

## WordPress Basic Instructions:

### HOW TO LOG-IN:

Navigate to your website:



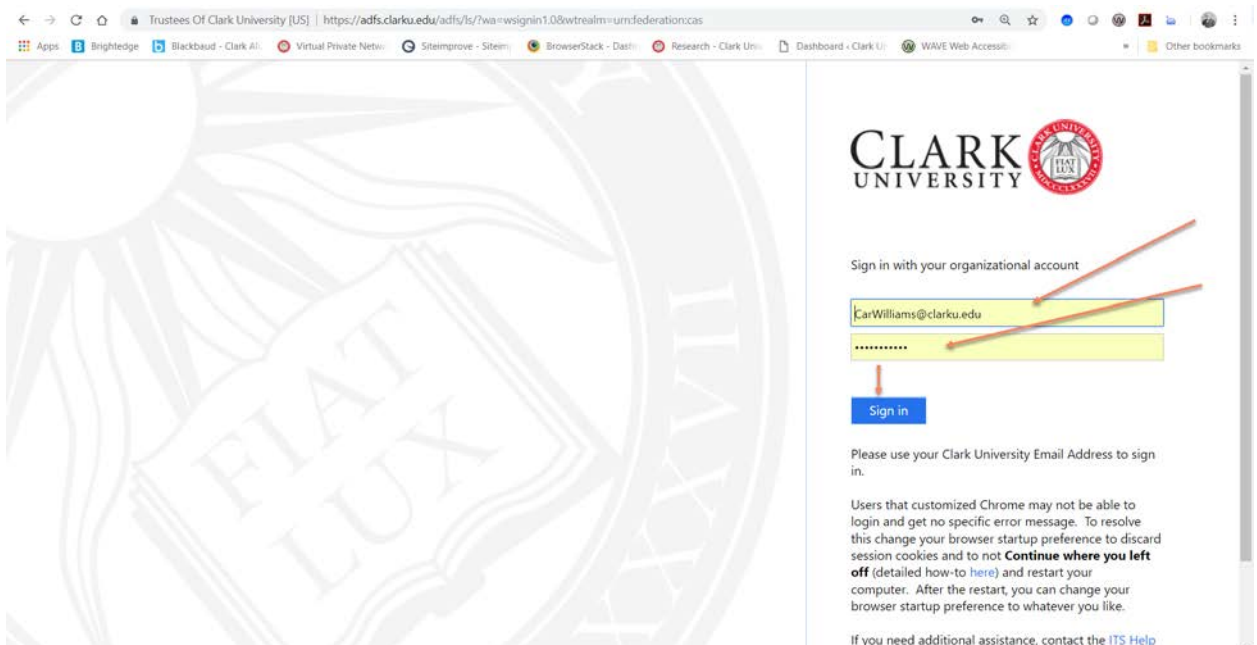
Commencement for 2019 is scheduled for Sunday, May 19th.

For All Senior Degree & Evening

To login to modify your changes, type in wp\_admin right after the url. See the following example:

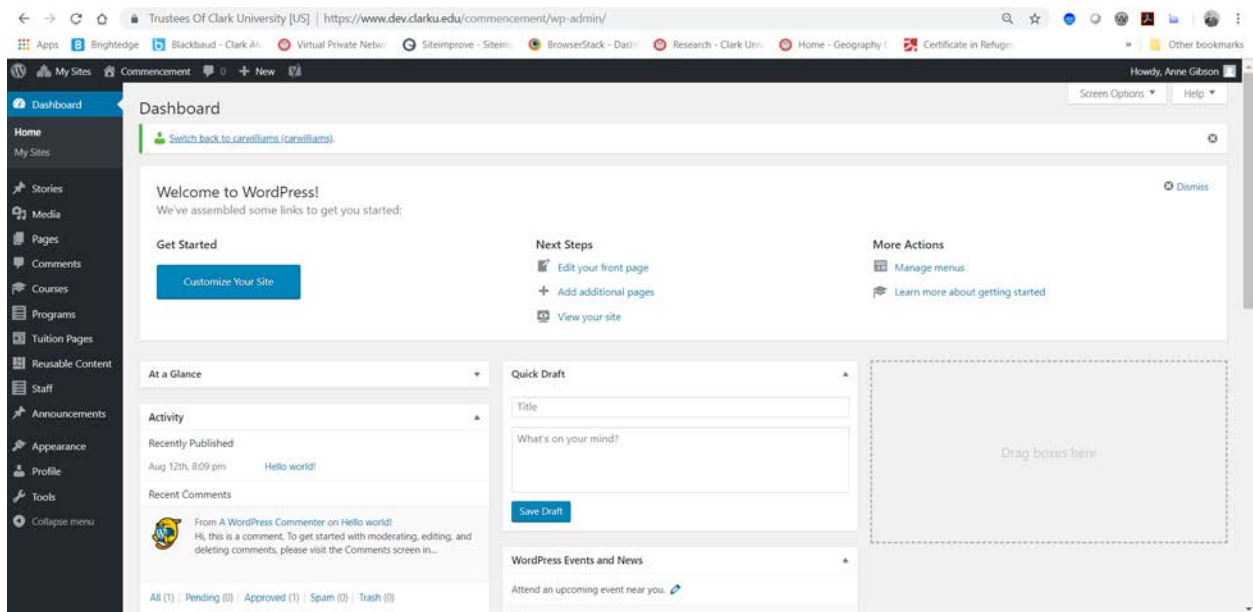
<https://www.clarku.edu/commencement/wp-admin/>

You will be prompted to sign in using our CAS Login:



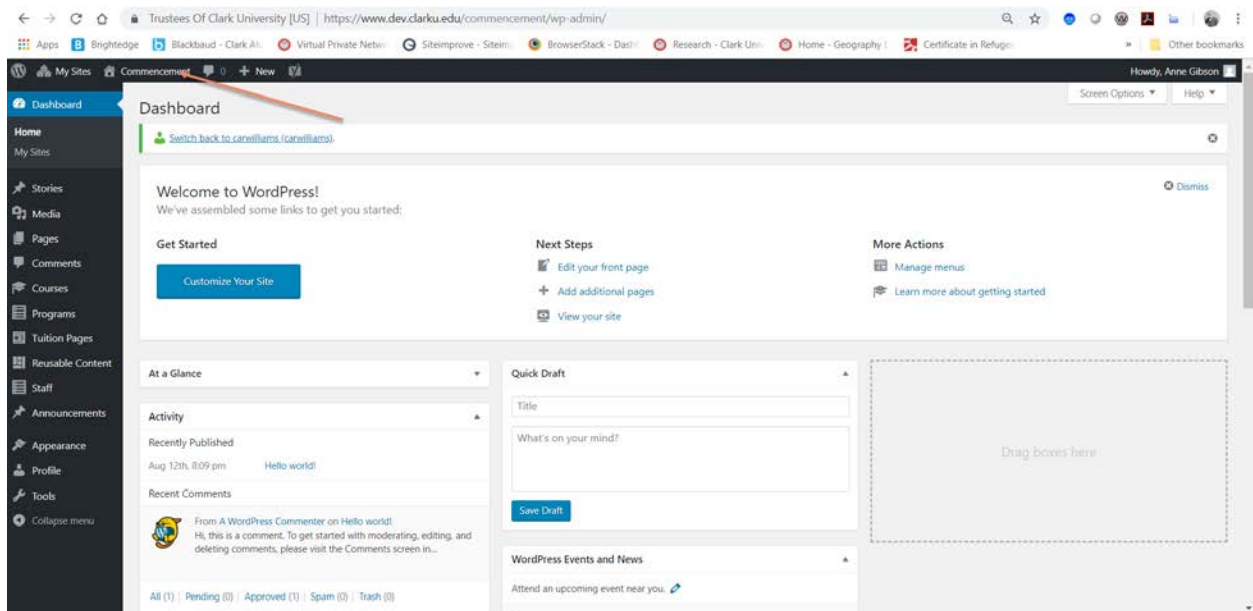
Please enter your Windows Account and Password, then click on the "Sign In" button.

A Dashboard of the site will open up:

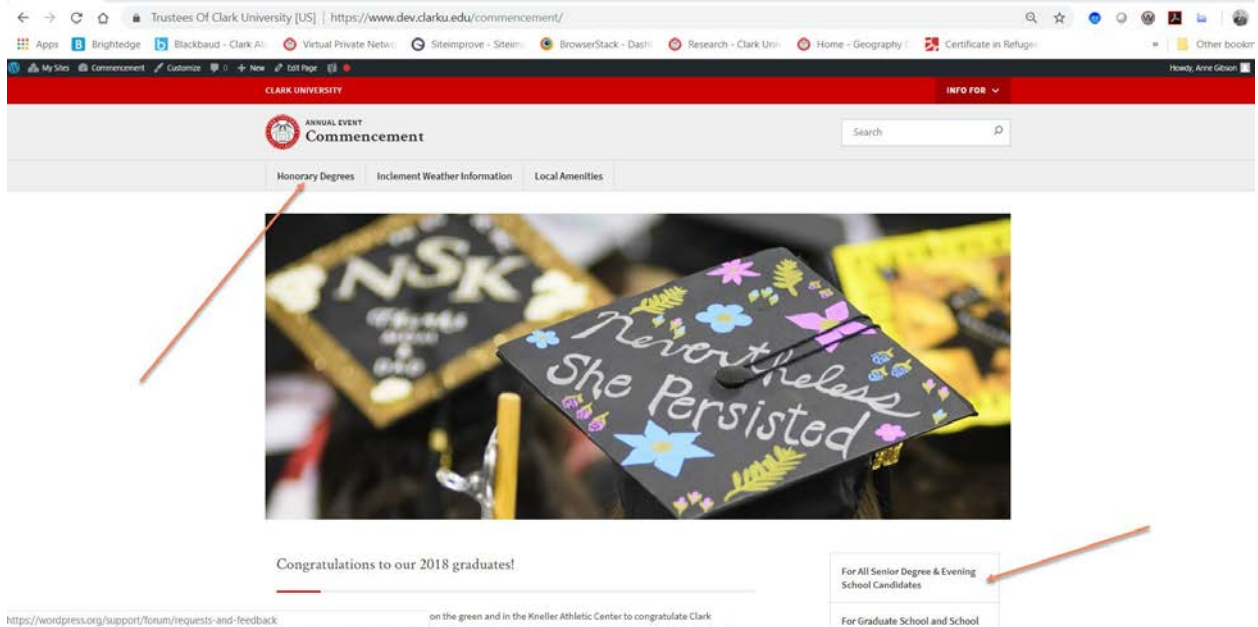


There are several ways for you to view your site and or pages.

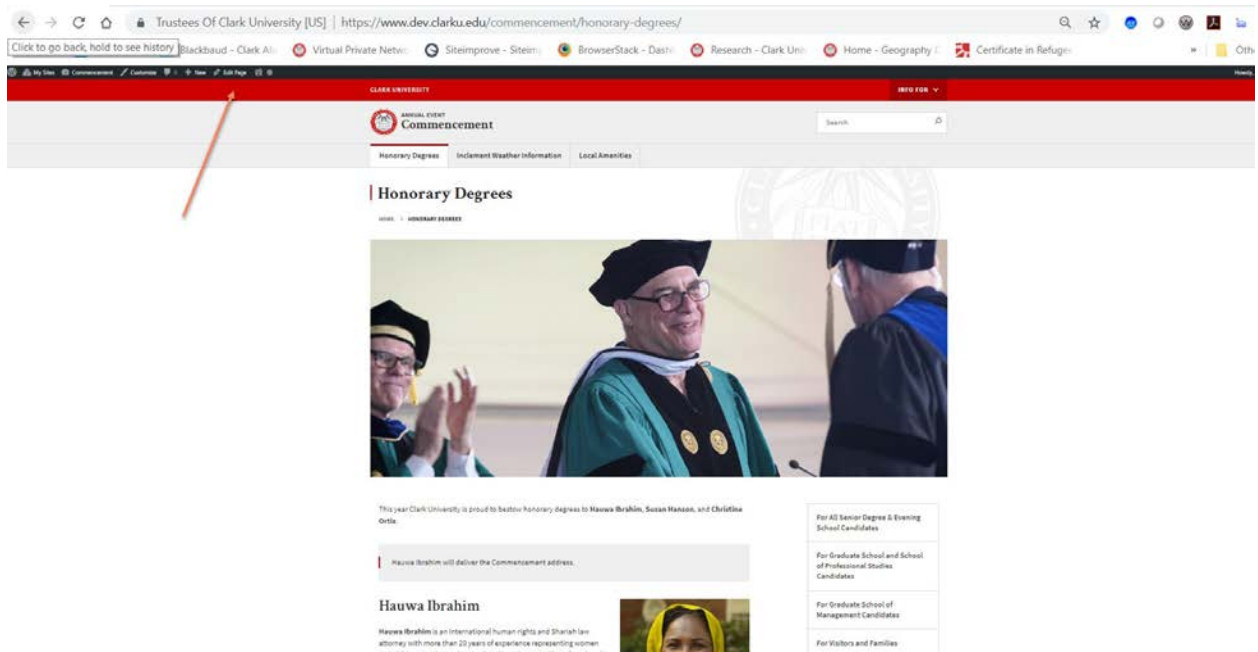
To view your site, you can click on the “Home” button at the top:



You can then navigate your site using the site’s build navigation from either the top horizontal or right hand navigation menus.

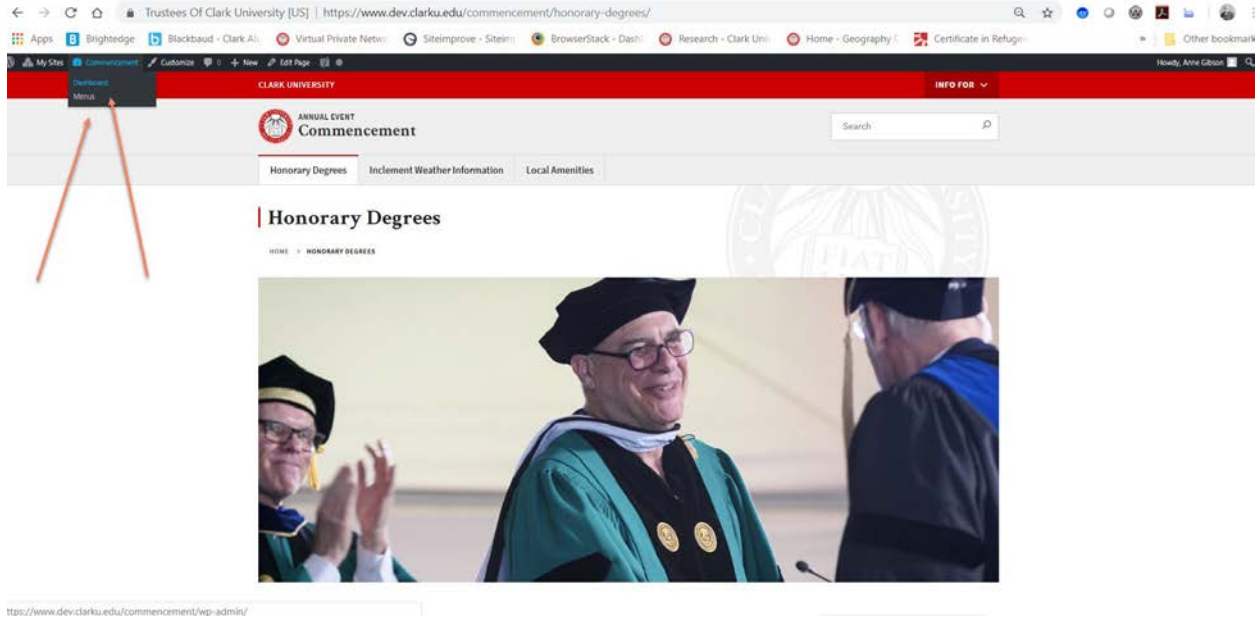


You should see an “Edit Page” button at the top for each page you have access to modify:

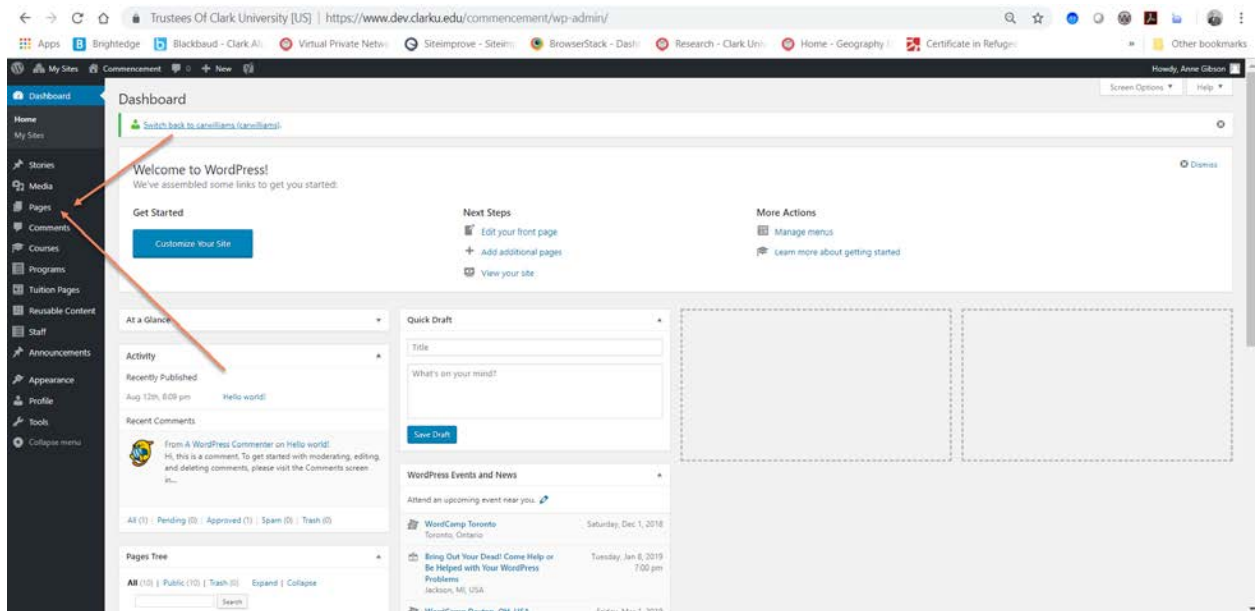


Or you can view your pages through the dashboard with an option in the far left action items.

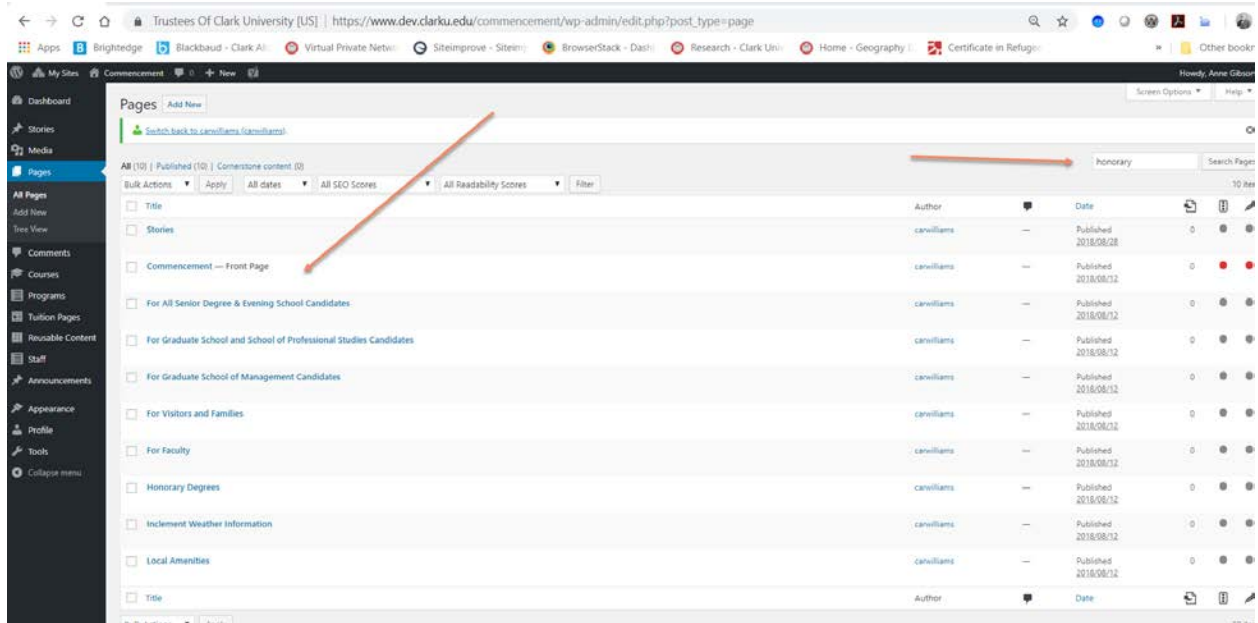
To go back to your dashboard, simply hover over the “Home” button in the top black horizontal bar and click on “Dashboard”:



When the dashboard opens up, click on the “Pages” button on the left side of the screen:



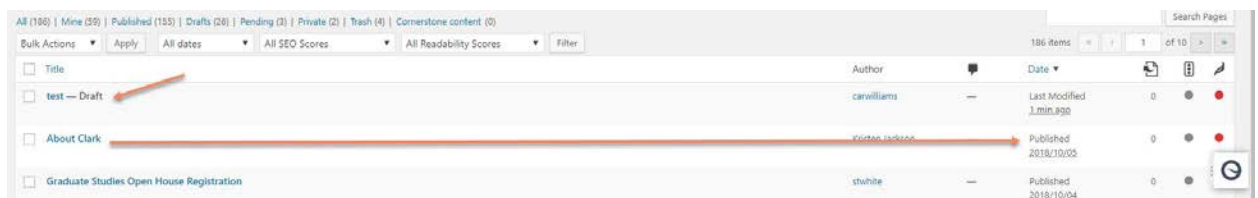
Here you will see a listing of all your pages:



You can use the search to find your pages as well, if you have a large site or use the pagination at the bottom of the listing



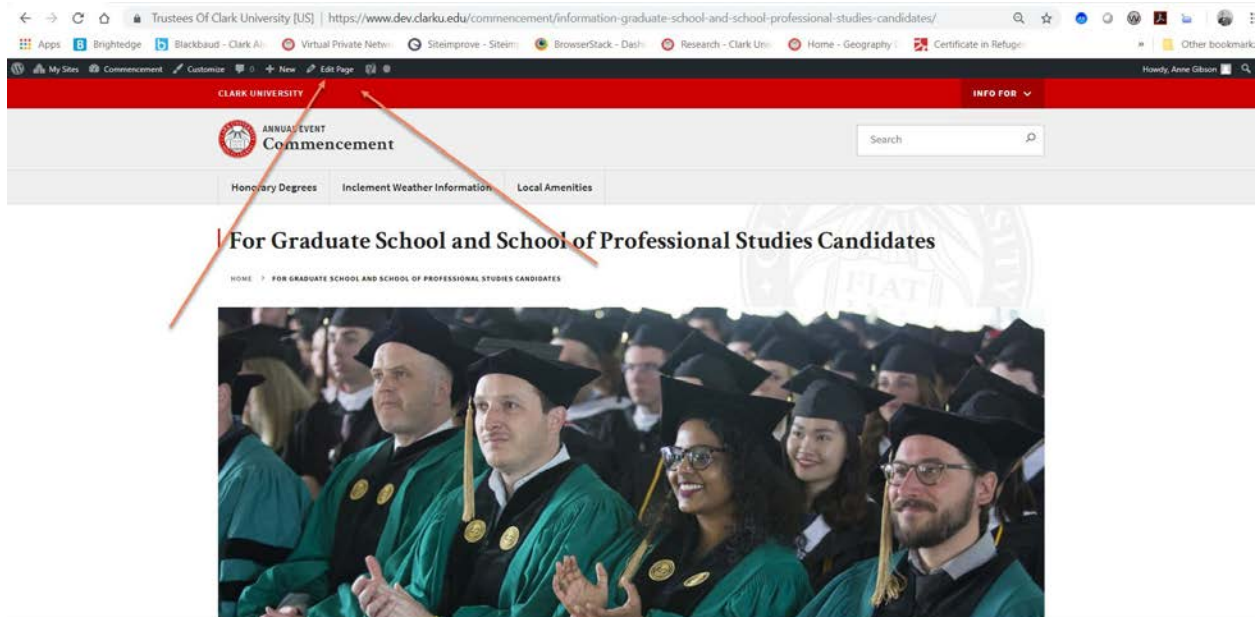
Please note that you may have some pages that are not “published” and saved as “Draft” Mode. This means your page is not viewable to the outside world:



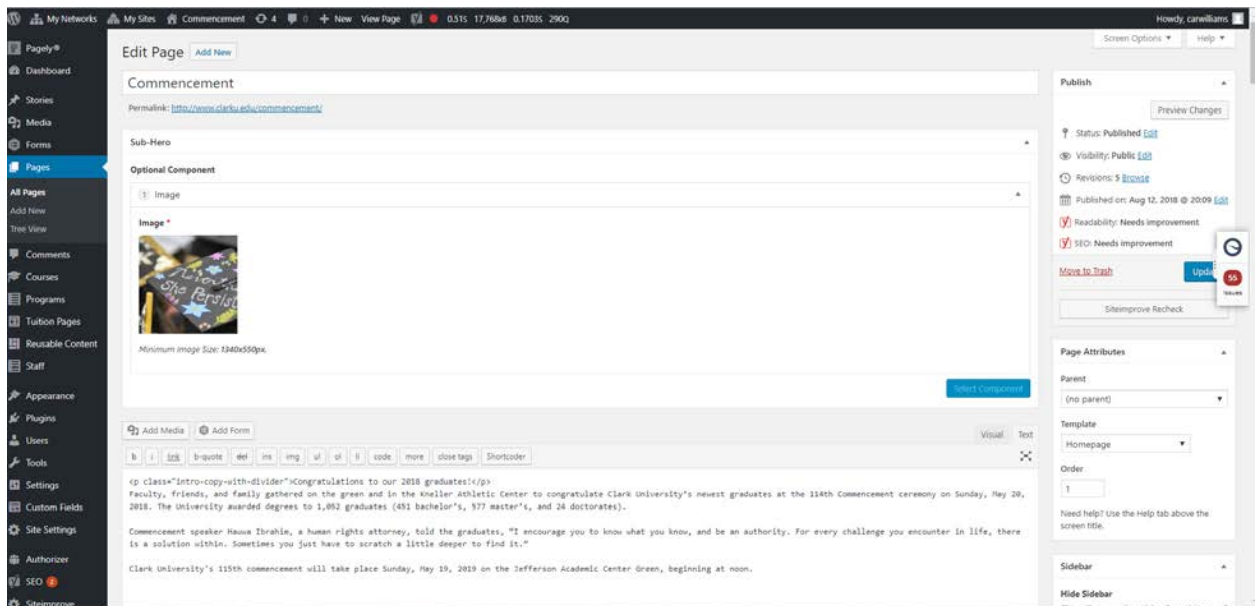
You can sort this table by “date” or “title” if you have a lot of content.

To open a page to edit, you can either click on “View” or “Edit” to open the page up directly.





If you clicked on “Edit Page” then the page template will open up:



There are several areas that you should NOT touch. Let me point those areas out first.

Do not modify the following areas:

- Page Attributes: This controls where the page lives within your menu. DO NOT MODIFY THIS AREA. If you need any changes within your navigation, please contact Marketing & Communications team.

- Sidebar: This controls if your right hand navigation shows up on your page or if sub menu items show up. DO NOT USE OR MODIFY THIS AREA. If you have any requests for any changes regarding the navigation of your site, please contact the Marketing & Communications team.
- Wide Hero Image or Sub-Hero at the top of your page: We strongly recommend you work with the Marketing & Communications team to change the wide hero images at the top of your page. We use professional photographers and research on what images resonate the right message for your site. Contact the Marketing & Communications Team for new photos.
- Featured Image: This should not be used as well. This would put an image on the page that could interfere with your site. DO NOT USE THIS FEATURE.
- Sidebar Content Area: This area is used for advertisements or action type items. We strongly recommend you work with the Marketing & Communications team for this area.
- YEOST SEO: This area should be only edited by the Marketing & Communication team, as the subject matter experts and knowing what will drive users to your site. If you would like to discuss further, please reach out to Marketing & Communications.
- Permalink: This controls the URL path for your site. Please do not change the url of your page. If you need any modification in this, please contact the Marketing & Communications team.

TO CONTACT THE MARKETING & COMMUNICATIONS TEAM, please enter a ticket to <http://www.clarku.edu/web-request>.

### **TO MODIFY YOUR CONTENT:**

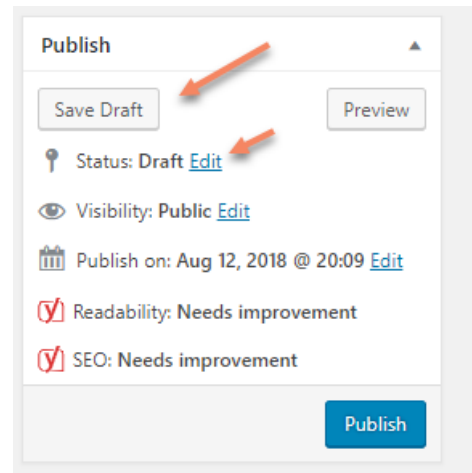
The areas we encourage you to modify and make changes are:

- Opening top content area: This is the content at the very top of your page and next to the right menu area. See further instructions in this training document.
- Below Content area: This content is populated using special widgets/components and placed in the center of your page. Content can appear at times next to the right menu area or just below it. And usually takes up ¾ of your page. It does not go straight across the page. See further instructions in this training document.
- Full Width Components: This content area is below the menu area and towards the center or bottom of the page. Components are built to go straight across your page. See further instructions in this training document.
- Sidebar Content: This content is located on the right side of your page below your menu. If content is setup already in this area, we encourage you to modify slight changes. However, we ask that you do not add new content and you contact the Marketing & Communications Team. See further instructions in this training document.

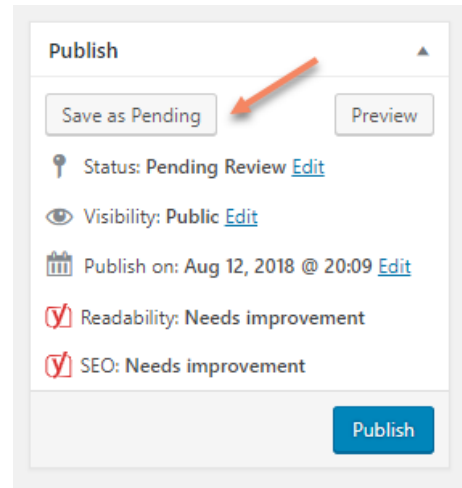
## PUBLISHING OPTIONS:



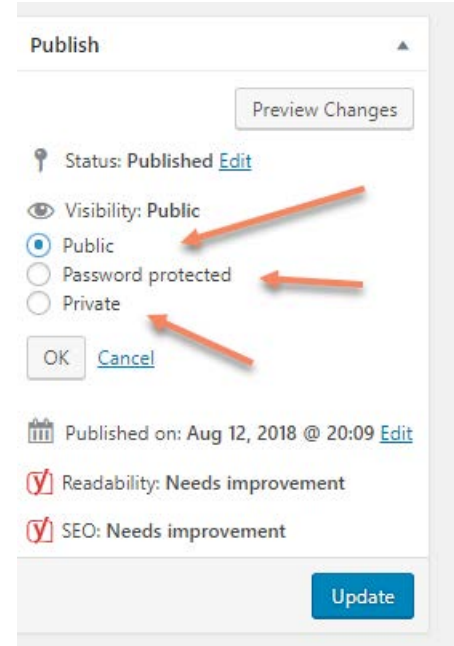
- **Save as Draft:** You have the option to save your content in DRAFT mode. Your changes will not be written to the live site, until you “publish” it.



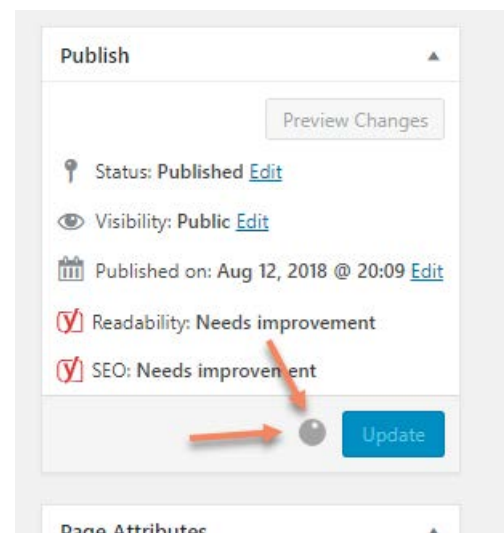
- **Pending Review:** This feature is not fully setup in the system. This feature was meant to use a workflow, where an editor can modify a page and sent it for approval to another CMS Editor. However, if you use this option, the content will be saved in a “draft” mode and will not affect the content that was previous published, until you hit the “Publish” button. Your page or content will not be brought down in the while your new changes are saved in draft mode.



- Visibility:** This feature allowed you to mark a page as either Public/Password Protected/Private. Public – is set as the default and all visitors will see your content. Private will block outside visitors from seeing the page and only logged in users will have the ability to see the content. The outside visitor would get a 404 error (page not found) when they visit the url. Password Protected – is currently not setup correctly at this time and we strongly recommend you do not use it. It only hides the opening content on your page and shows all other components.



- Published:** Anytime any modifications are done on your page and you want those changes to go live immediately, you must make sure you hit the "Update" or "Publish" button in the far right corner of the page. You'll notice when you hit the button that there is a *spinning circle* that shows it's saving to the database. Make sure it finishes before you hit the "View Page" option to view your changes.



- **Published on:** You have the option to publish your page on a particular date. Please note that if you choose a date in the future, your page will not be visible to outside visitors until that date and time you've selected. Otherwise outside visitors will get a 404 error – page not found.

**Publish**

[Preview](#)

Status: **Scheduled** [Edit](#)

Visibility: **Public** [Edit](#)

Scheduled for: Oct 31, 2018 @ 20:09

10-Oct 31, 2018 @ 20:09

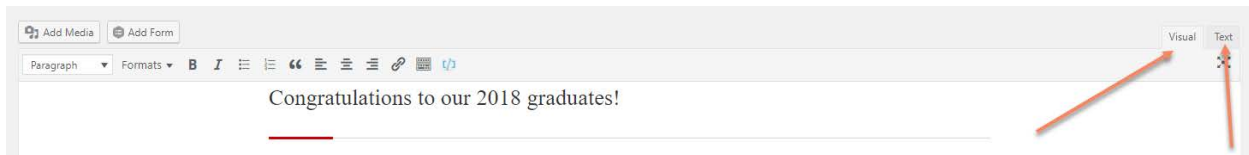
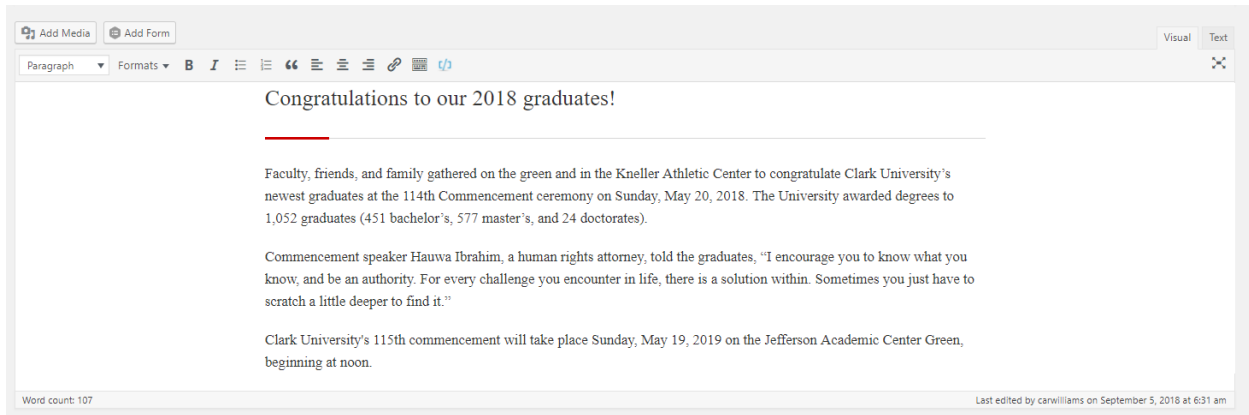
[OK](#) [Cancel](#)

Readability: Needs improvement

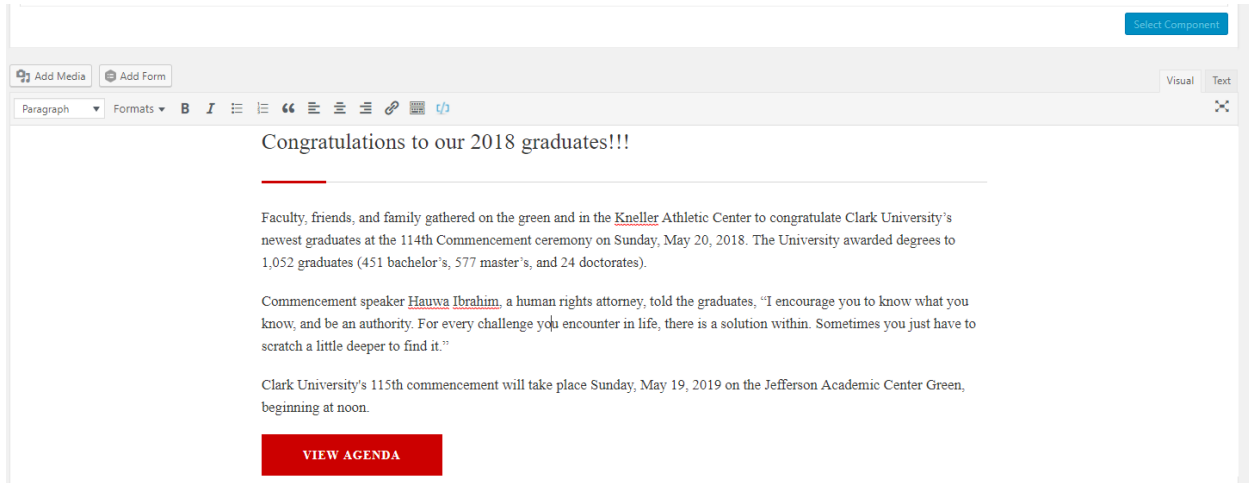
SEO: Needs improvement

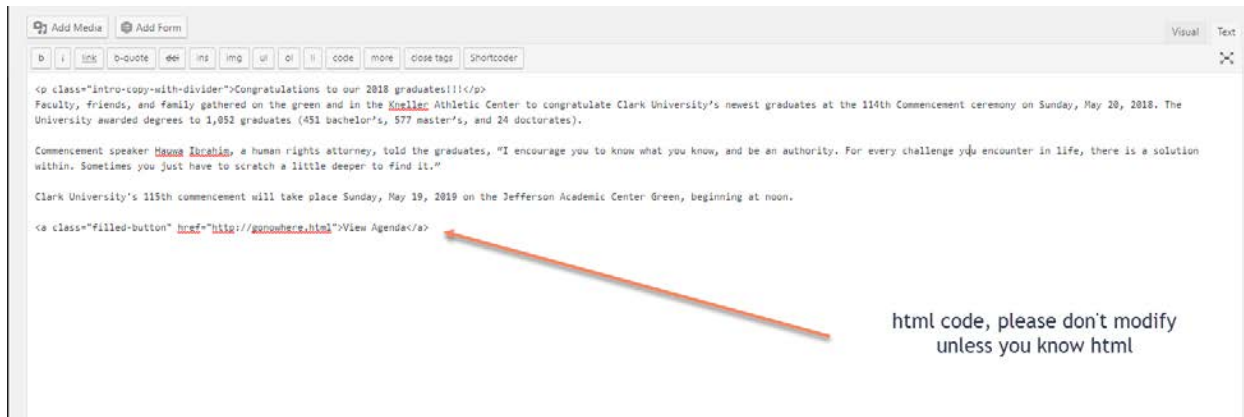
[Update](#)

## KNOWING HOW TO USE THE WYSIWIG TEXT EDITOR:

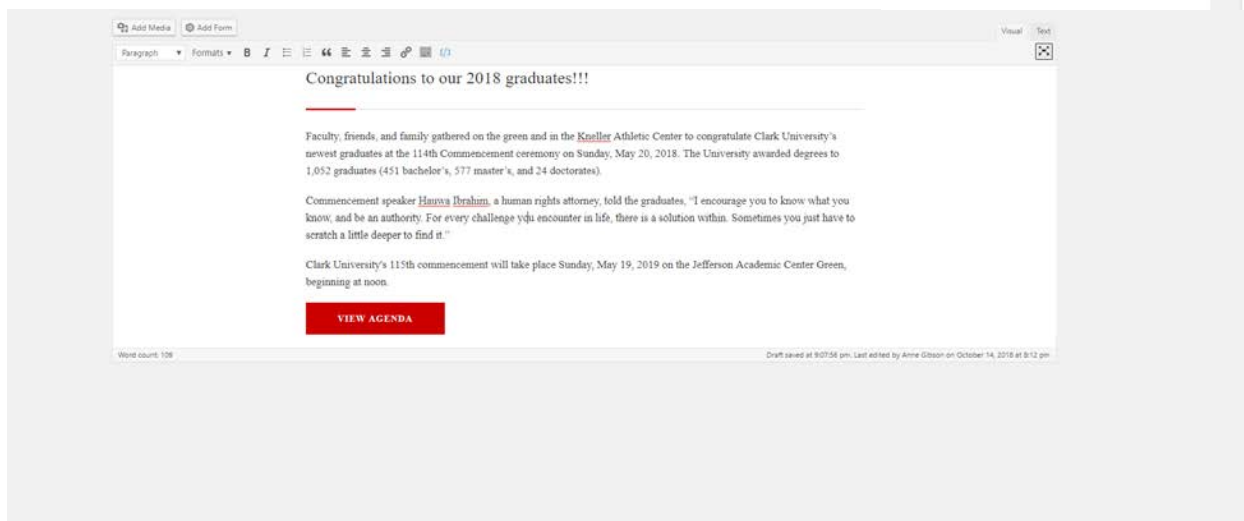
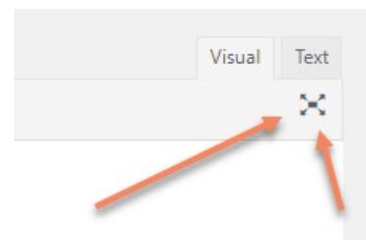


Visual: Most non-technical users will use this mode. What you see is what you get. All styles will be visible:



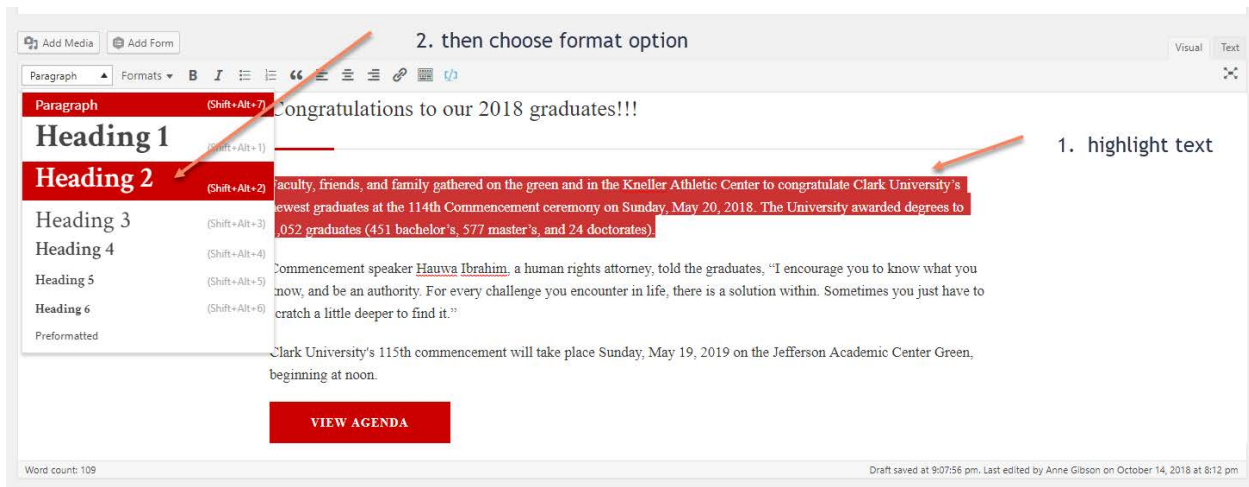


Distraction mode: There is a button on the far corner that allows you to turn off or hide the left action menu items and the right menu and only shows the content within the wyswig text editor. You can click on it to turn on/off:

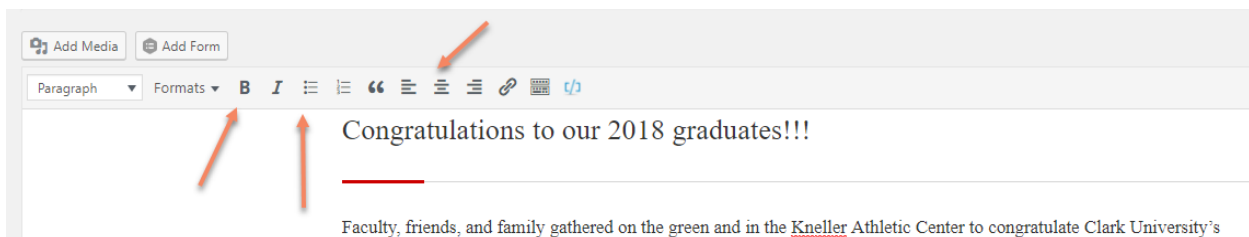
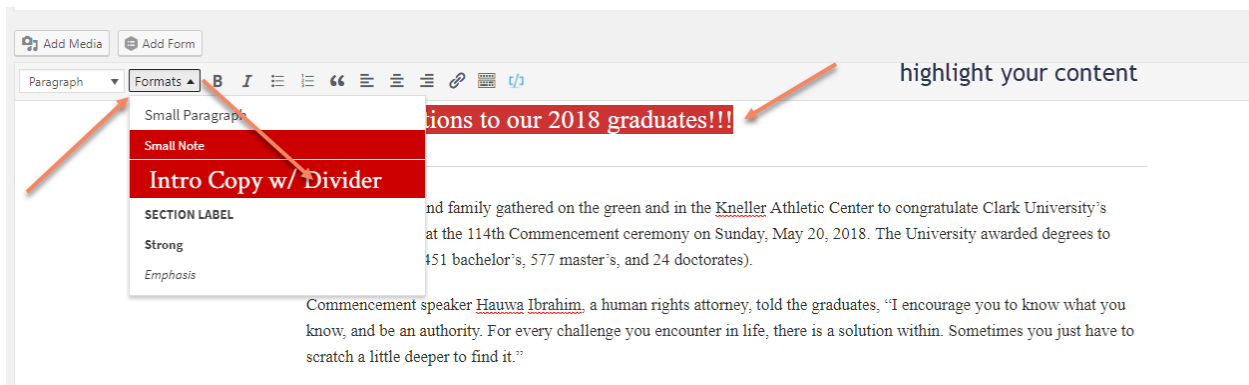


**Adding Content:** You can type in the text editor or even copy and paste your content in the text editor. It's best to use plain text and strip out any styles from Word Documents. However, you copy and paste the content from a word document, it will remember all formatting including any hyperlinks that you have setup. You may want to "format" the text after you copy and paste it in.

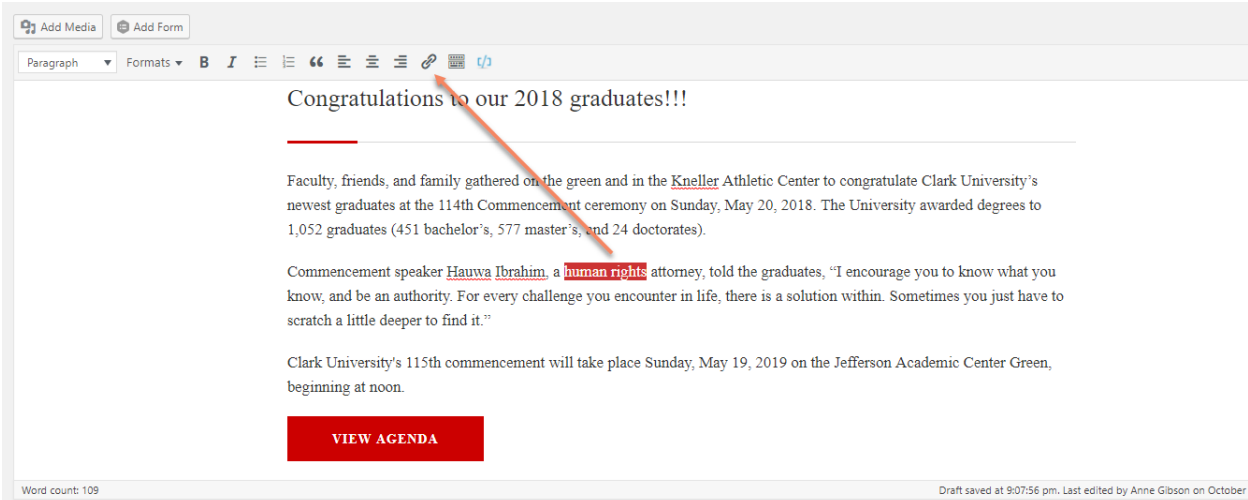
**To Format or Choose a Style for Your Content:** Highlight the content you want to format and choose the paragraph button to expose the types of styles or options within that drop down to change your



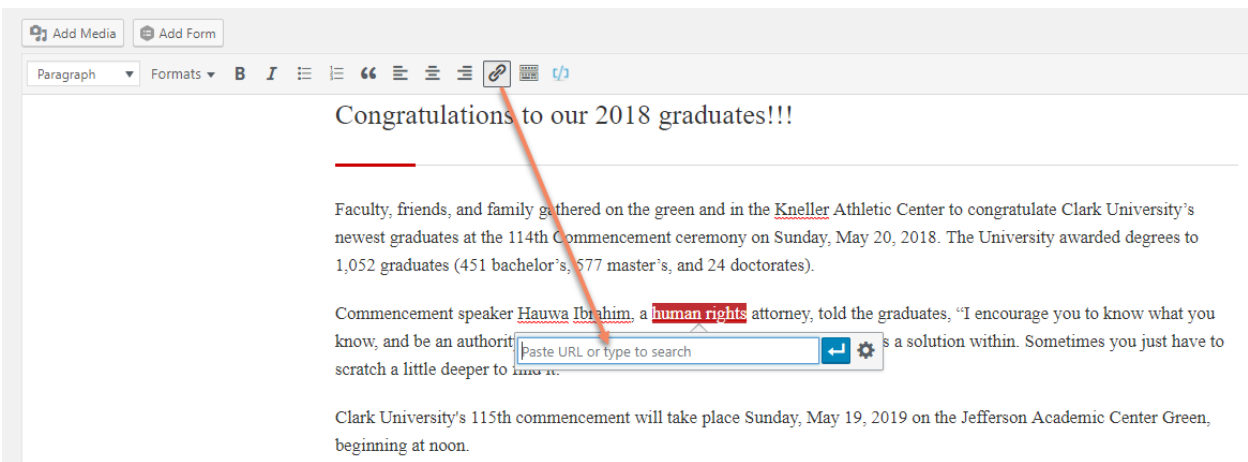
Choose "Format" to add additional styles to items such as a hyperlink or small note style:



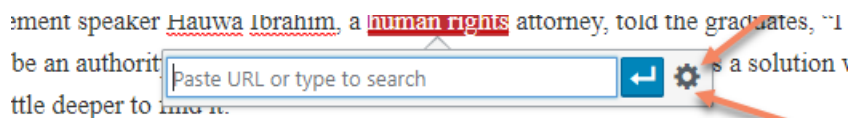
Adding a Hyperlink to your text: Highlight the words that you would like to create a hyperlink to then hit the chain link icon:



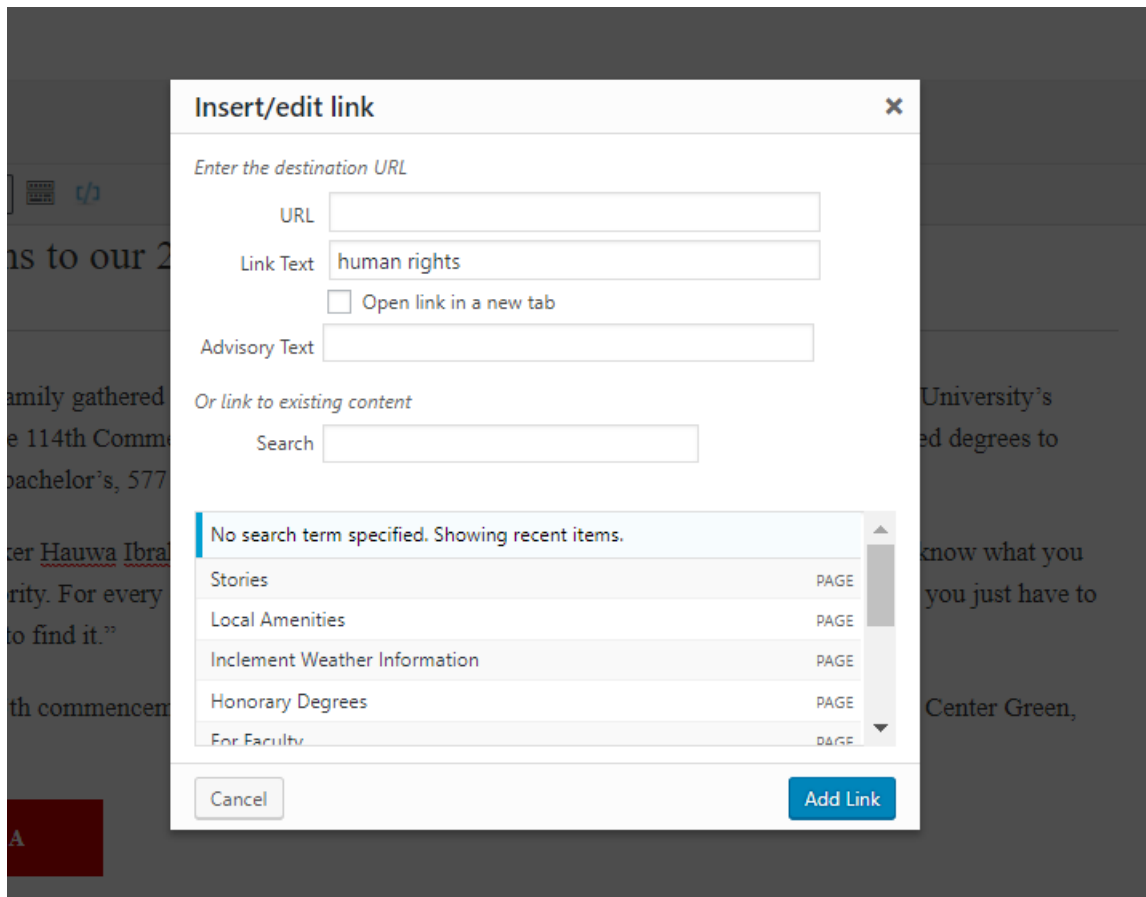
New window opens up:



Do not just copy and paste the url here, click on the cog wheel, as there are several items that need to be added:



New window opens up:

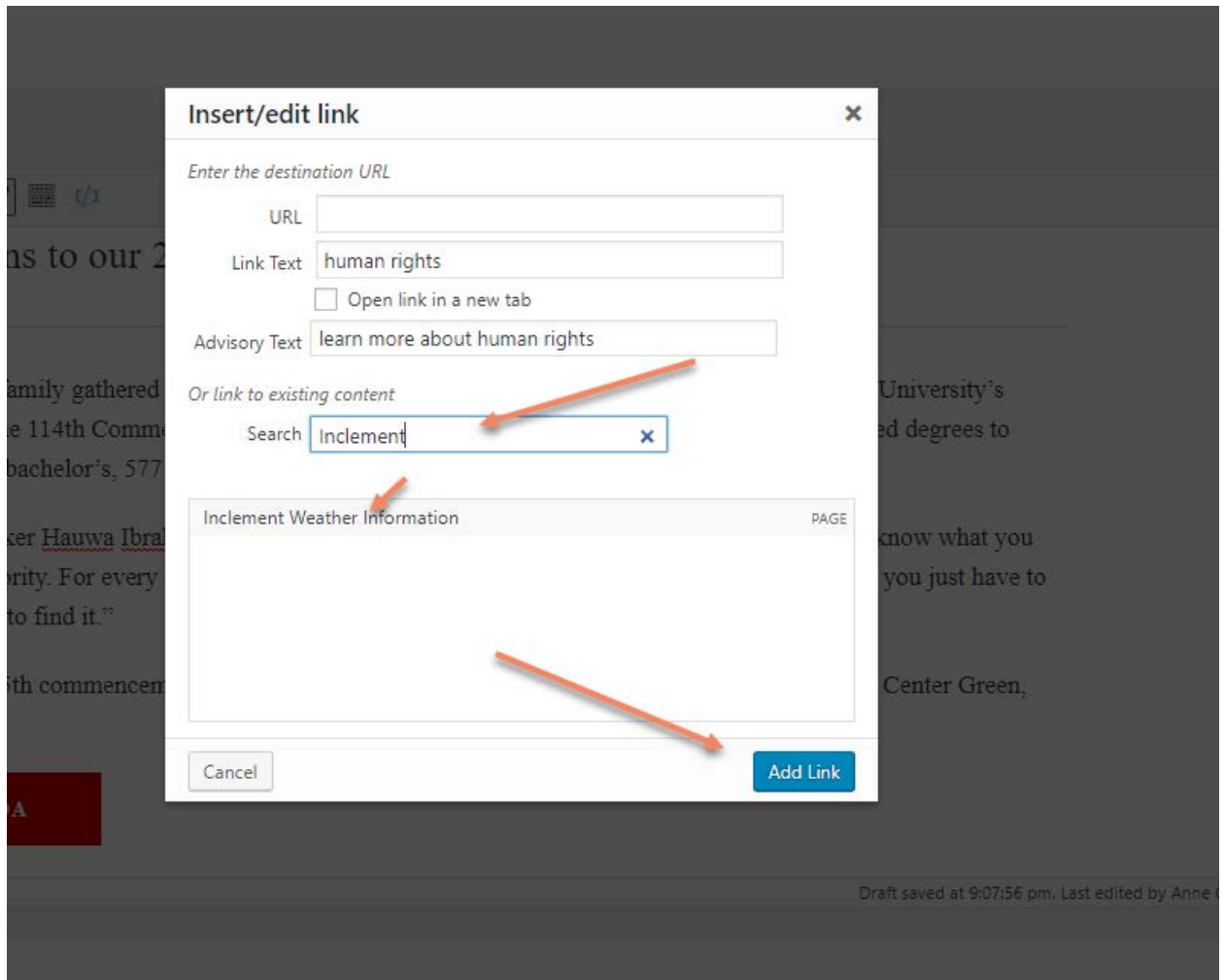


**If you are adding a hyperlink to a website that is not part of your website:**

1. Copy and paste your URL in the top box labeled URL box
2. Check off the box “Open link in a new tab” if you are not linking to a Clarku.edu website. This would be for example: Disney.com.
3. Add Advisory Text. This is used for 508 compliance reasons for those who are legally blind and have a software that reads out loud the content and hyperlinks. For instance, say you have “Learn More” with a hyperlink then further down the page you have another “Learn More” with a hyperlink, their screen readers would be confused by several items similar, so it’s important to give further instructions for that hyperlink.
4. Then hit “Add Link”

**If you are adding a hyperlink to an existing page within your website:**

1. Add Advisory Text: See above for explanation
2. Then click in the “Search Box” to search for the webpage within your site.
3. Click on the item to highlight it.



Text is now hyperlinked:

---

## Congratulations to our 2018 graduates!!!

---

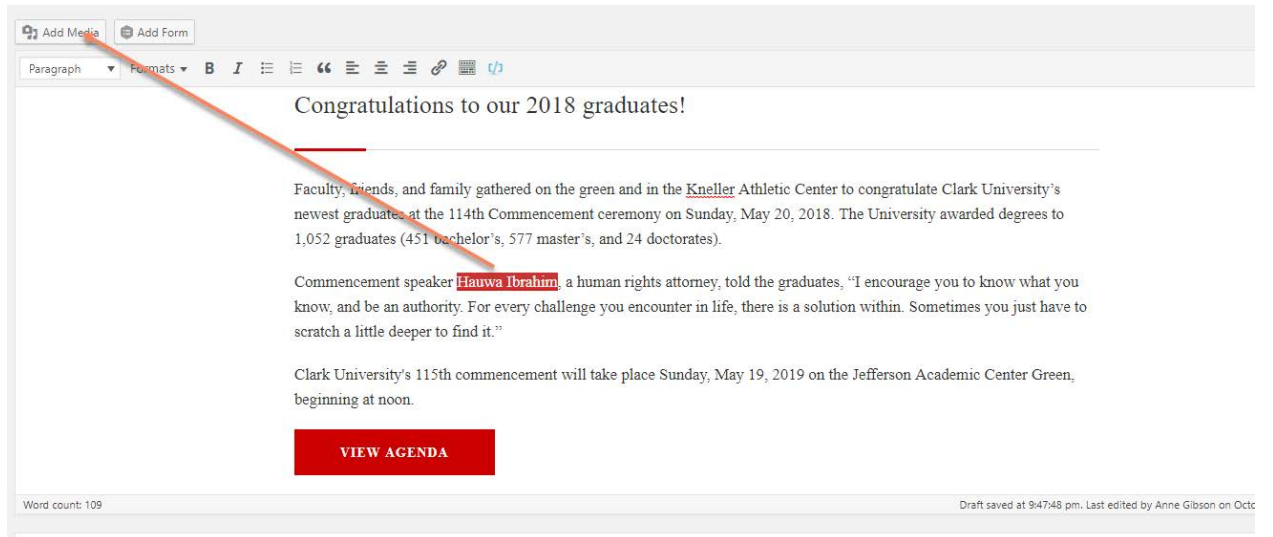
Faculty, friends, and family gathered on the green and in the [Kneller Athletic Center](#) to congratulate Clark University's newest graduates at the 114th Commencement ceremony on Sunday, May 20, 2018. The University awarded degrees to 1,052 graduates (451 bachelor's, 577 master's, and 24 doctorates).

Commencement speaker [Hauwa Ibrahim](#), a [human rights](#) attorney, told the graduates, "I encourage you to know what you know, and be an authority. For every challenge you encounter in life, there is a solution within. Sometimes you just have to scratch a little deeper to find it."

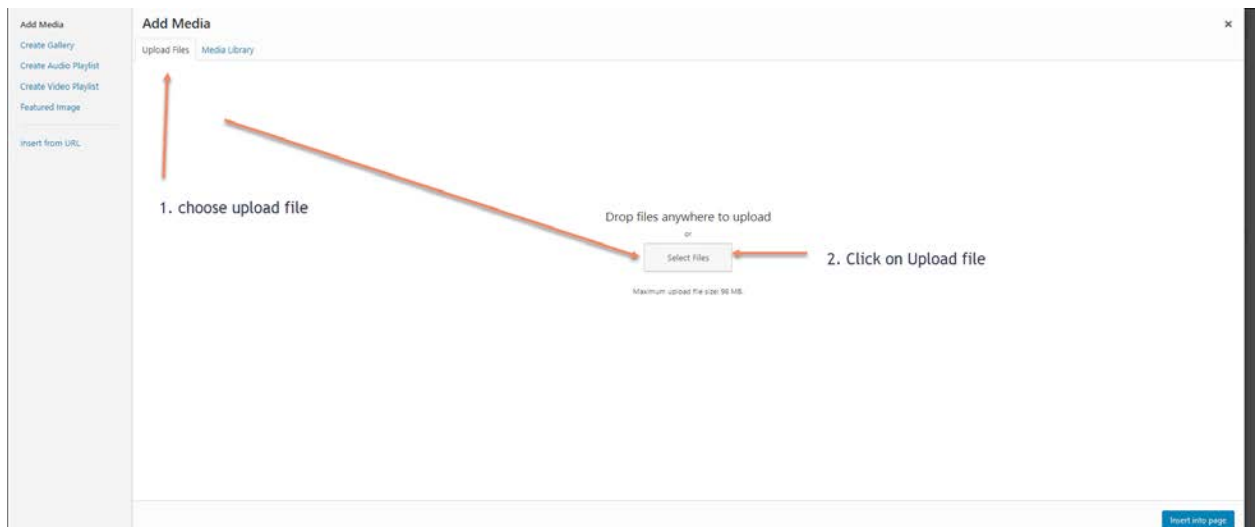
Clark University's 115th commencement will take place Sunday, May 19, 2019 on the Jefferson Academic Center Green, beginning at noon.

## Adding a link to a PDF document:

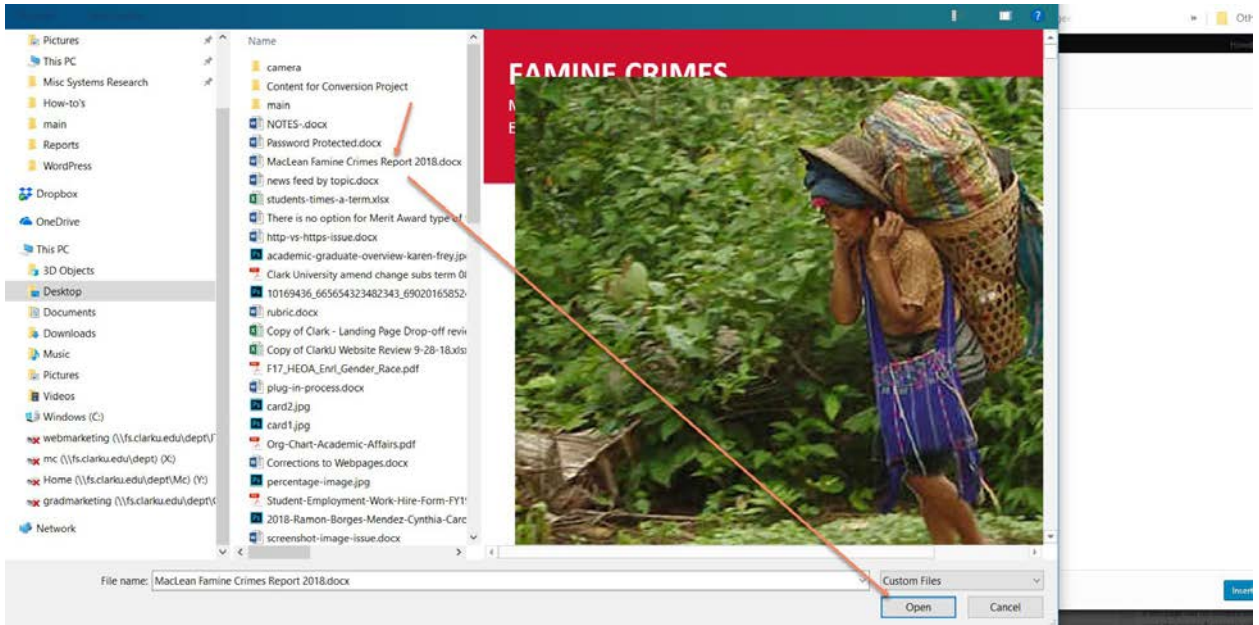
1. Highlight your words that you want to create a link to your pdf



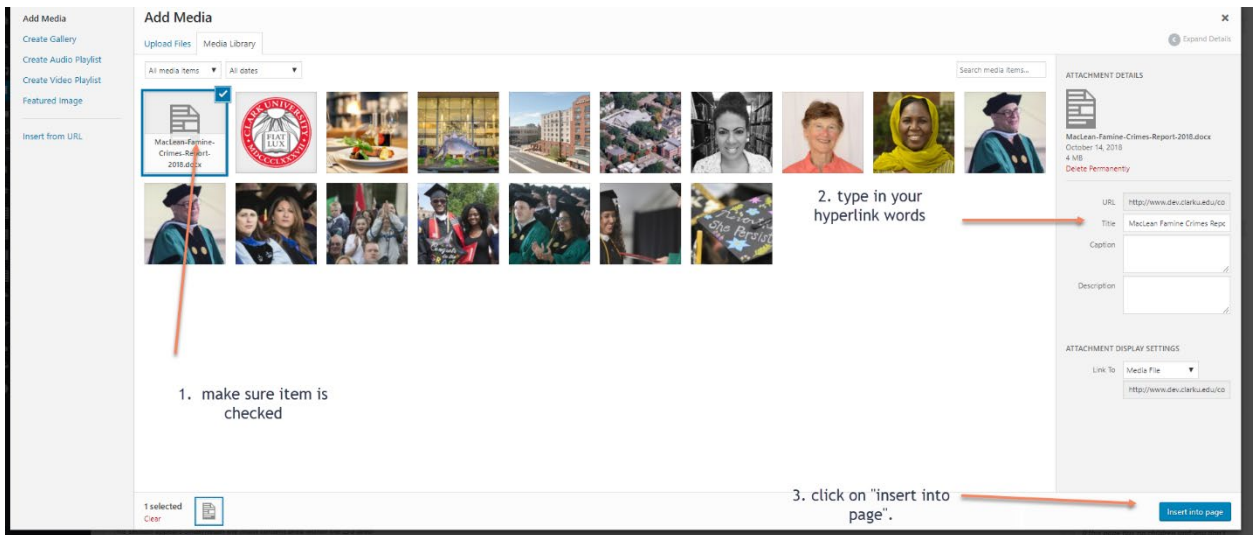
3. New Window Opens up.



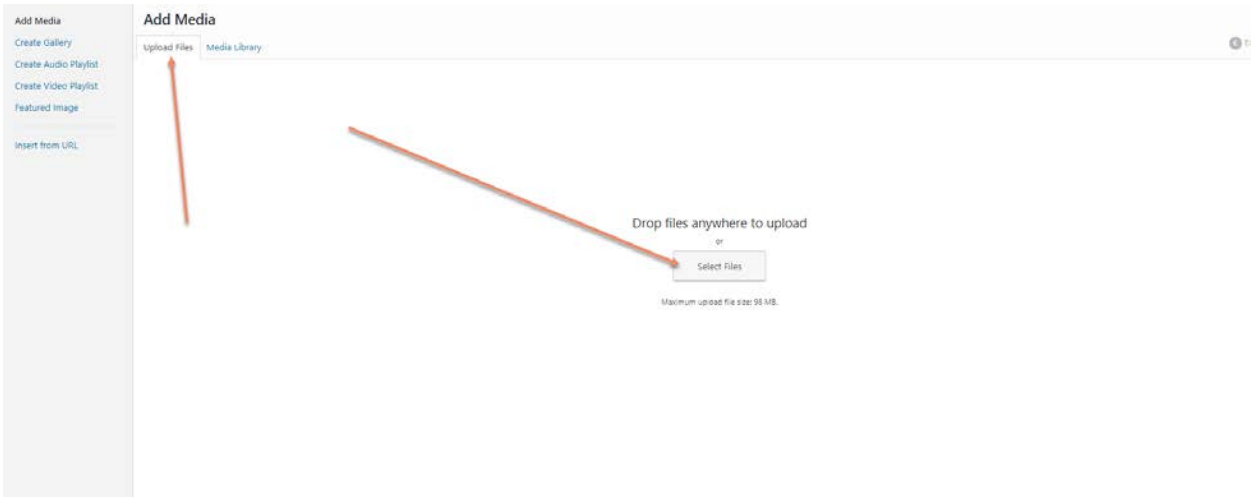
5. New Window opens up.

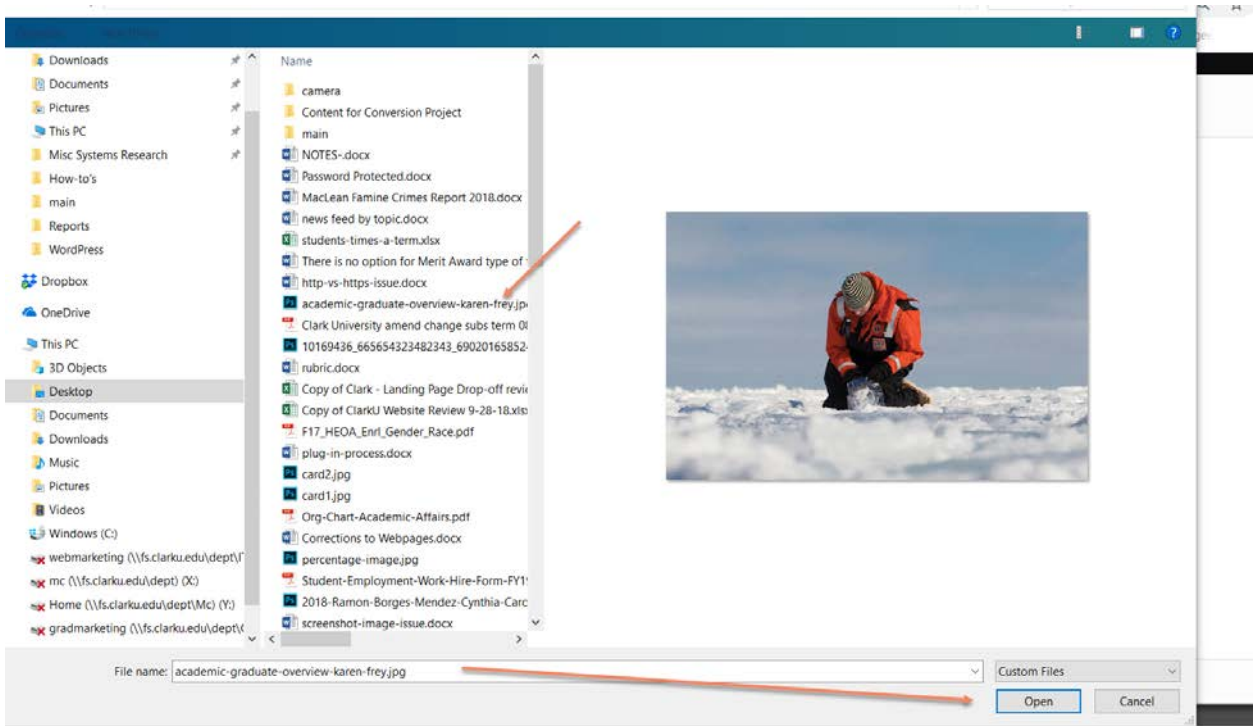


7. New window opens.

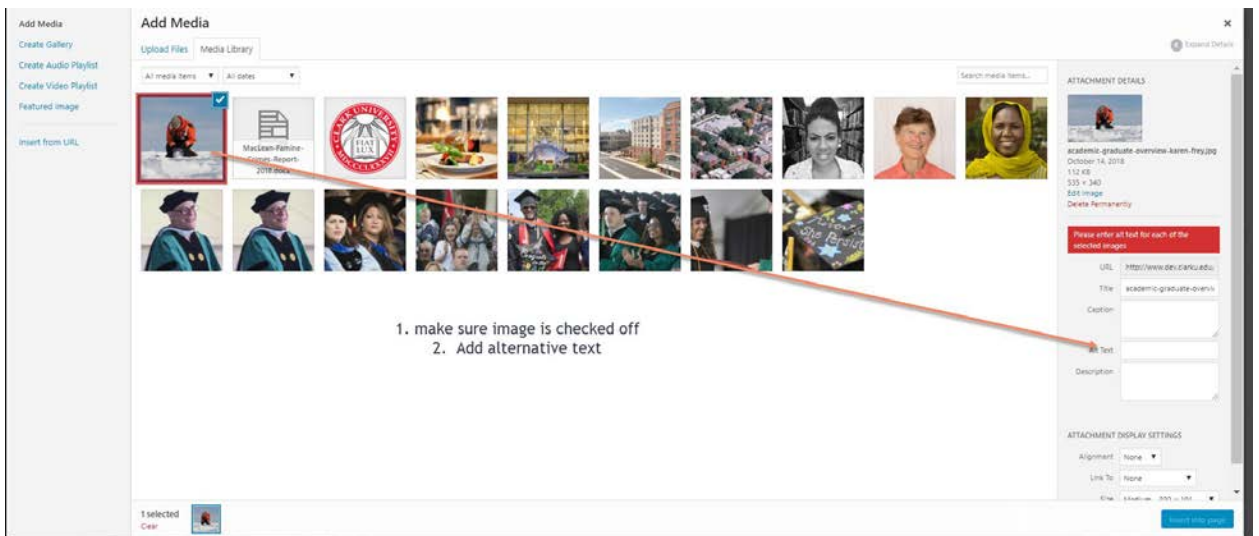


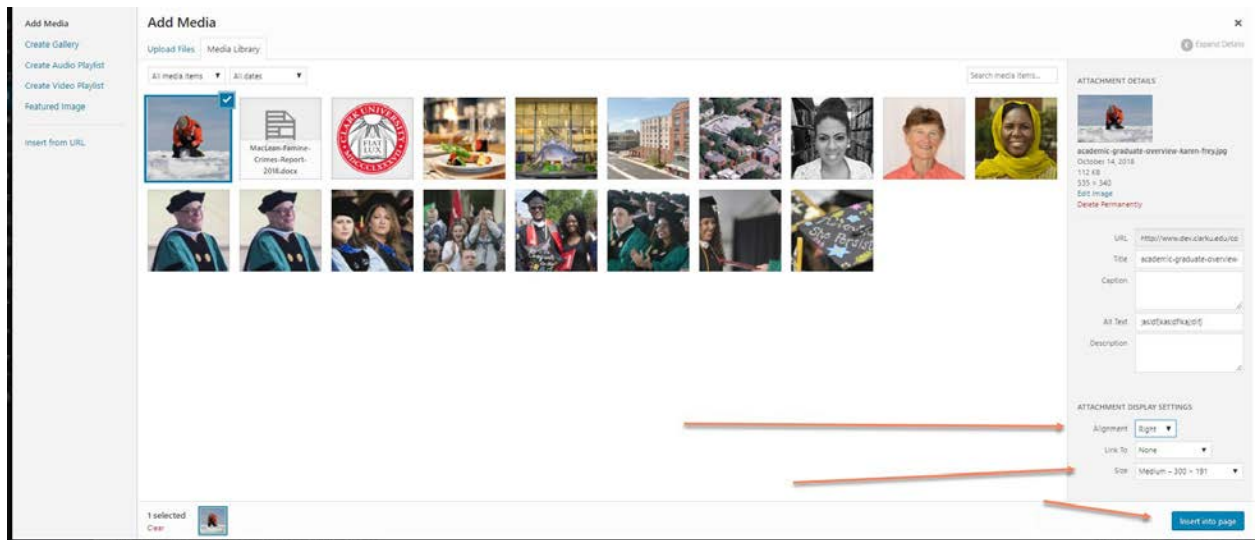






6. New window opens up.



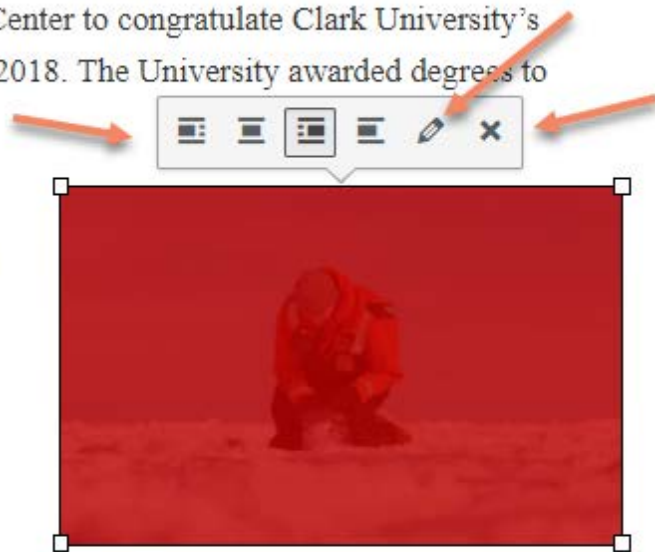


- Then hit “insert into page” button.

he Kneller Athletic Center to congratulate Clark University’s on Sunday, May 20, 2018. The University awarded degrees to (torates).

attorney, told the be an authority. For within. Sometimes

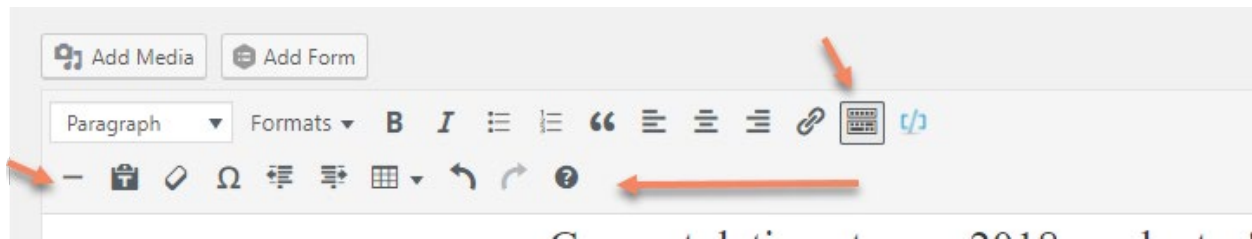
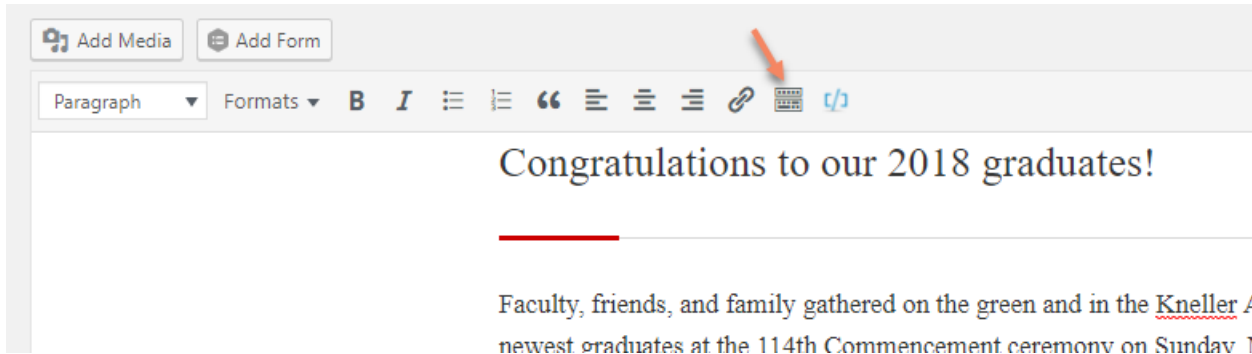
unday, May 19, at noon.



- You also have the option to remove the picture. Please note this does not “delete” it from the media library. It only removes the image from the text editor.
- 

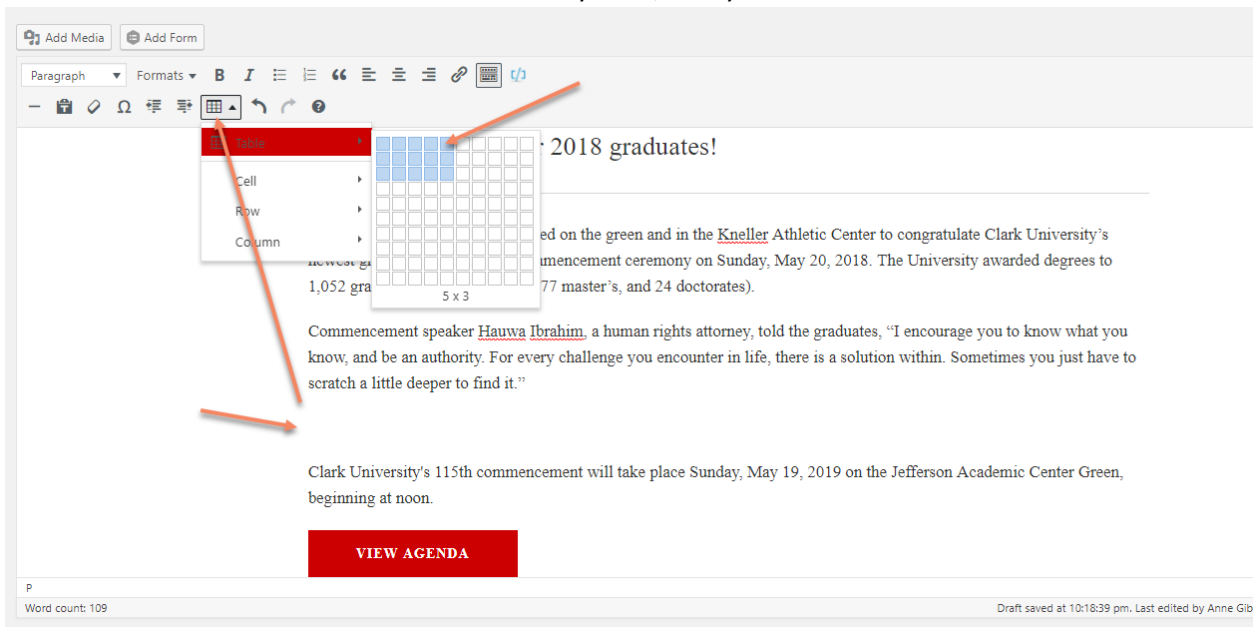
#### OTHER TOOLBAR OPTIONS IN THE WYSIWIG TEXT EDITOR:

Click on the “toggle” button to expose more options:



#### TO INSERT A TABLE:

1. Click on an area where you want to add a table.
2. Click on the “table” icon and draw out how many rows/cells you would like:



3. Add content to each column/row, by clicking on each cell:

Faculty, friends, and family gathered on the green and in the [Kneller Athletic Center](#) to congratulate Clark University's newest graduates at the 114th Commencement ceremony on Sunday, May 20, 2018. The University awarded degrees to 1,052 graduates (451 bachelor's, 577 master's, and 24 doctorates).C

Commencement speaker [Hauwa Ibrahim](#), a human rights attorney, told the graduates, "I encourage you to know what you know, and be an authority. For every challenge you encounter in life, there is a solution within. Sometimes you just have to scratch a little deeper to find it."

Faculty Name	Department	Email	Phone	Room #
Carol Williams	Marketing	<a href="mailto:carwilliams@clarku.edu">carwilliams@clarku.edu</a>	<a href="tel:x7176">x7176</a>	135
Anne Gibson	Marketing	<a href="mailto:agibson@clarku.edu">agibson@clarku.edu</a>	<a href="tel:x7693">x7693</a>	135

Clark University's 115th commencement will take place Sunday, May 19, 2019 on the Jefferson Academic Center Green,

4. Now add formatting. This is for 508 compliance reasons. Disabled users who use screen readers or pointing devices have the options to skip tables or certain columns or data. So the tables have to be formatted to include what row is the column headers, so they can skip that column if needed.

atulations to our 2018 graduates!

Friends, and family gathered on the green and in the [Kneller Athletic Center](#) to congratulate Clark University's newest graduates at the 114th Commencement ceremony on Sunday, May 20, 2018. The University awarded degrees to 1,052 graduates (451 bachelor's, 577 master's, and 24 doctorates).C

Commencement speaker [Hauwa Ibrahim](#), a human rights attorney, told the graduates, "I encourage you to know what you know, and be an authority. For every challenge you encounter in life, there is a solution within. Sometimes you just have to scratch a little deeper to find it."

Faculty Name	Department	Email	Phone	Room #
Carol Williams	Marketing	<a href="mailto:carwilliams@clarku.edu">carwilliams@clarku.edu</a>	<a href="tel:x7176">x7176</a>	135
Anne Gibson	Marketing	<a href="mailto:agibson@clarku.edu">agibson@clarku.edu</a>	<a href="tel:x7693">x7693</a>	135

Clark University's 115th commencement will take place Sunday, May 19, 2019 on the Jefferson Academic Center Green, beginning at noon.

TABLE » TBODY » TR » TD » STRONG  
Word count: 125

Draft saved at 10:29:42 pm. Last edited by Anne Gibson on Oct

Table row properties

General Advanced

Row type: Body

Alignment: Header

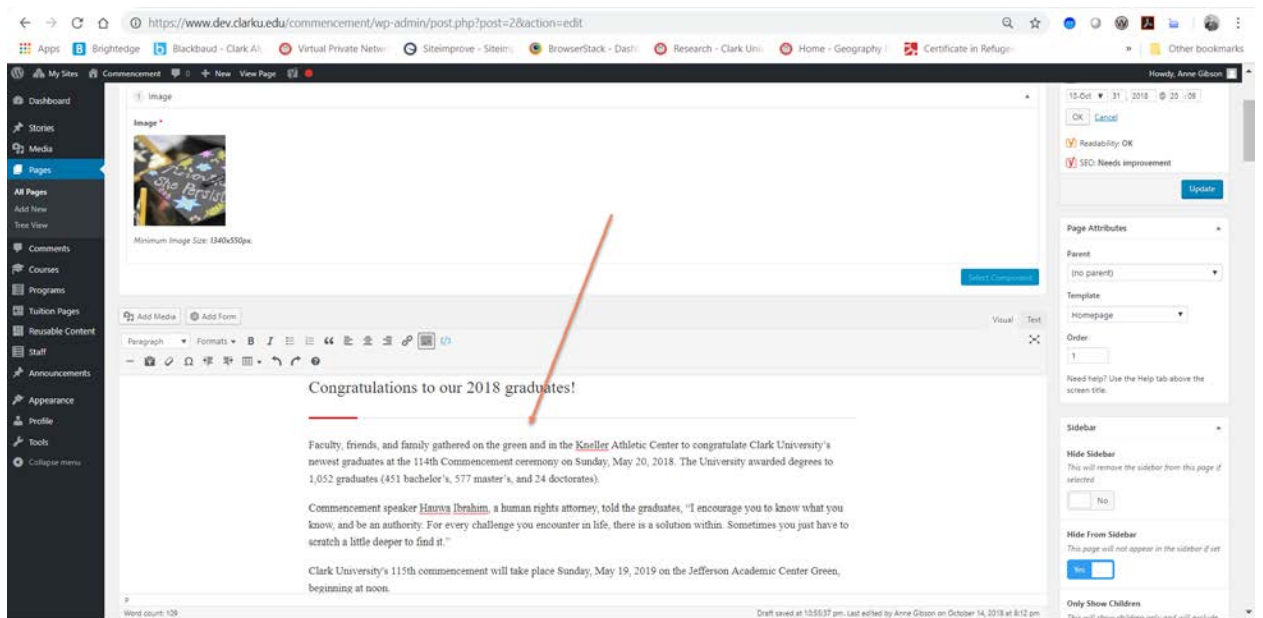
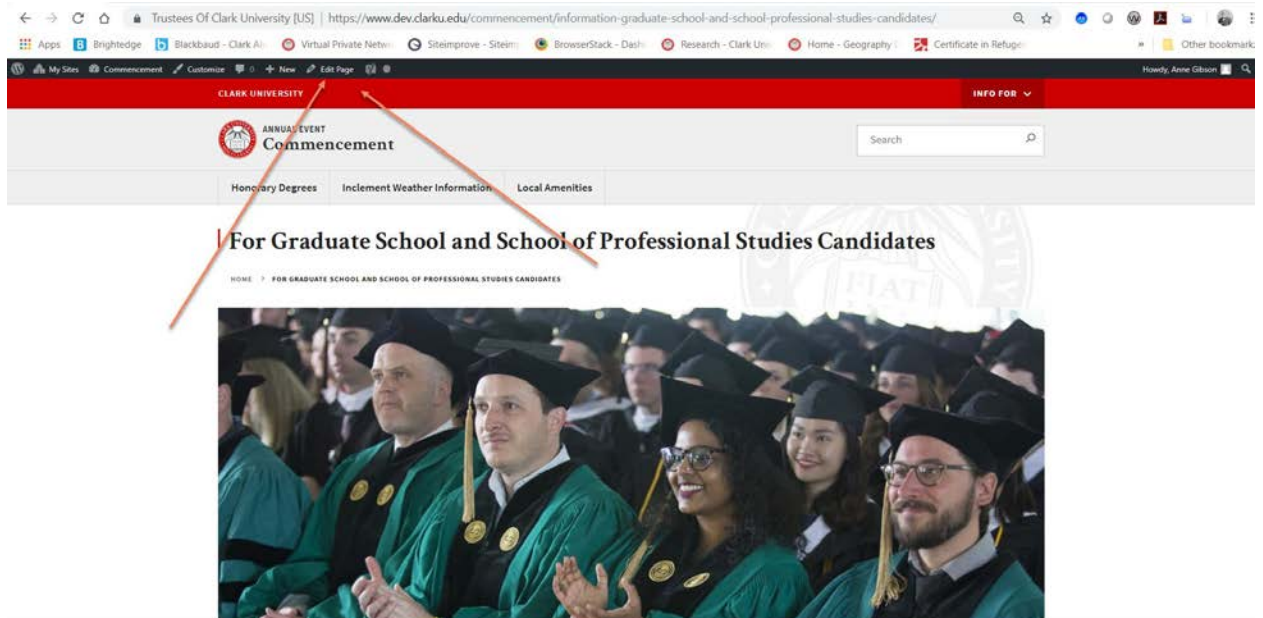
Height: Body

OK Cancel

Faculty Name	Department	Email	Phone	Room #
Col Williams	Marketing	<a href="mailto:carwilliams@clarku.edu">carwilliams@clarku.edu</a>	<a href="tel:x7176">x7176</a>	135

When done making your changes in the text editor, make sure you hit the “Update” or “Publish” button in the top right corner.

## MODIFYING THE TOP CONTENT AREA:

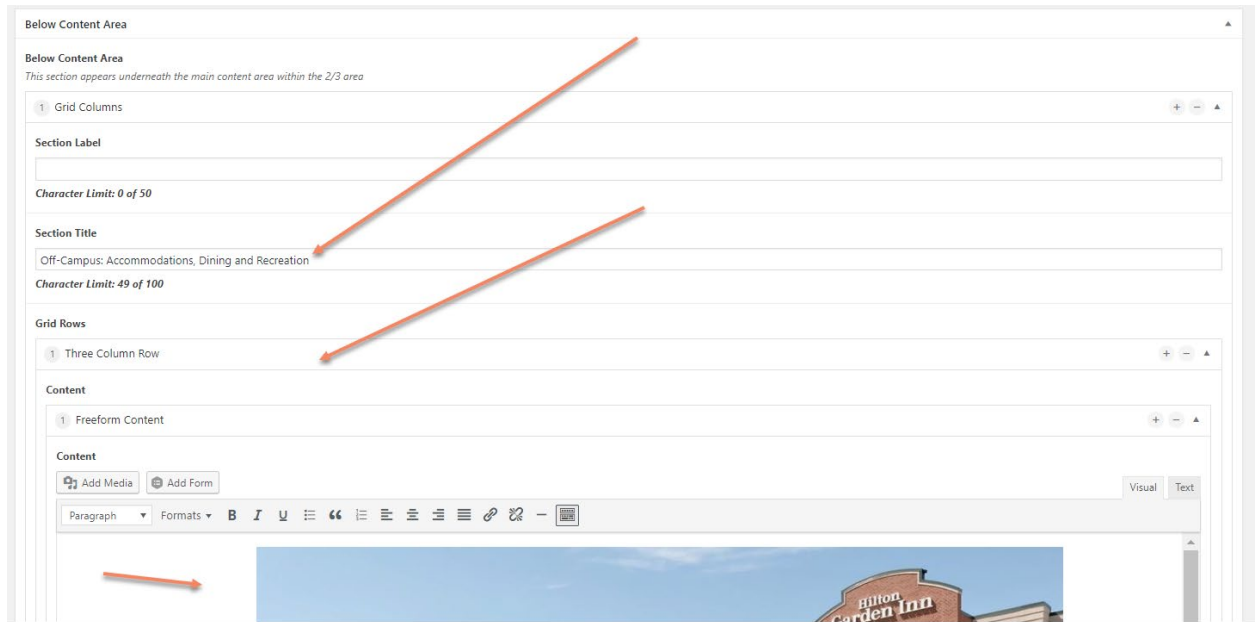
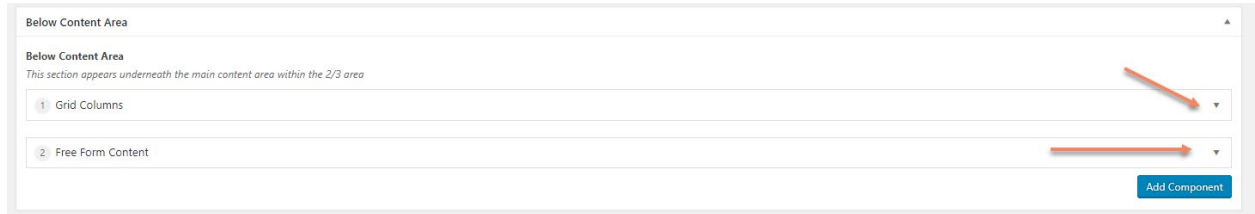


3. Sub-Hero Image: I recommend not changing this without the assistance of Marketing & Communications. However, if you need to remove it, hover over the image and you will see two options to "edit" or "remove" the image:

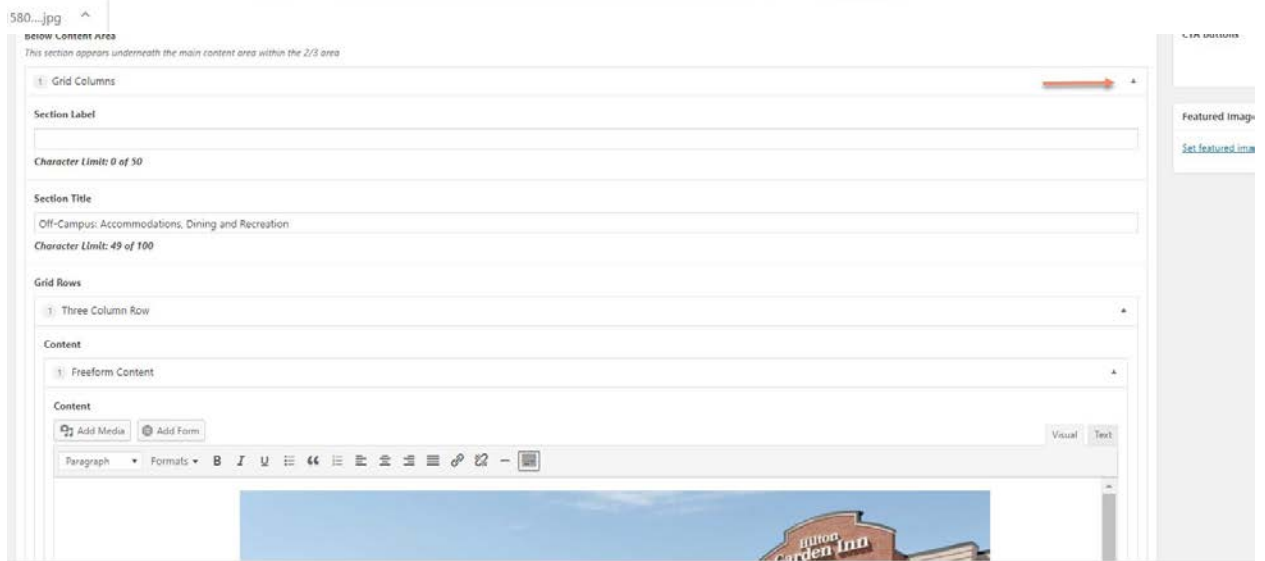
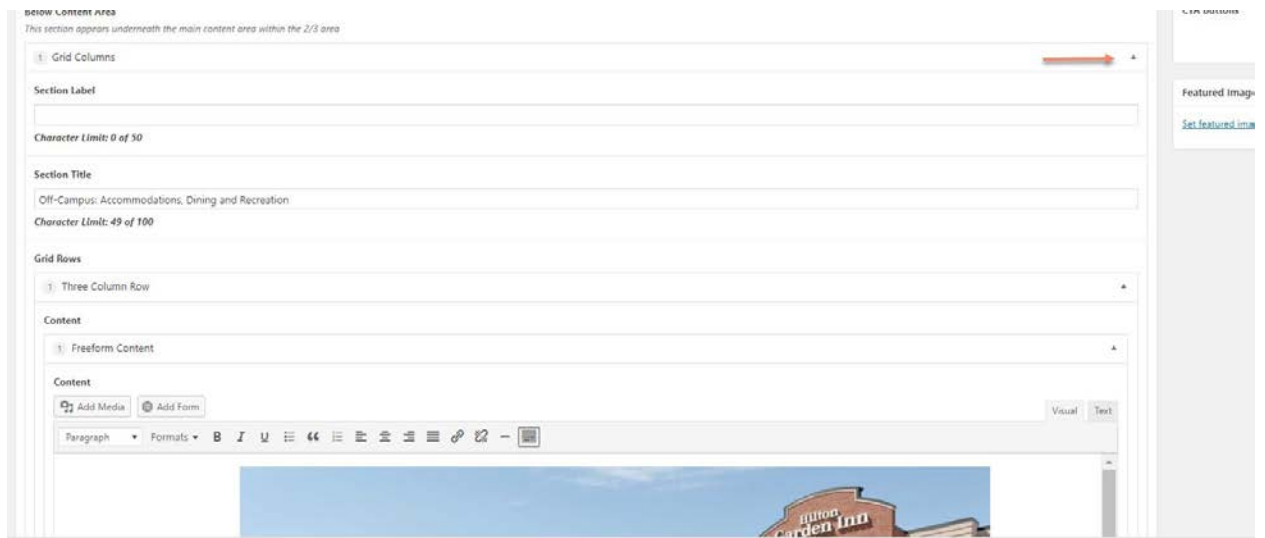


## MODIFYING CONTENT IN THE BELOW CONTENT AREA (3/4 width):

To modify existing content within an existing component:



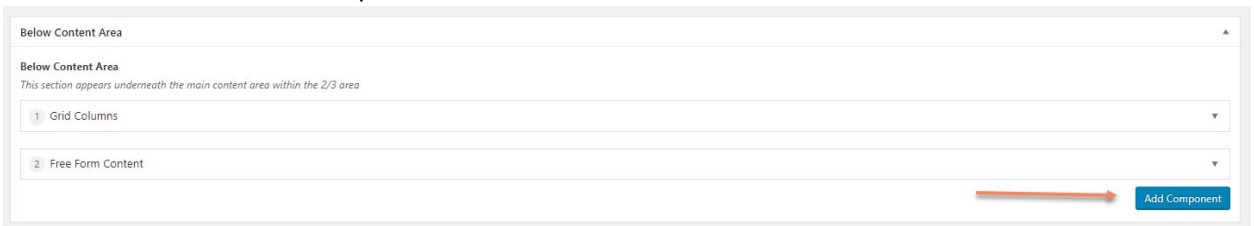
3. Once you've modified content, you can then collapse the component. This helps with confusion on what component you are working on. To collapse the component, just click on the "Up Arrow":



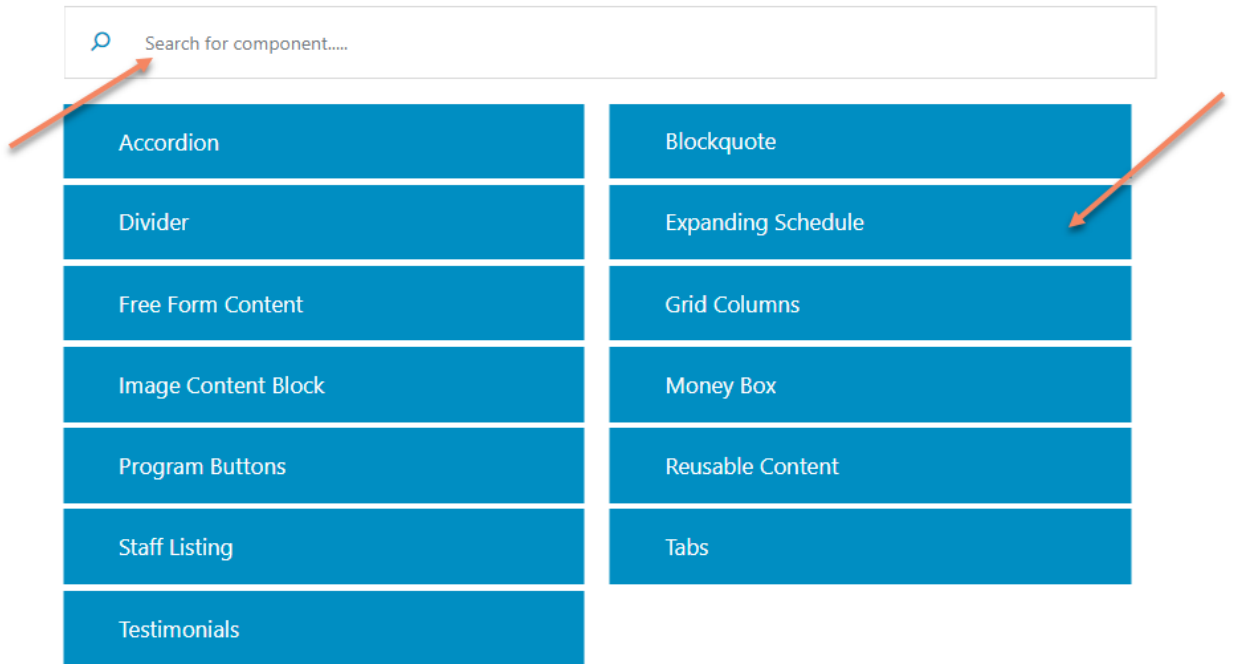
4. For further instructions on how to modify specific components. See Advanced Training Instructions on each specific component.

**To add a new component:**

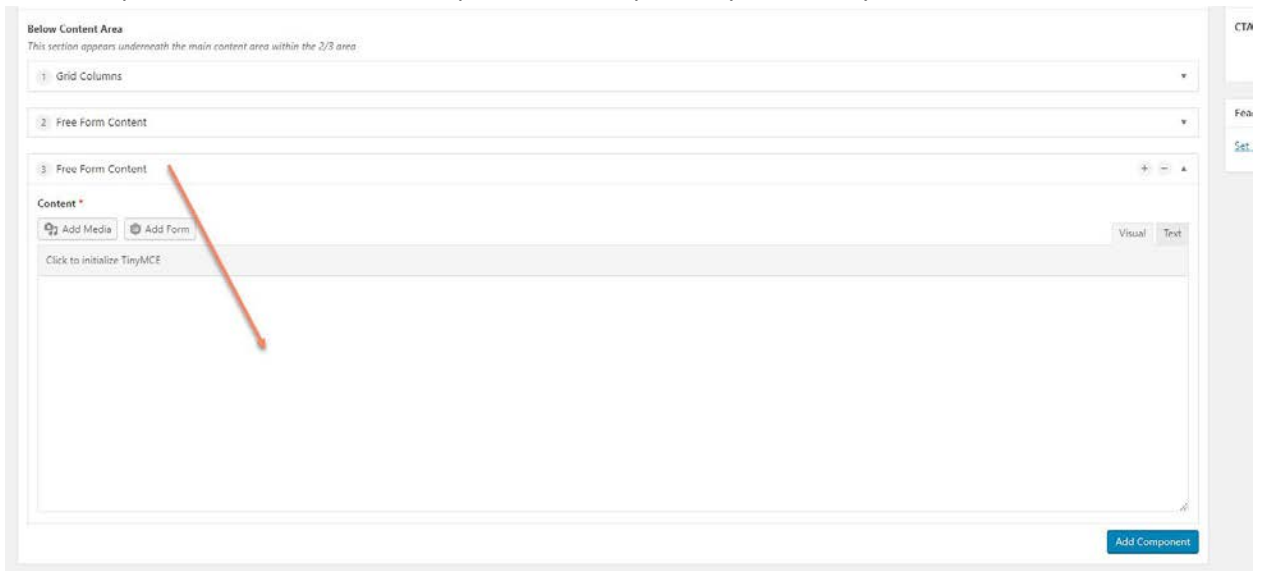
1. Click on the button "Add Component":



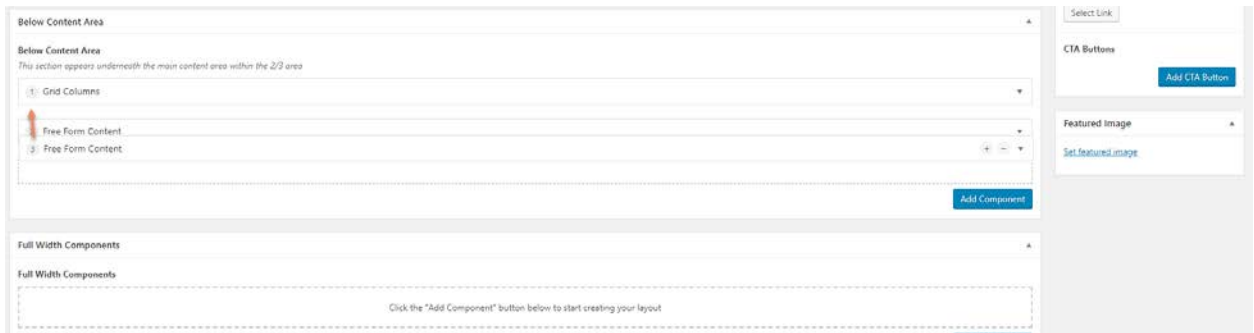
2. New Window opens up



4. New Component is set within the template and it's open for you to add your content:



5. Add your content, then collapse the component by clicking on the "Up Arrow" on the far right.



- To remove a component, click on the “-” button on the far right, then click on “remove” button:



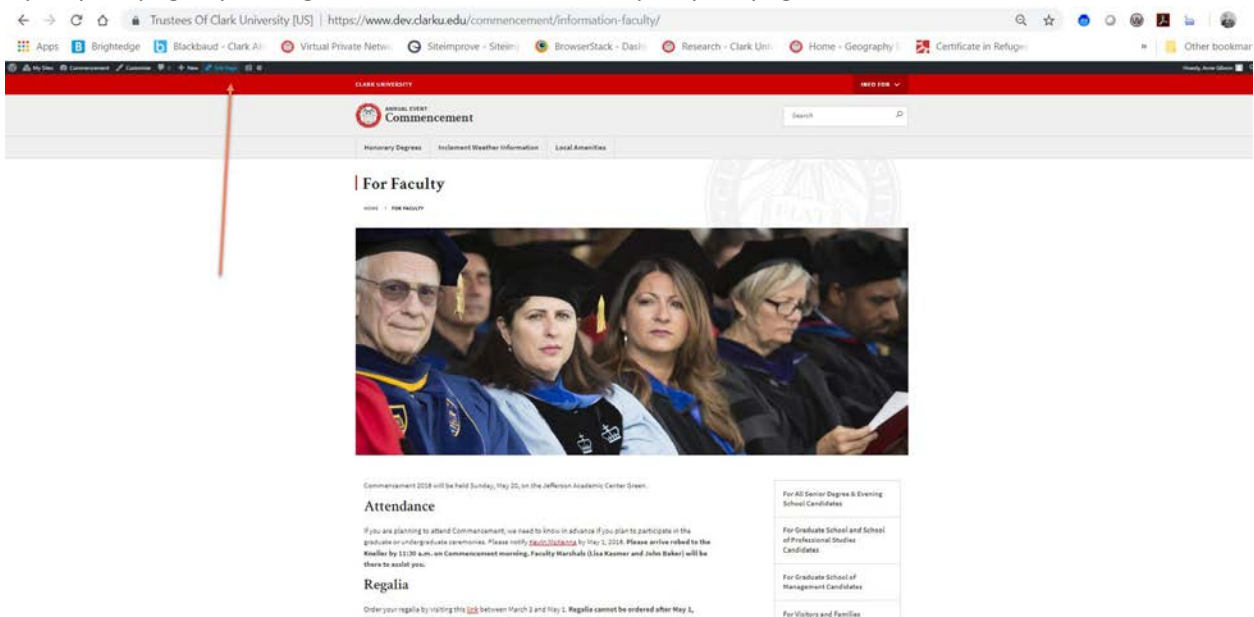
Please realize, there will be no “Confirming” message. Once you hit this button, this will “delete” the component. You can get back the component, by either hitting the back button to get off the page or not publishing your changes. Or if you publish or update your page, then you’ll have to go to the “revisions”.

## MODIFYING CONTENT IN THE FULL WIDTH COMPONENTS AREA (100% - Full width on page):

Currently you don’t have any components setup on your site, however, you can add full width components in the future.

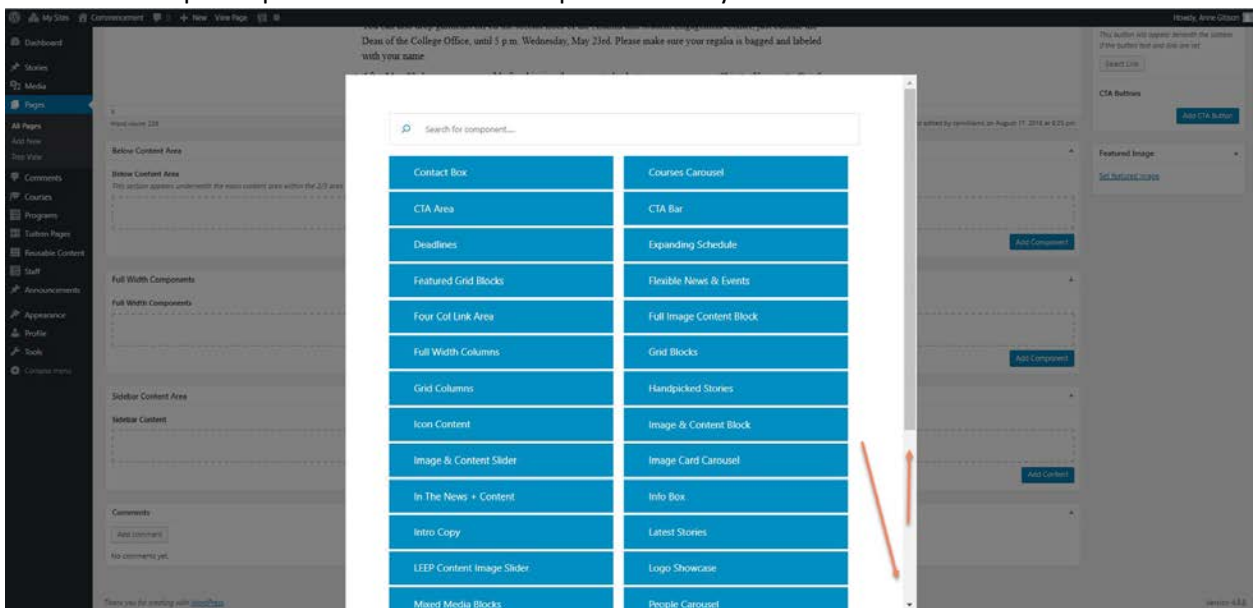
### To add a Full Width Component:

- Open your page by hitting the “edit” button at the top of your page:





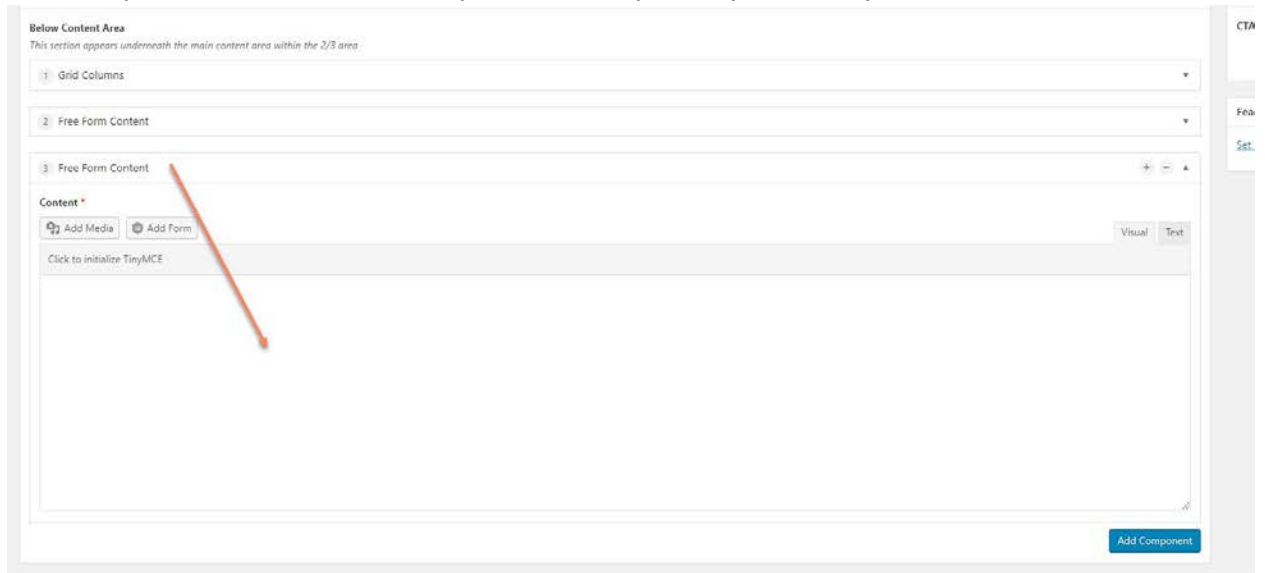
3. New window opens up with the full list of components that you can add to this area:



You'll notice this list is much larger than the components available in the  $\frac{3}{4}$  width area "Below Content Area".

4. Click on component that you choose to use. For instructions for each one of these components, see instructions in the Advanced Training Manual.

5. New Component is set within the template and it's open for you to add your content:



6. Add your content, then collapse the component by clicking on the "Up Arrow" on the far right.



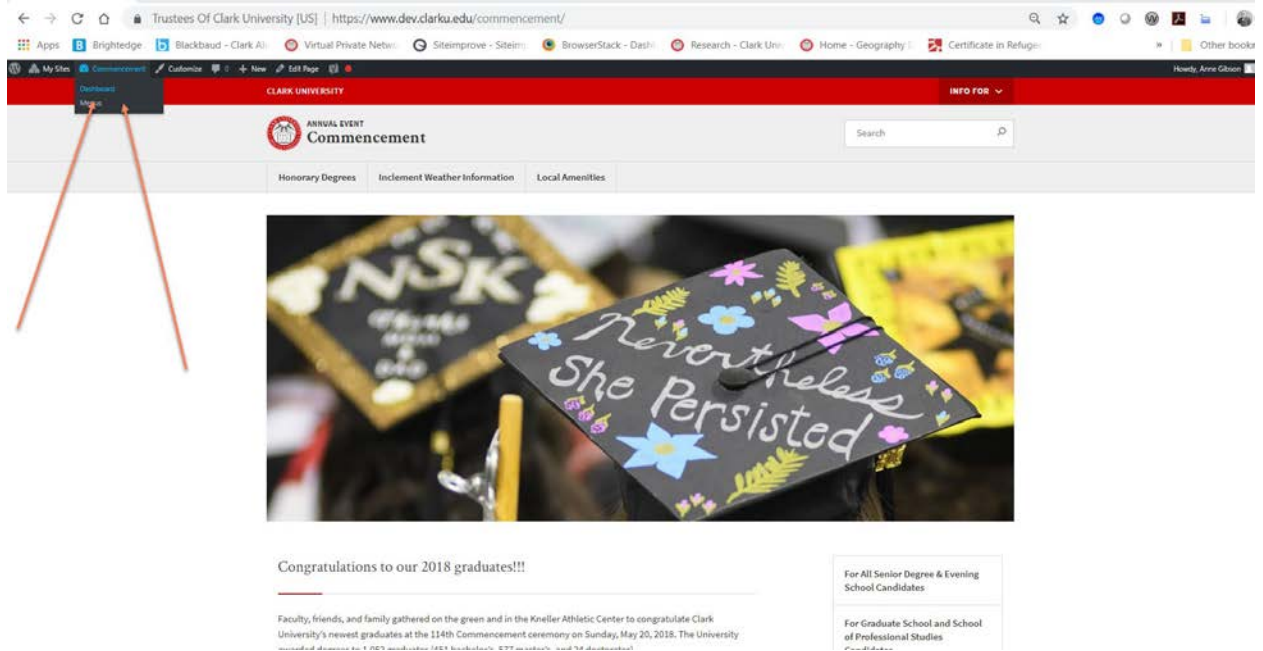
8. To remove a component, click on the "-" button on the far right, then click on "remove" button:



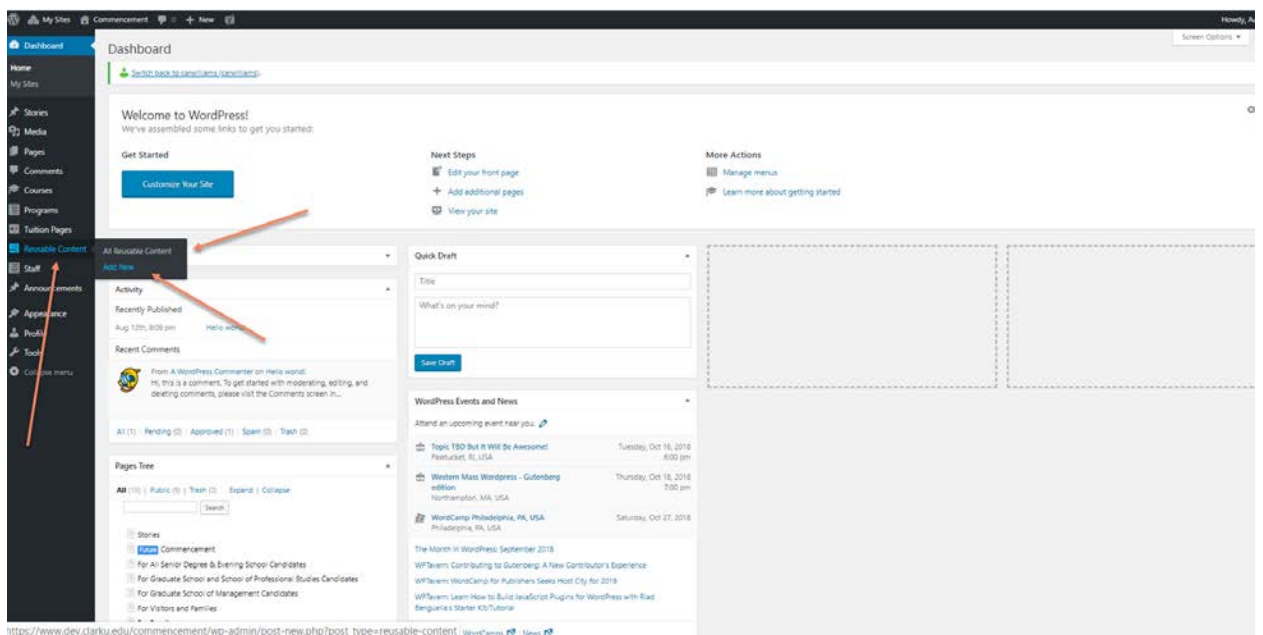
Please realize, there will be no "Confirming" message. Once you hit this button, this will "delete" the component. You can get back the component, by either hitting the back button to get off the page or not publishing your changes. Or if you publish or update your page, then you'll have to go to the "revisions".

## USING REUSEABLE CONTENT:

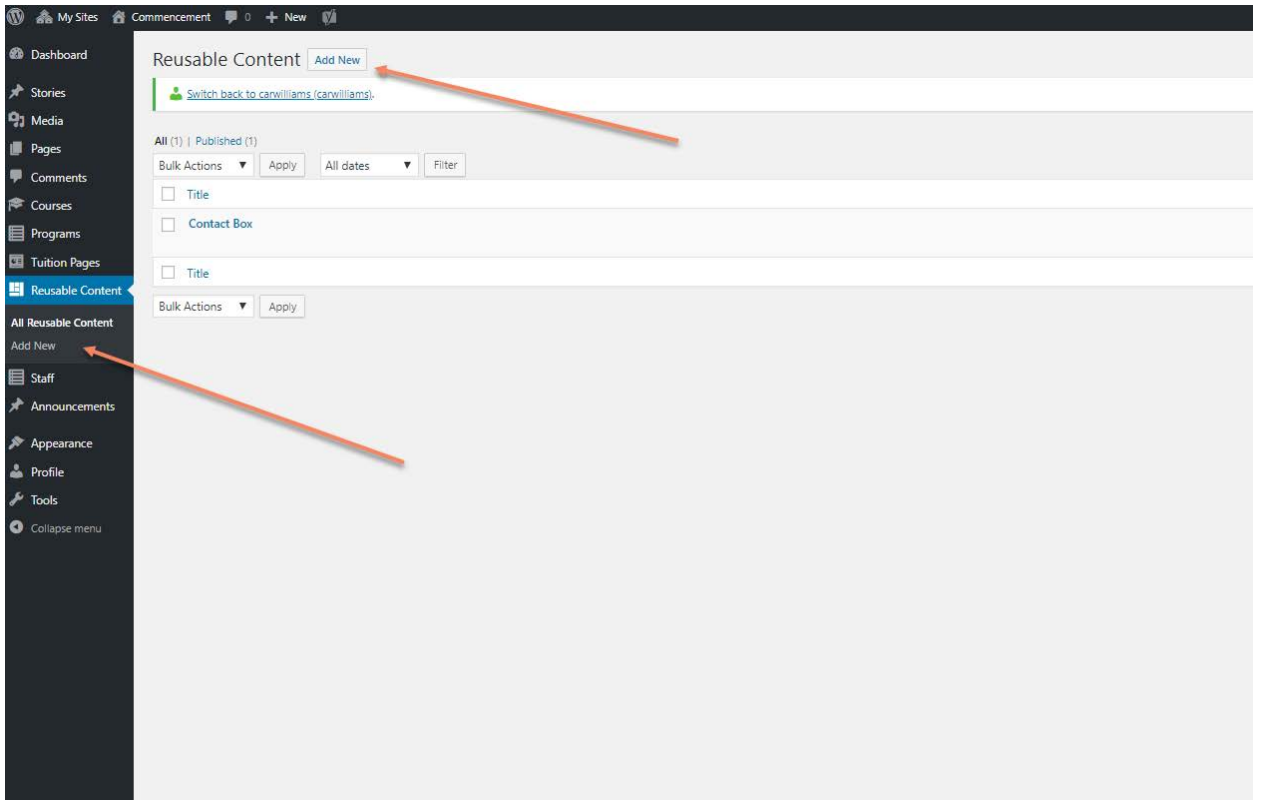
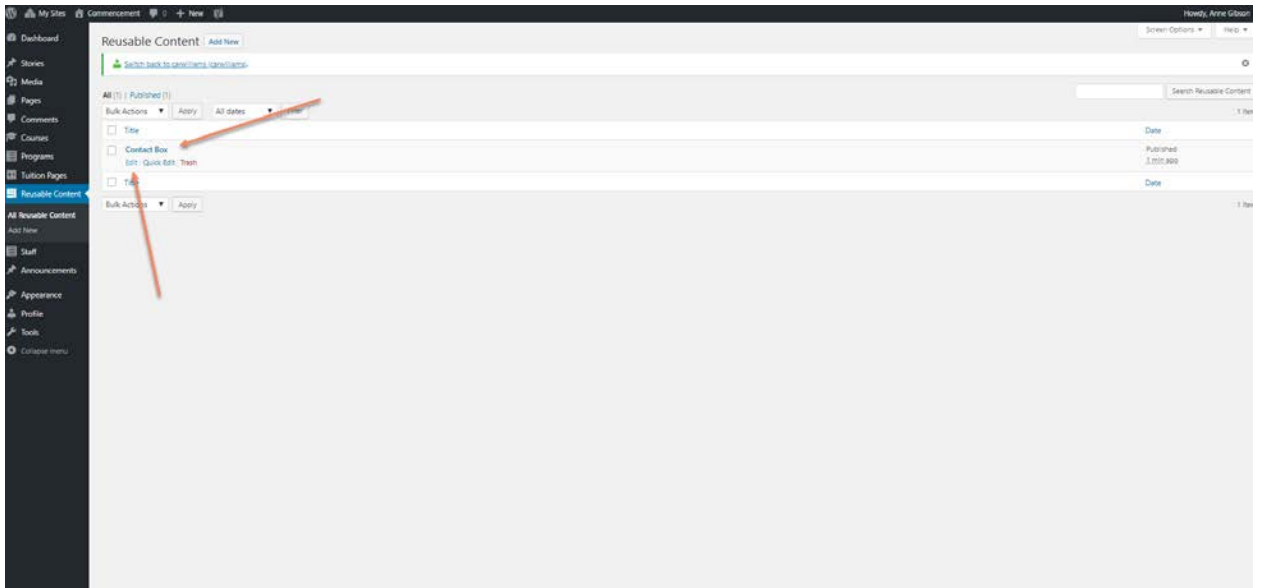
This is a nice feature to use if you have content that you want to use in many different areas. Example: A contact box with contact information, you may want to post on many pages. A Featured Grid Block that hosts information about an upcoming event or deadline that you may want to post in more than one page to highlight that event.

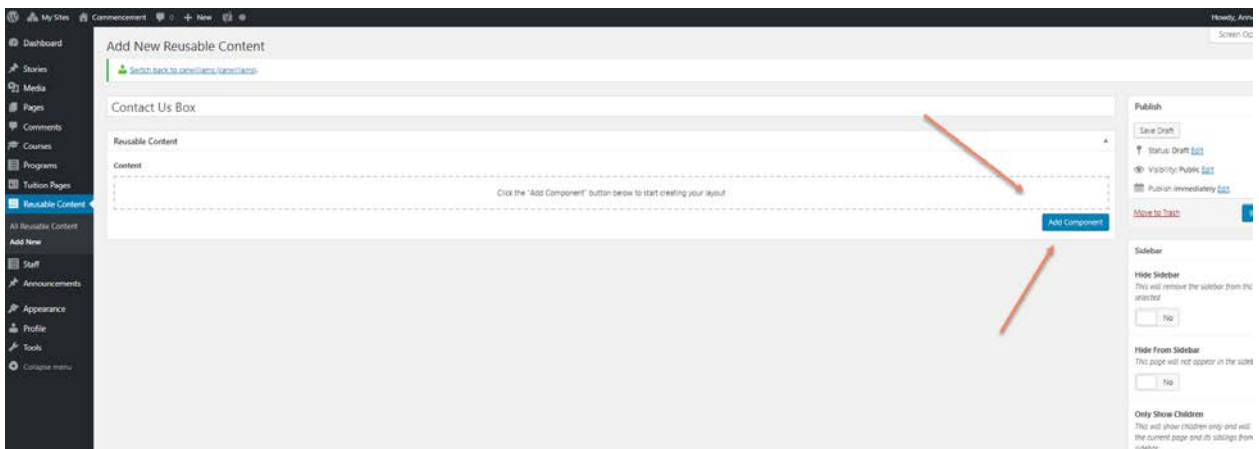
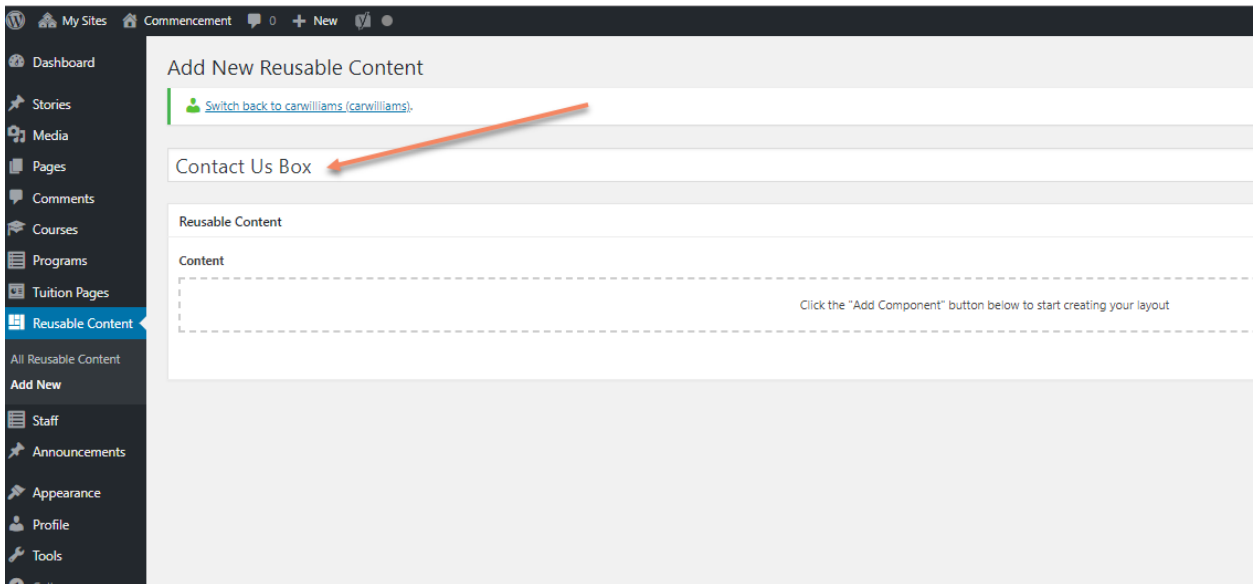


The screenshot shows a web browser displaying the website <https://www.dev.clarku.edu/commencement/>. The page features a red header with the Clark University logo and navigation links. Below the header, there is a search bar and several menu items: "Honorary Degrees", "Inclement Weather Information", and "Local Amenities". A large image of a graduation cap with the text "Nevertheless She Persisted" is displayed. Below the image, there is a text block that reads "Congratulations to our 2018 graduates!!!" and a sidebar with links for "For All Senior Degree & Evening School Candidates" and "For Graduate School and School of Professional Studies".

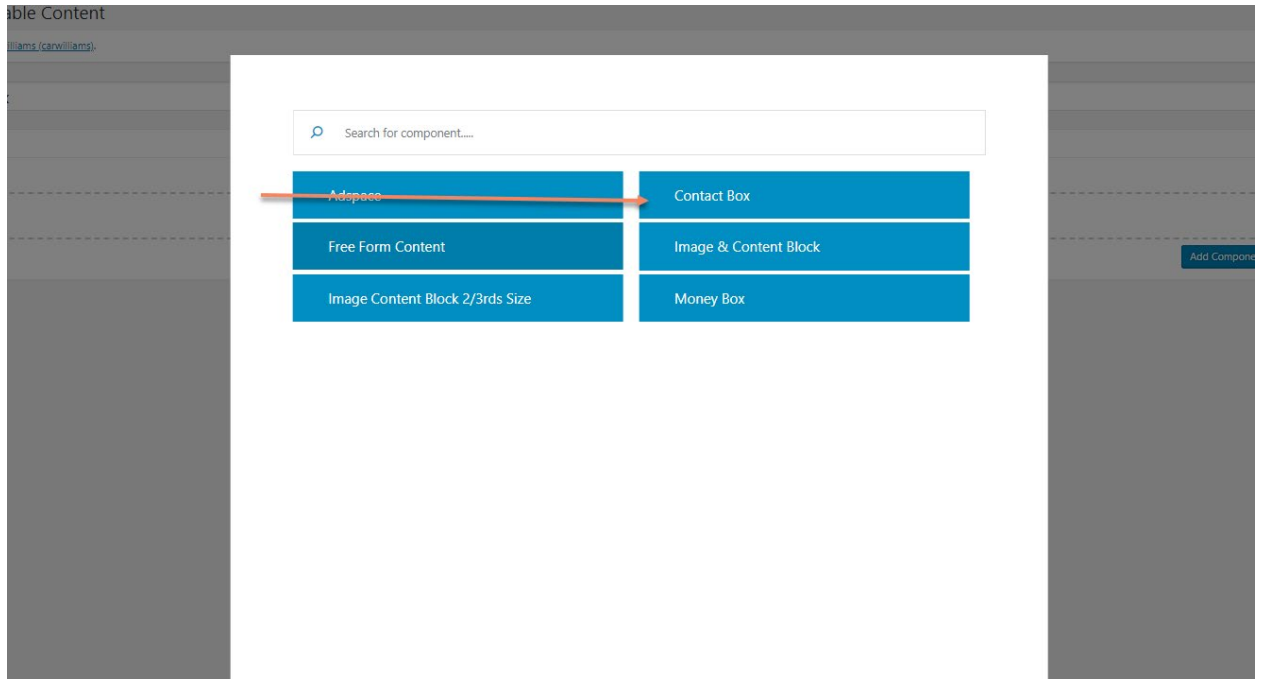


The screenshot shows the WordPress dashboard for the website <https://www.dev.clarku.edu/commencement/>. The dashboard includes a sidebar with navigation options such as "Dashboard", "Home", "My Sites", "Stories", "Media", "Pages", "Comments", "Courses", "Programs", "Tuition Pages", "Reusable Content", "Staff", "Announcements", "Appearance", "Profile", "Tools", and "Customize menu". The main content area displays a "Welcome to WordPress!" message, "Get Started" links, "Next Steps", "More Actions", "Quick Draft", "WordPress Events and News", and a "Pages Tree" section. The "Reusable Content" section is highlighted, showing a list of reusable content items with columns for "All", "Pending", "Approved", "Spam", and "Trash".



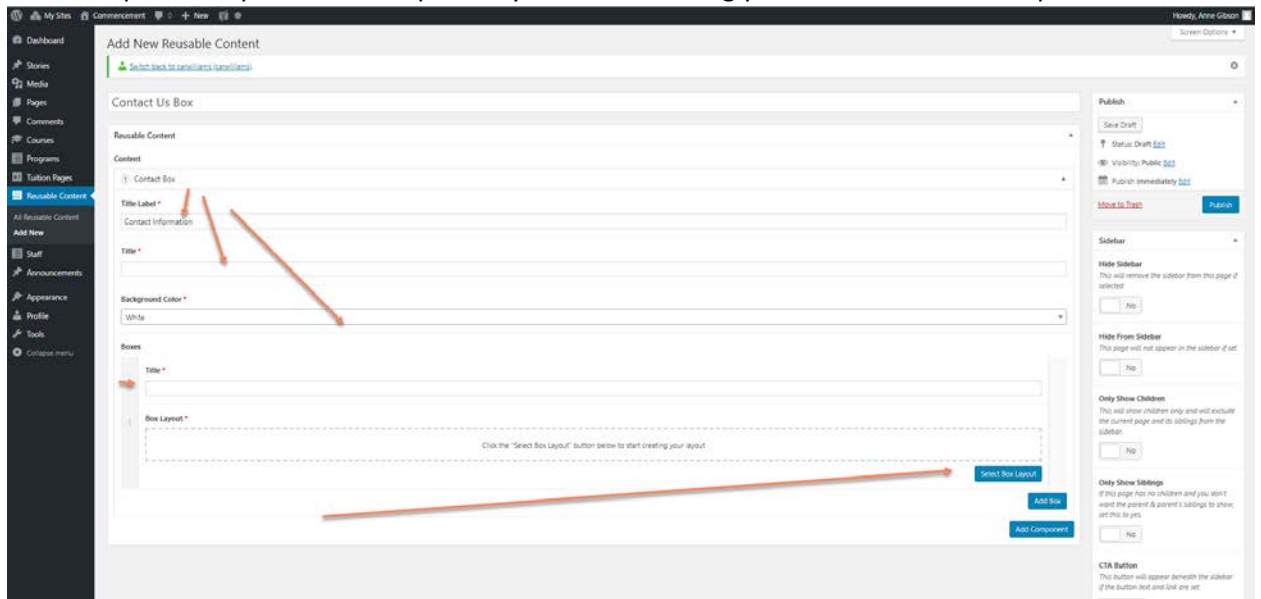


7. New Window opens up with the available reusable components. Note this list of options is small and not all components are available at this time:



Click on which component you want to add.

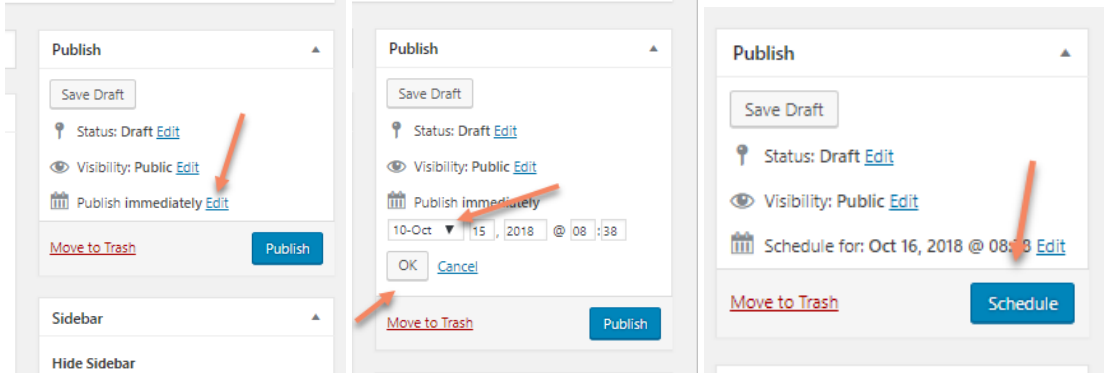
8. New Component is placed and is open for you to start adding your content to this component:



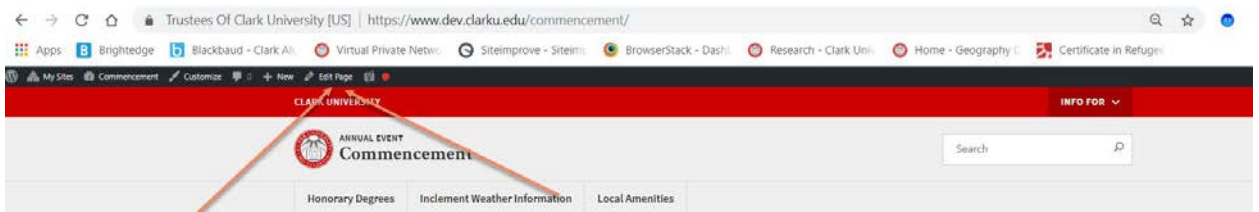
9. When finished adding your content, make sure you hit the “Publish” button at the top right corner of this page:



Remember you can schedule this component to turn on at a specific date and time by clicking the “edit” button next to the “Publish immediately” area:



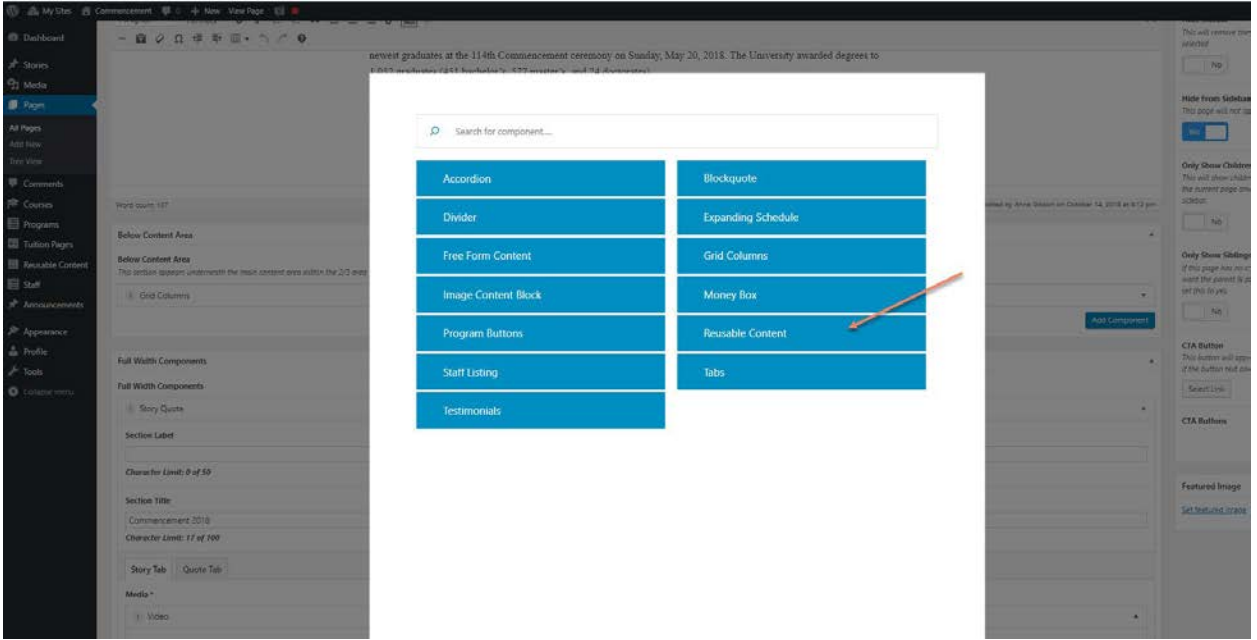
10. Now to add that “Reusable Content or Component”, go to your page and hit “Edit”:



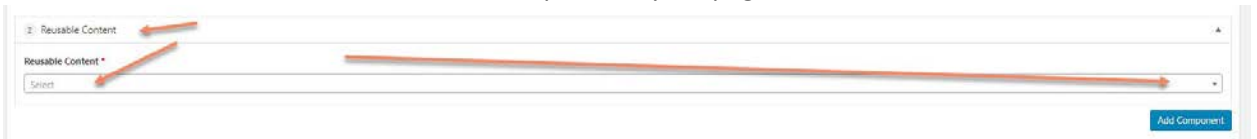
Congratulations to our 2018 graduates!!!

For All Senior Degree & Evening School Candidates

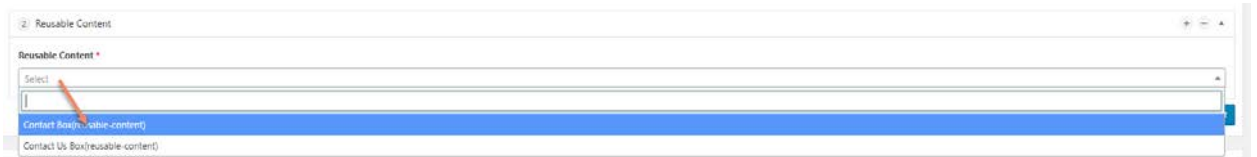
11. Now go to either “Below Content Area – ¾ with” or “Full Width Components” area to add the “Reusable Content Component”:



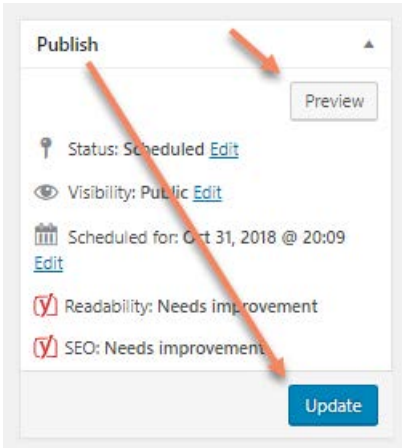
12. New Component is set within your template and opened so you can now set the component up and select what “Reusable Content” to set in place on your page:



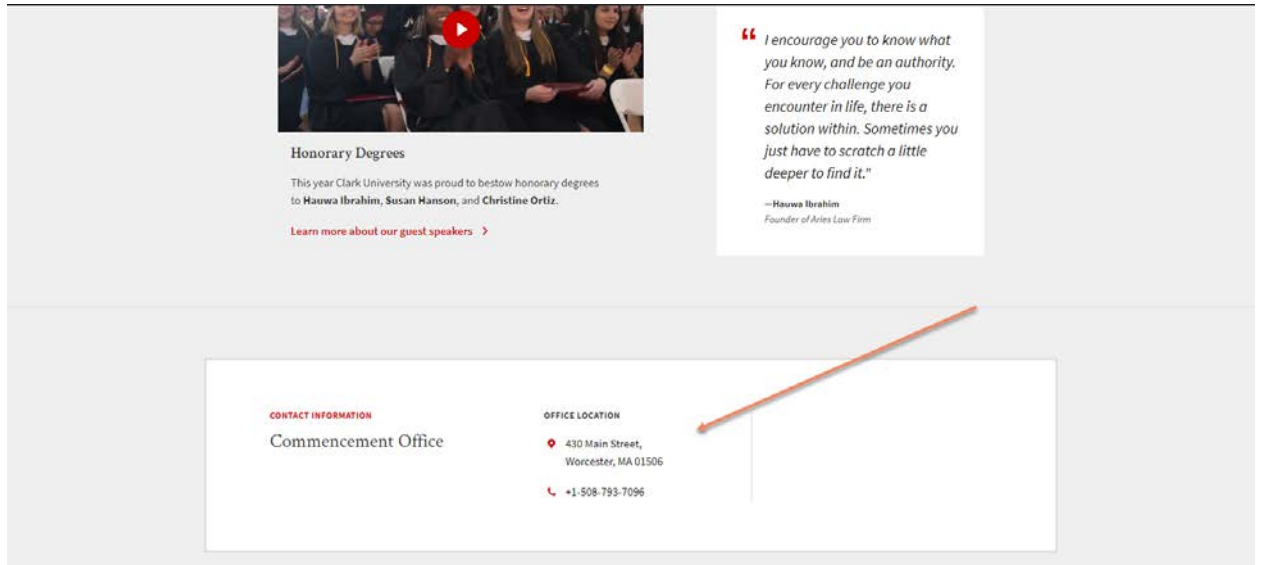
13. Click on the drop down to select one of the “Reusable Content” components:



14. Now hit the “Update” or “Publish” button on the top far right corner to publish out your changes/additions Or Preview to see the changes before you publish:



## 15. View your changes:



Remember you can also remove or move around your components on your page if needed. See instructions above in this training manual for instructions on how.

### HOW TO USE REVISIONS COMPONENT:

This feature is available so that you can get a previous version of your webpage back. Currently we only have 3 revisions available (or backup's of your page).

Example: If you made a change or removed a component by accident and you need to get it back.

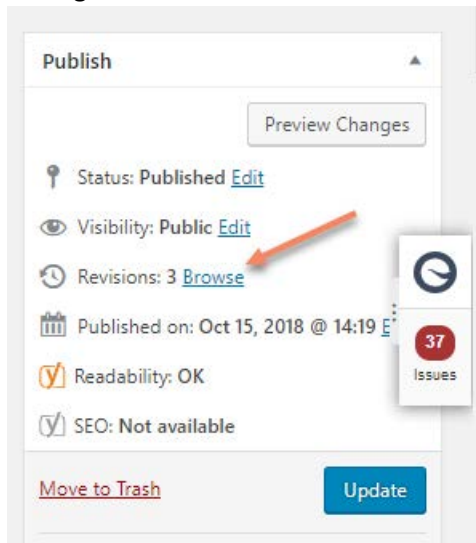
1. Go to your page and hit “edit”:



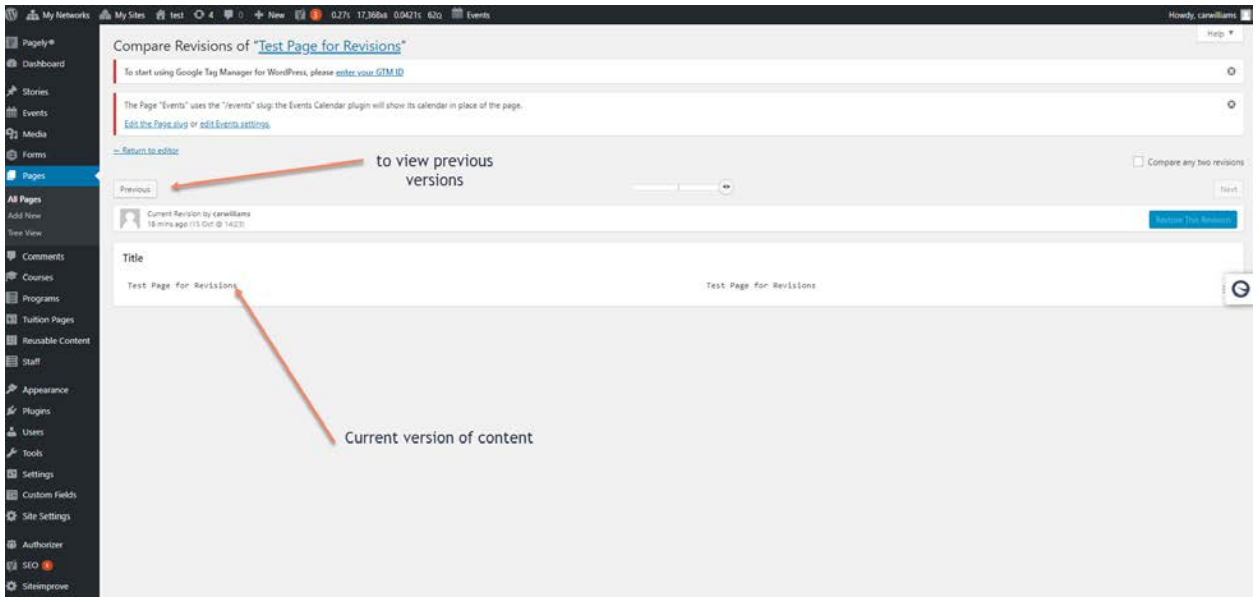
Congratulations to our 2018 graduates!!!

For All Senior Degree & Evening School Candidates

2. Then go to the “Revisions” section on the top right corner:

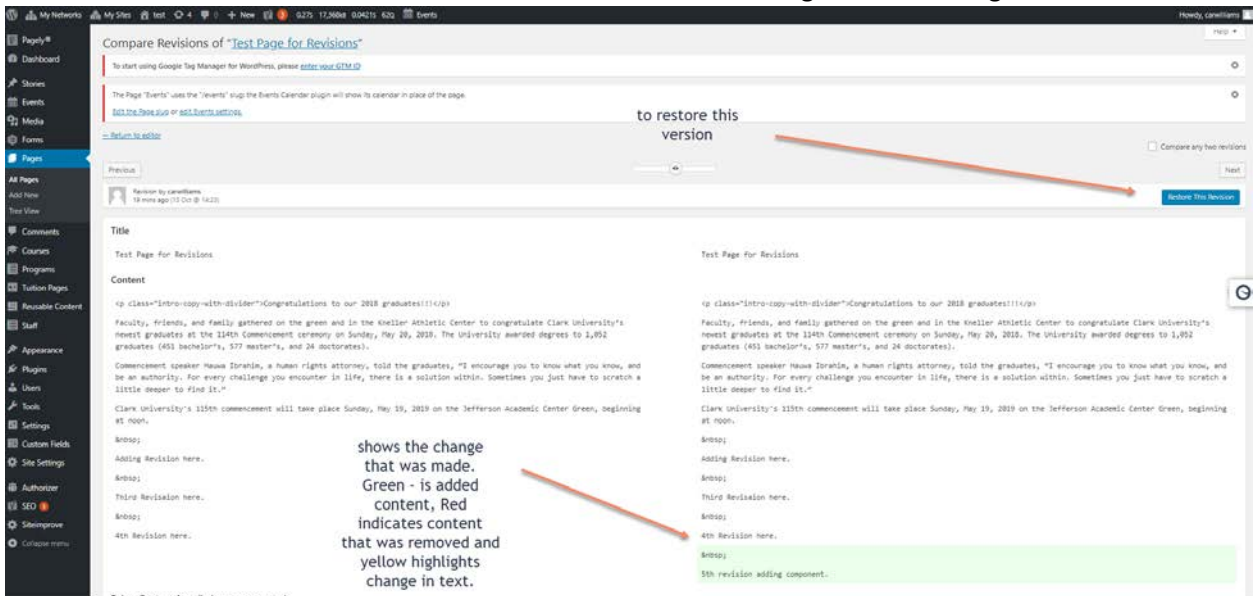


3. Click on the Browse button to see the 3 different backup's or revisions kept in the system. Please note this will only keep the last 3 versions:

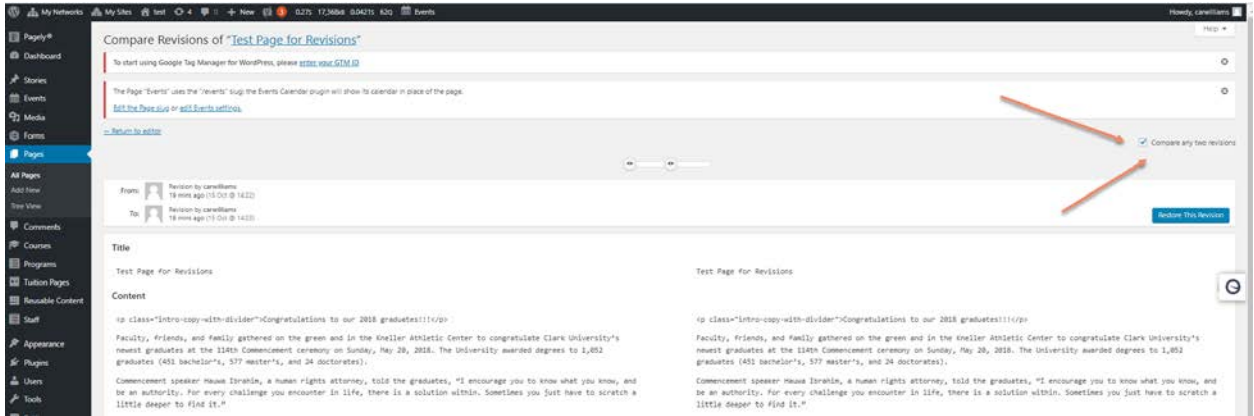


Hit the Previous version to see your previous versions of content that you would like to restore.

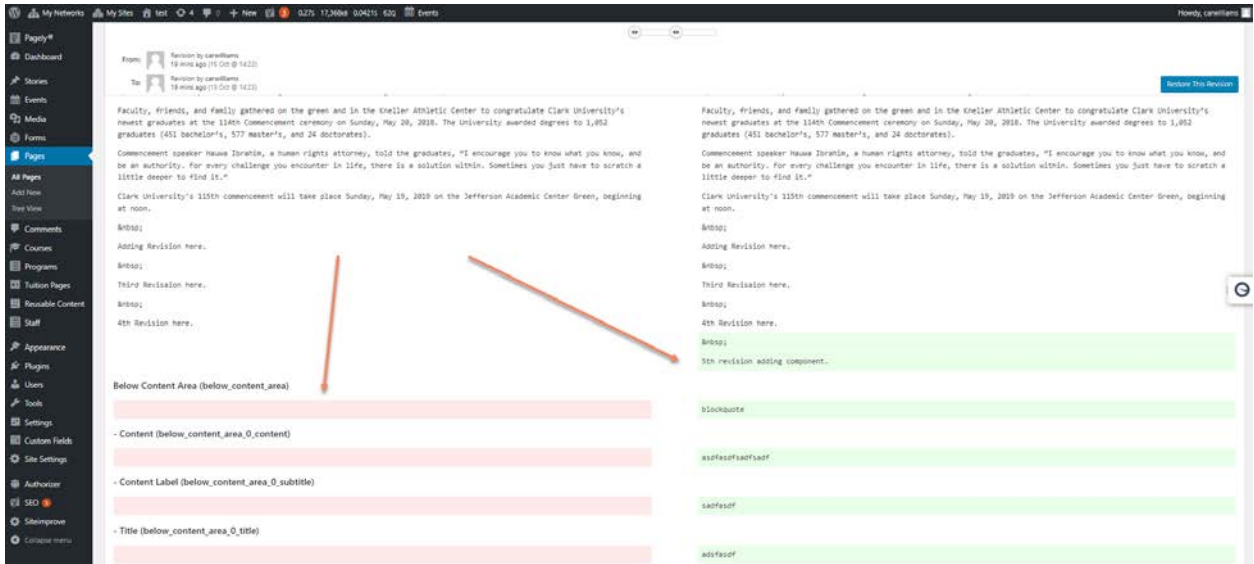
4. New Window opens up with the revisions highlighted. Green indicates content that was ADDED. Red indicates content that was REMOVED. Yellow indicates a change in the existing content:



5. You can compare the current version to the previous version by click on the check box "Compare any two revisions":

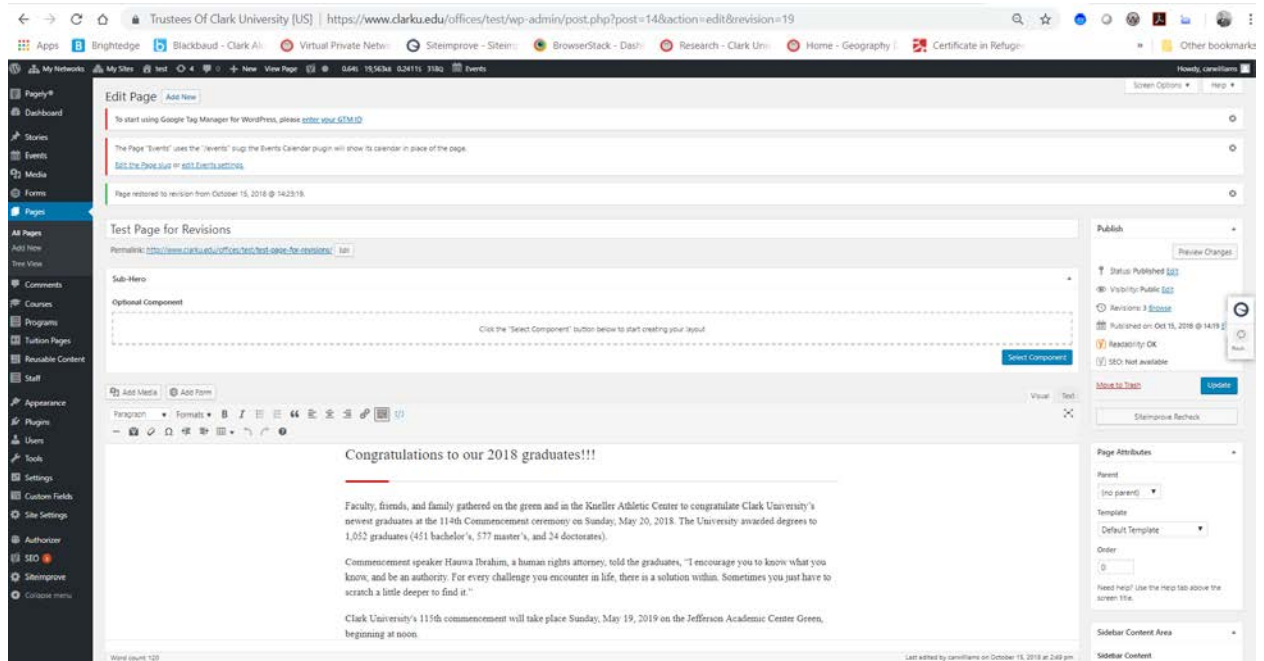


When you click on the check box you'll notice that it highlights both the left version of the content and right version of the content to see where the changes were made:

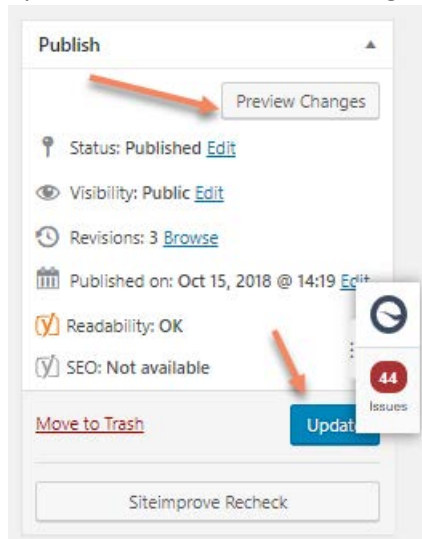


6. To restore this version – hit the “Restore This Revision”.

7. Your page gets loaded with that version of content:



8. Now make sure you hit the "Update" button to publish out that version. You also have the option to hit the "Preview Changes" first to review before hitting the "Update" button:



9. Now “View” page to make sure your previous revision is restored:

The screenshot shows the WordPress admin interface for the Trustees of Clark University. The 'View Page' button is highlighted with a red arrow. The page content includes a heading 'Congratulations to our 2018 graduates!!!' and a paragraph about the 114th Commencement ceremony. The right sidebar shows the 'Publish' section with 'Status: Published' and 'Revisions: 3'.

Previous version restored:

The screenshot shows the live website for Clark University's Commencement. The page features a large image of a graduation cap with the text 'Nevertheless She Persisted'. Below the image is the heading 'Congratulations to our 2018 graduates!!!' and a paragraph about the 114th Commencement ceremony. The right sidebar contains navigation links for various groups, including 'All Senior Degree & Evening School Candidates', 'Graduates & Professional Studies', and 'Graduate School of Management'.

For any assistance, regarding any of this content, please contact the Marketing & Communications Web team at Extension 7508 or send in a ticket to <http://www.clarku.edu/cmshelp>.

For Advanced Training on the individual components we offer, contact us for that training manual.

Training Environment: [training.clarku.edu/wp-admin](http://training.clarku.edu/wp-admin)

**Account: Clark**

**Password: Clarkadmin**

**Then login with your normal password**