDGET". Below the video player, there are options to Like, Save to, Share, and an "<Embed>" button. A red arrow points to the "<Embed>" button. To the right of the video player, there is a list of related videos, including "NY State Senator Jeff Klein Presents Home Gard...", "Breakthrough Learning in a Digital Age - Day 1...", "felizes passeios", "Mark Hunt vs Ray Sefo Part 2", "Jeff Klein - Five Good Reasons", "Jeff Klein performs Stripped solo.", "Jeff Klein - The Guns Of Brixton", and "Jeff Klein - Nearly Motionless". The browser's address bar shows the URL "http://www.youtube.com/watch?v=vNw860V0ZUY".

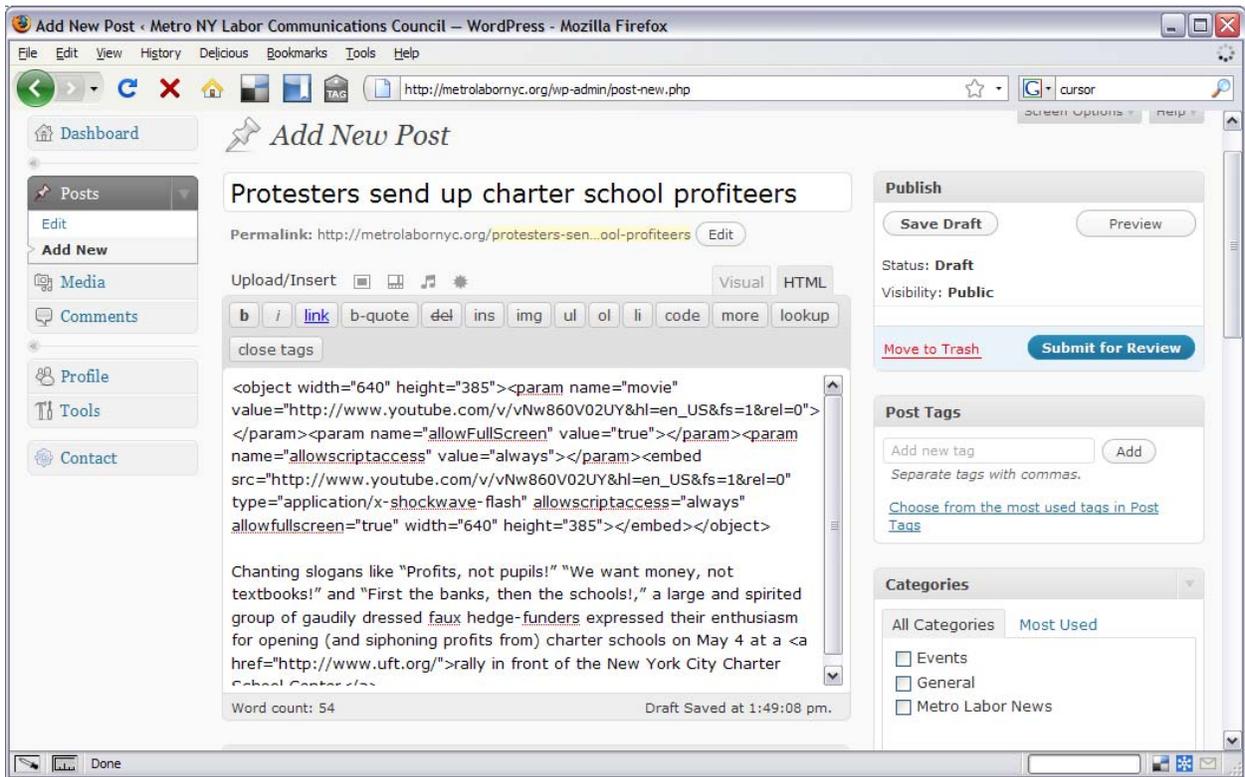
If you have a choice for the size of the video, do not exceed 650px. YouTube usually offers a 640x385 size, so that's a good option.

Click the video size you want. Place your cursor in the field containing **<object width="640" ...**

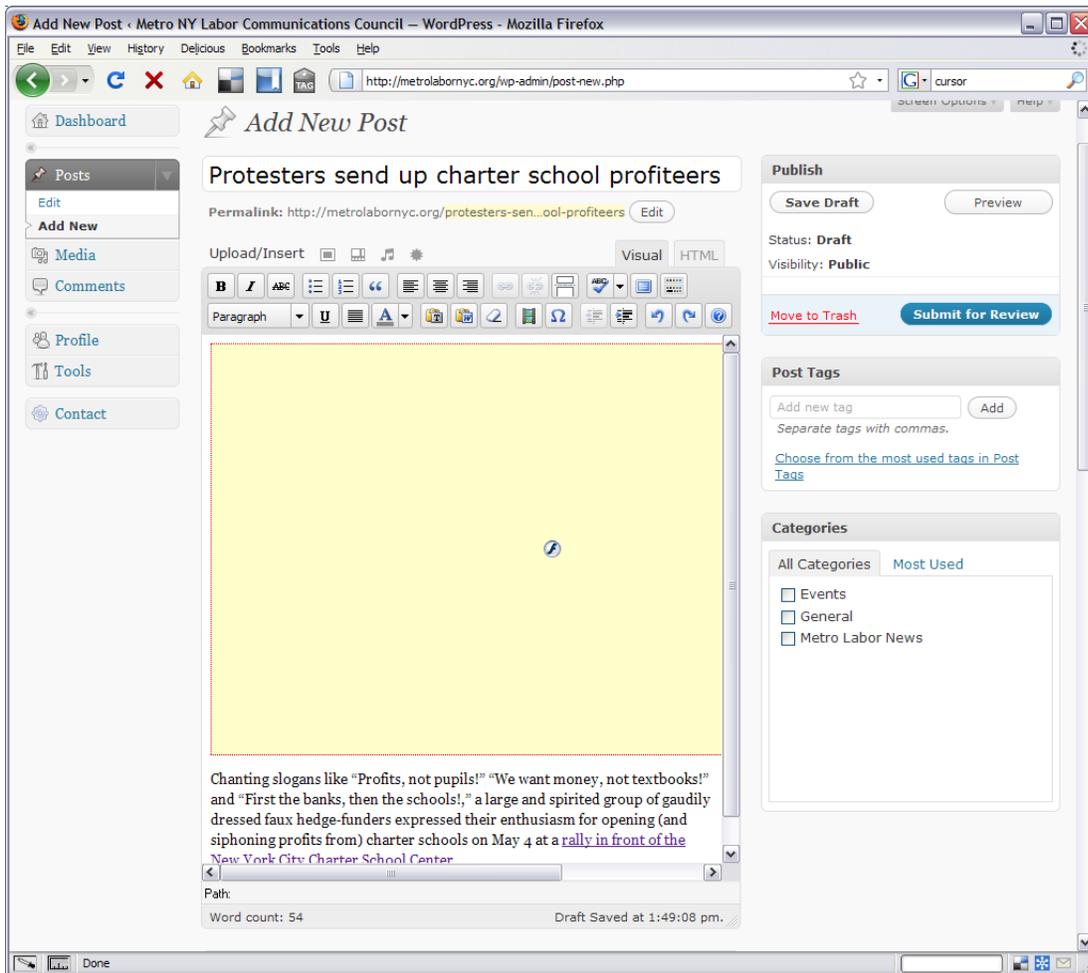
Highlight the code and copy it.

NOTE: Other video players do this differently, but you should be able to find an embed option somewhere. Some outlets, like certain news stations, do not allow embedding of their videos.





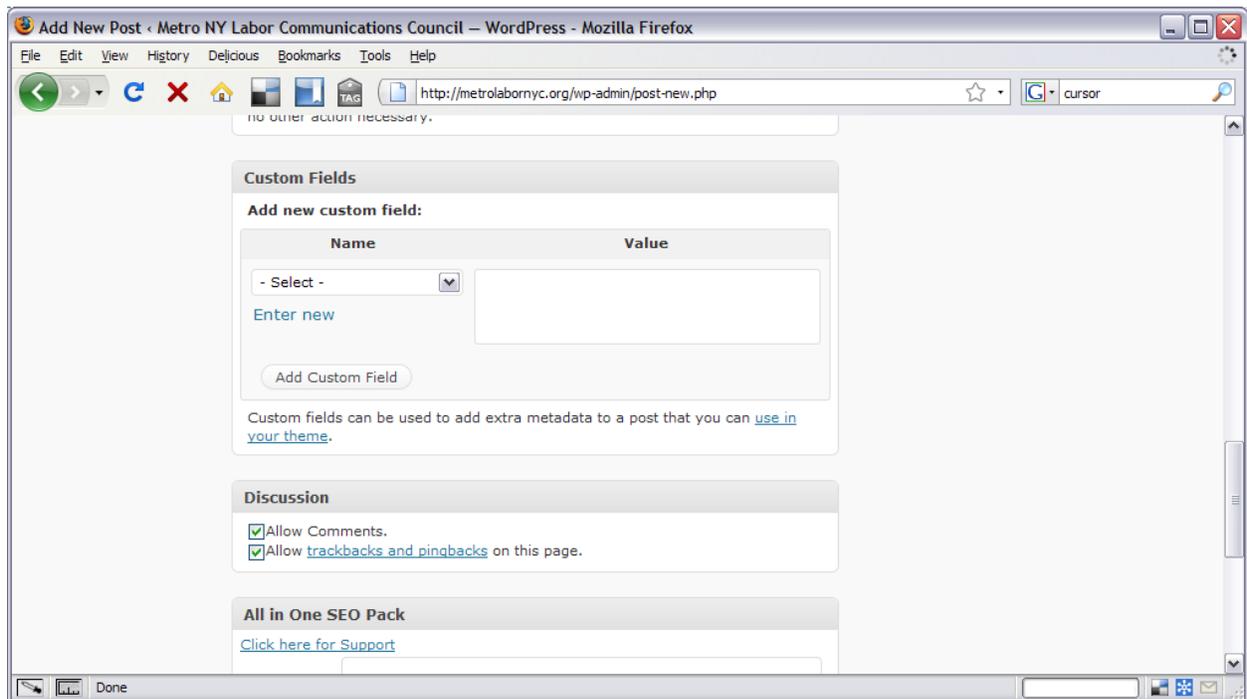
When you switch back to Visual (WYSIWYG) mode, you'll see a placeholder for the video:



Adding Article Author, Publication, and Publication Date

To add a byline and publication title, we use WordPress' Custom Fields functionality.

Scroll down to the **Custom Fields** box:



In the drop-down list, choose **article_author**. In the **Value** field type in the author's name.

Click **Add Custom Field**.

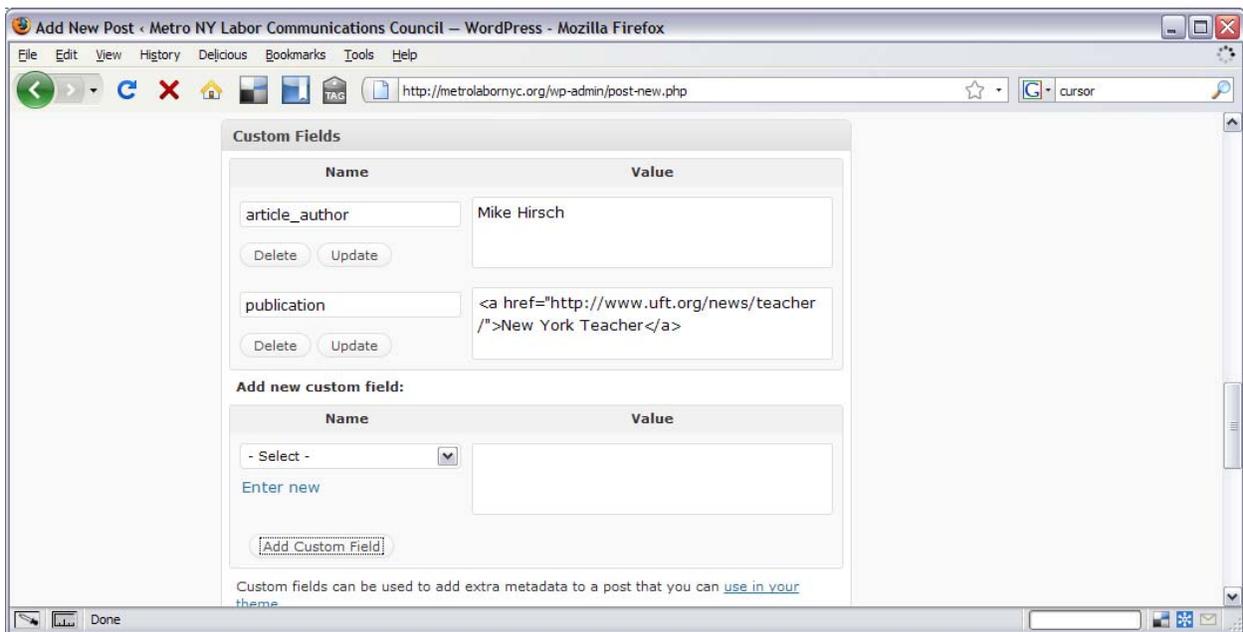
If your piece originally appeared in another publication, add the name of the publication by choosing **publication** from the drop-down list and following the same steps as above. To add the original publication date, choose **pub_date** from the list and follow the same steps. Use the format **Month DD, YYYY**, e.g., May 17, 2010 or December 5, 2009.

If you're comfortable with some simple HTML code, you can make the author's name or the publication name a hyperlink. Just use the `` tag in the **Value** field.

For example:

```
<a href="http://www.uft.org/news/teacher/">New York Teacher</a>
```

When this is displayed on the Metro homepage, it will be a hyperlink to the *New York Teacher* site.



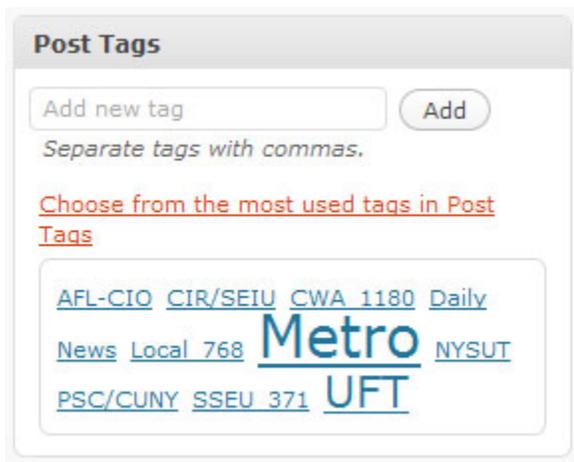
Specifying a tag and category

Scroll back up to the top of your Add New Post screen.

We use Tags to specify an organization, e.g., UFT, CWA 1180, Metro, PSC/CUNY, AFL-CIO, etc.

On the right side, find the Post Tags box. Click the link “Choose from the most used tags in Post Tags.”

You will see a tag cloud like this:



If your organization is here, click it. If not, type it into the **Add new tag** field and click **Add**.

NOTE: Only specify **ONE** tag.

Now choose a category in the Categories box below the Post Tags box. The default category is Metro Labor News.

Saving and Previewing

Click **Save Draft** in the Publish box at the top right of the screen.

Click the **Preview** button. This will open up a new window or tab.

If you need to make a change go back to the Edit screen, make your change, then **Save** and **Preview** again.

If your post looks good, go back to the Edit screen and click **Submit for Review**. A site administrator will then review your post and publish it as soon as possible.

You're done!

If you need additional assistance or have any questions, please contact Bill Levay at wlevay@uft.org or 212-598-7791.