



A quick primer to get you up and running

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Why use WordPress as CMS?




- CMS: Content Management System
- Nothing to buy: Open-source software, platform free.
- Nothing to code: Web-based dashboard make WP the most popular CMS.
- Multiple users: Can have many people add material, at different levels of security.
- Many colleges offer free hosting, but also can be on wordpress.com
- Teaching: Good for students' resumes.

10 things to know

1. Dashboard
2. Post vs. Pages
3. Users
4. Themes
5. Menus
6. Widgets
7. Plug-ins
8. Media
9. Don't worry
10. Have fun!

Fuji Lozada's Fieldnotes
罗力波的网页

Search this website...

HOME TEACHING HOW TO DO COLLEGE RESEARCH FIELDNOTES MEDIA ABOUT FUJI    DECEMBER 13, 2013

CHINA SCIENCE FOOD ENVIRONMENT MEDIA CYBERIA

YWW: Why Chinese genocide jokes aren't funny
There is clearly a disconnect between American perceptions of China and Chinese perceptions of themselves (and of Americans). From the inscrutable Charlie Chan to the evil Fu Manchu, there is a majority American racialized fear of China, the 'yellow peril' depicted in the "Chinese professor" political ad (aired during the last presidential campaign). This fear [...]

YWW: The One Who Builds
Congratulations to Peter Carolla (Anthropology '06), who with his colleagues Hillary Pierce and Nick Gooler, just won the Best US/International Documentary Short award from the Kansas City Film Festival for his film *The One Who Builds*. Earlier this year, Peter returned to his alma mater to debut this film, as part of our 2013 celebration [...]

Information Sessions for Davidson-in-Shanghai 2014
We will be having 3 information sessions for the 2014 Shanghai program on the following dates during the common hour: October 8, 2013 November 12, 2013 January 14, 2014 All meetings will take place in Chambers 1027. For more information, see the program website or email Fuji Lozada (erlozada).

Work Smarter, Not Harder Workshop Series
Come share strategies, snacks and each workshop you

Project: Evaluating the Social Forces of Dongtan Eco-City
Chai Lu Bohannan ('14) and Julie


Erlberto P. Lozada Jr. is a Professor of Anthropology. He is a sociocultural anthropologist who has examined contemporary issues in Chinese society ranging from: religion and politics; food, popular culture and globalization; sports and society issues; and the cultural impact of science and technology. [more...](#)


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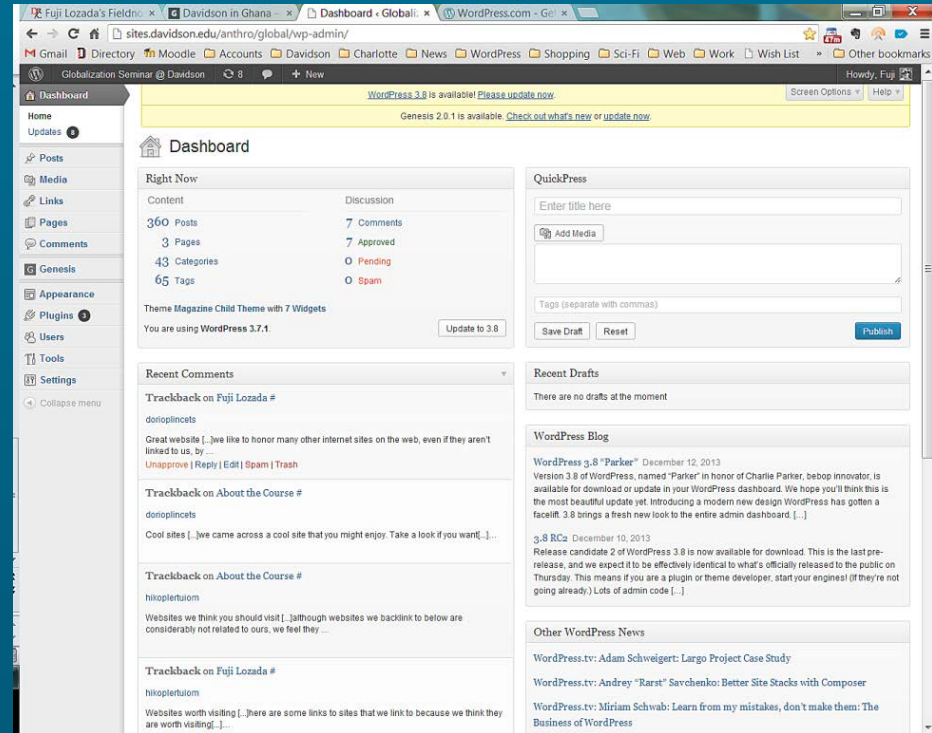






Dashboard

- This is where you control the look of your site, create and edit pages, upload and embed media, add users, etc.
- Accessed through your favorite browser; if the URL for your site is “http://mysite.edu,” then your dashboard is “http://mysite.edu/wp-admin”.
- You will first be asked to log-in.

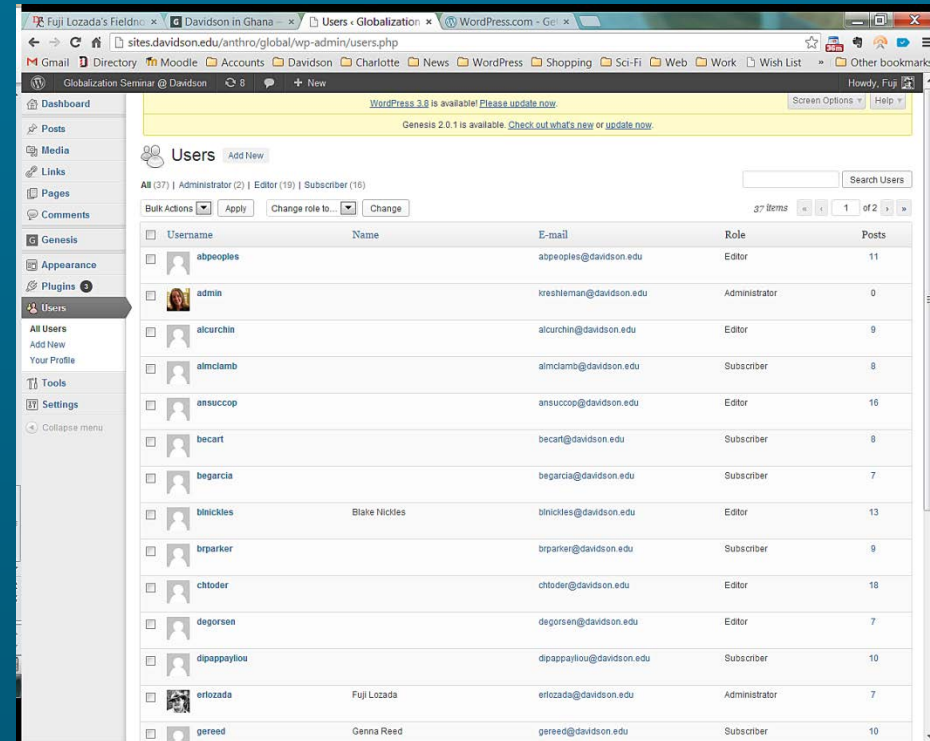


Posts vs. Pages

- Pages are static, for content that does not change or is not timely.
- Can be organized hierarchically, with sub-pages.
- This can provide the structure of your webpage, as made visible through menus.
- Posts are dynamic, the main source of content.
- They are organized by **categories**, which adds another structural element for your website.
- Categories can be menu items, and they can be organized hierarchically (with sub-categories).

Users

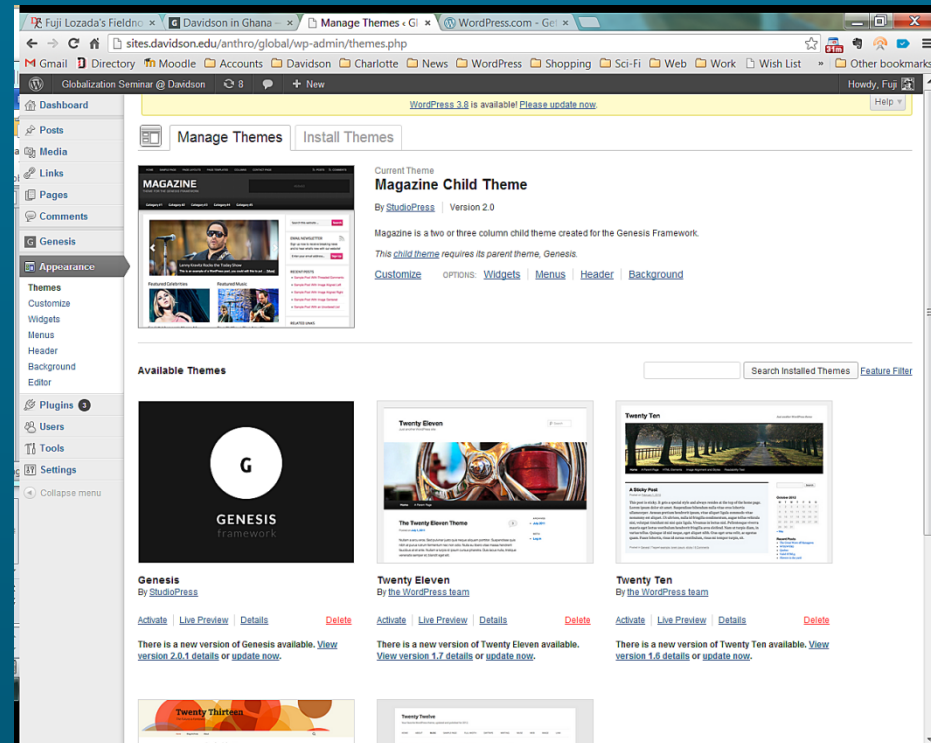
- People can be given different levels of control to the website. The levels, from minimum to maximum 'power,' are:
- Subscriber: (usually not used).
- Contributor: Can write and manage their own posts, but cannot publish them. Cannot touch pages.
- Author: Can publish and manage their own posts or add media. Cannot touch pages.
- Editor: Can write and edit all posts or add media. Cannot touch pages.
- Administrator: Can do it all.



Username	Name	E-mail	Role	Posts
abpeoples		abpeoples@dauidson.edu	Editor	11
admin		kreshieman@dauidson.edu	Administrator	0
alcurchin		alcurchin@dauidson.edu	Editor	9
almsclamb		almsclamb@dauidson.edu	Subscriber	8
ansuccop		ansuccop@dauidson.edu	Editor	16
becart		becart@dauidson.edu	Subscriber	8
begarcia		begarcia@dauidson.edu	Subscriber	7
blinckies	Blake Nickles	blinckies@dauidson.edu	Editor	13
brparker		brparker@dauidson.edu	Subscriber	9
chtoder		chtoder@dauidson.edu	Editor	18
degorsen		degorsen@dauidson.edu	Editor	7
dipappaylou		dipappaylou@dauidson.edu	Subscriber	10
erlozada	Fuji Lozada	erlozada@dauidson.edu	Administrator	7
gereed	Genna Reed	gereed@dauidson.edu	Subscriber	10

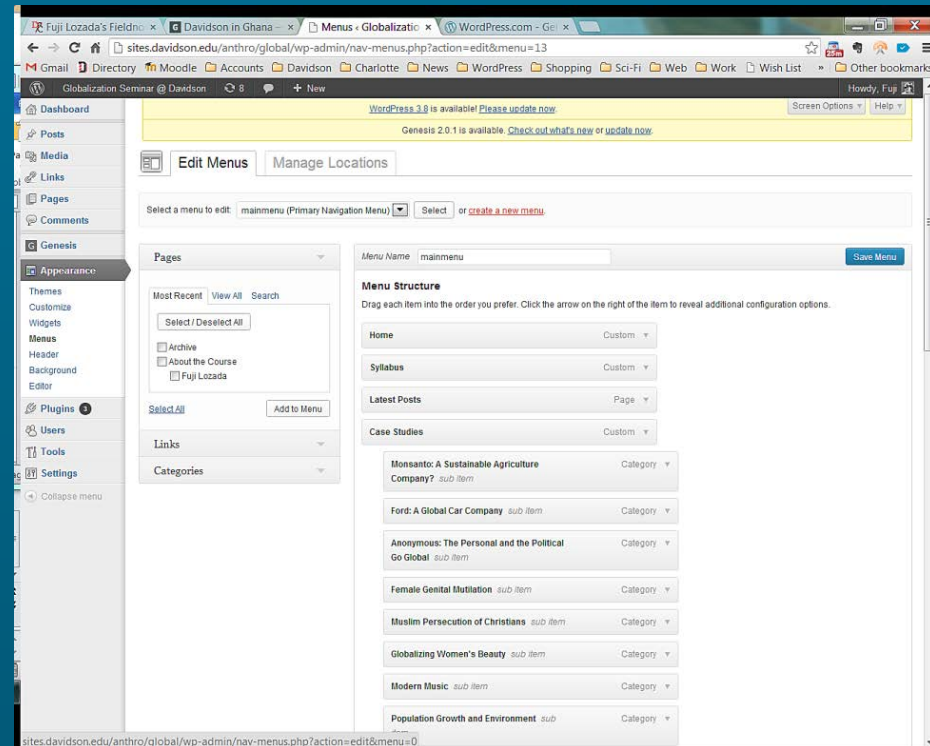
Themes

- WordPress uses templates called themes; some are free, many need to be paid for.
- Themes menu can be found under “appearance”.
- Different designs for different purposes (portfolio, organizational, commerce).
- Don’t use the editor (under appearance), unless you are familiar with css and php.



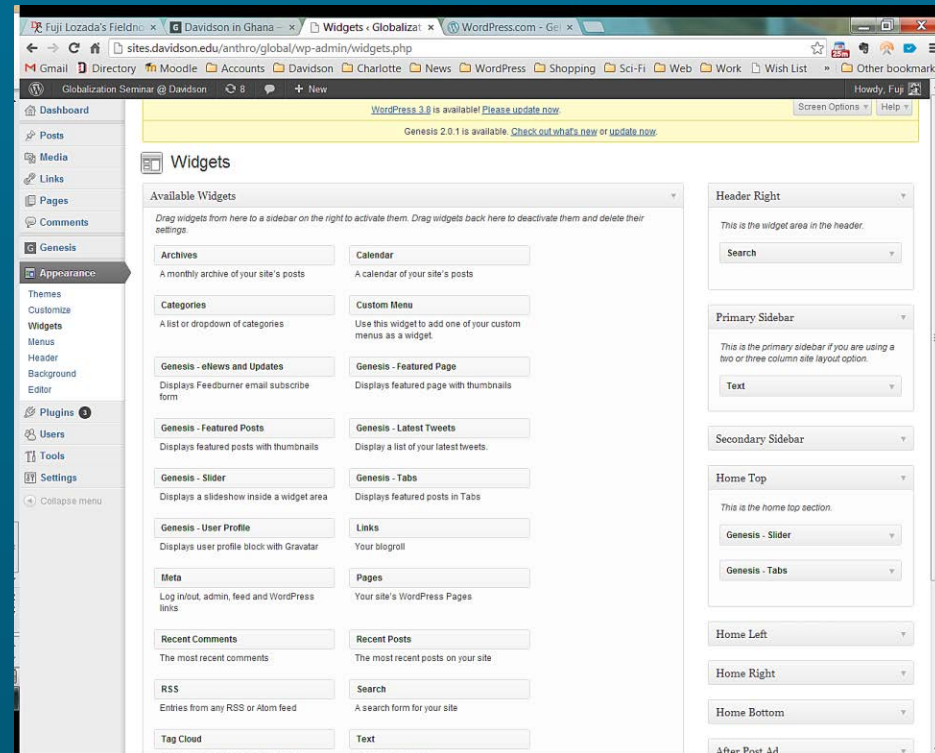
Menus

- Themes are designed to add one or two menus in specific places; locations cannot be changed (without coding).
- Menu items can be created from pages, categories, links, or individual posts.
- Items can be nested hierarchically using drag-and-drop on the edit menu screen.
- Best practice is to use pages and categories, with occasional links, to structure your website.



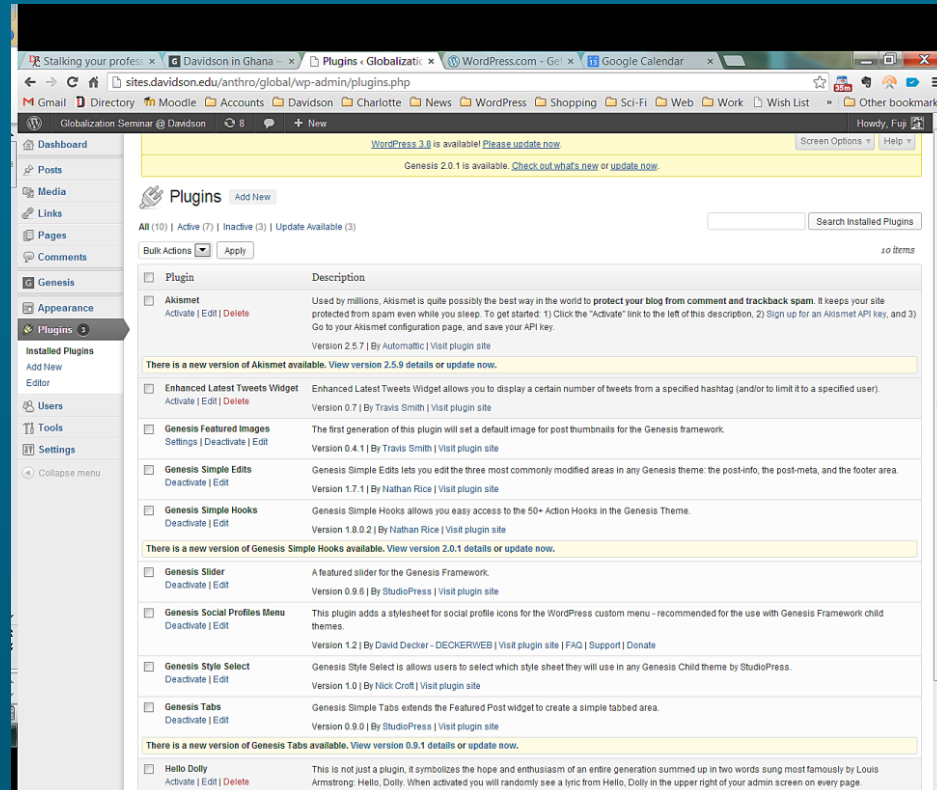
Widgets

- Widgets are pre-programmed tools that provide a particular function (add RSS feeds, text boxes, drop-down menus, etc.)
- They add design features to all pages and posts, but are especially used to design your home page.
- Themes are specifically coded to place widgets in particular areas on the screen; themes are often selected based on where they place widgets.
- Widgets are added to your WordPress site by adding “plug-ins.”



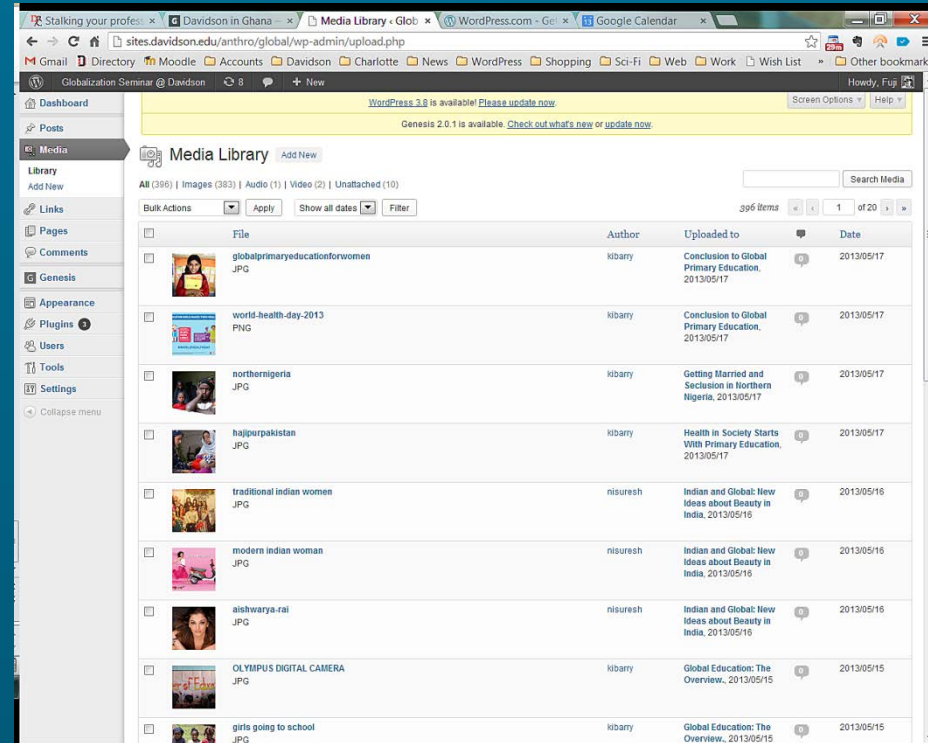
Plug-ins

- These are tools that can be added to WordPress, mostly free.
- They do optional tasks like embedding tweets, creating sliders or slideshows, etc.
- They add menu items to your Dashboard, and are used either as widgets or shortcodes (in posts or pages).
- Instructions for use of plug-ins are provided by the writer of the plug-in. You can search for plug-ins from the dashboard.



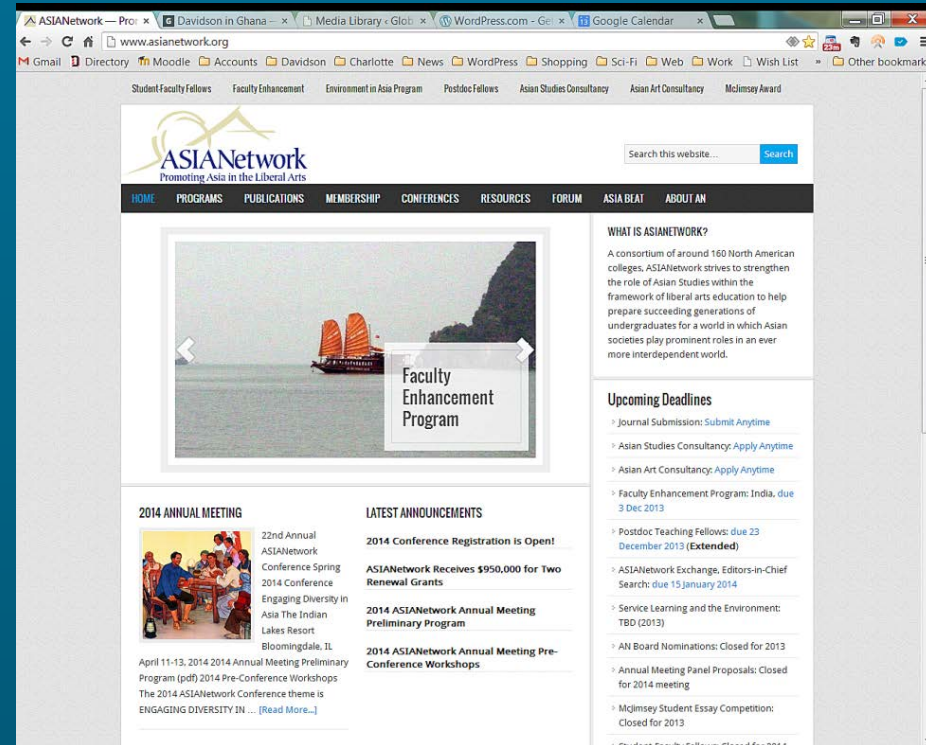
Media

- WP manages a Media Library of files that you upload.
- These can be pictures, Word documents, pdf's, and other files.
- Large media files like video should be uploaded to youtube or vimeo, and then embedded in WordPress.
- “Feature Images” in posts are useful for category listings.



Most importantly ...

- Don't worry about making mistakes! If you don't know how to do something, google it (there are many WP users out there)
- Have fun! There are new themes coming out everyday, both free and paid.



Other possible non-WP resources

- Information Architecture primer:
www.princeton.edu/communications/services/docs/IAguide2.pdf
- Web Style Guide:
<http://webstyleguide.com/wsg3/9-editorial-style/3-online-style.html>
- ProfHacker on WordPress (Chronicle of Higher Education):
<http://chronicle.com/blogs/profhacker/tag/wordpress>
- WP tutorial from UC Berkeley School of Journalism:
<http://multimedia.journalism.berkeley.edu/tutorials/wordpress/>