



CLTR 1503 – Introduction to Italian Culture
Gina Maiellaro
Introduction to WordPress

Key Concepts in WordPress:

- **Dashboard:** the WordPress site navigation page which allows you to edit and add posts, manage drafts, and access the back end of the website.
- **Page:** a WordPress page is a static page that typically appears in the menu bar.
- **Post:** a WordPress post is a blog post, which will typically appear in a feed after it has been published. You can tag posts with different topics to be able to search for them.

Questions to consider when planning a WordPress post:

1. Who is my audience?
2. Should my post have sections?
3. What kinds of media do I wish to incorporate?
4. How do I want my audience to read or interact with my post?
5. How am I citing and/or linking to outside material?

Step-by-Step Process

For this course, we have a class website: <https://nuitalian.org/>

All of you have been invited as **editors** to this website. This means that you can edit any class page—please be careful to edit only your own pages.

You should have received an invitation to the class WordPress site by email. You might need to check your Junk folder.

1. First, log into your WordPress account from the invitation link, choosing a password. Write this down! Then, you can join the class WordPress as an editor.

In the future, if you need to log in, go to:

<https://nuitalian.wordpress.com/wp-admin/>

2. Once you have created an account, you will be brought to your WordPress dashboard. This is the **side menu** in the dashboard, the main way to navigate.

Find these slides and more at: <http://bit.ly/diti-fall2020-maiellaro>

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It includes links to all **pages** and **posts**, and information about **users** (where you can update your user profile if needed).

3. From the “**Pages**” section on the side menu, you can add a new page or see all the pages in the site. When you add a new page, you can choose from a template, or select a blank page instead. There is a preview section on the right so you can see what the different template pages will look like.
4. When you add a new page, you can give it a title. Then, you can add different kinds of content with **blocks**. Hit the + button to add a block and then search or browse for the type of block you want. Hit enter or + again to keep adding new blocks. You can also move the blocks around.
5. The default type of block is a **paragraph**. When you add a new paragraph, you will be taken to the editor interface, which allows you to add and edit text in a variety of ways. It looks similar to a word processor, complete with a **menu bar** allowing you to italicize, bold, or otherwise format the text.
6. If you are interested in adding links to your page, you can easily do that by:
 - Selecting the text you wish to add a link to.
 - Click the “Insert link” button in the menu.
 - Adding the URL in.
7. When you are working, it is very important to save your changes, especially when there are multiple people working on something at once. To save your draft, simply click the “**Save Draft**” button on the right-hand side of the screen.

Saving your page as a draft means that is not accessible or published on the website. Publishing the page will make it available online.

8. As you are editing your page, it is useful to see how your changes will look on the website itself. You can preview any changes you make with the “**Preview**” button on the right-hand side. This will open a new tab in your web browser, showing the page. When you are ready to publish, hit the “**Publish**” button.

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9. When you are editing blocks, you can toggle between the **Visual and HTML editors** with the "View HTML" button under the three dots for "more options". The HTML editor is the "back end" version of the website. To switch back, go to the same menu and pick "edit visually."
10. If you want to add images in your document, you can do so by adding a new block of the type "**Image**." Then, you can either upload a new image or select one from the library of media files already uploaded to the site. Once you have added images, you can then edit and format them.
11. Your turn! Create a new page for your own research project/essay under the "Posts" menu. Practice and experiment with text formatting, adding and moving blocks around, and uploading images.

About Copyright and Fair Use

If you are planning to use materials created by others—including images, audio, and video files—for your post, be sure that it does not violate copyright. The best practice is to use only media that is in the **public domain** or is published under a **Creative Commons License**.

- **Public Domain:** material that belongs or is available to the public and is *not* subject to copyright. Every year, more material enters the public domain as public domain status is largely determined by publication date. The current year for public domain is 1923.
- **Creative Commons Licenses:** Creative Commons is a non-profit organization that provides and regulates copyright licenses that allow for a) original creators to get the credit they deserve while b) allowing others to copy, remix, or use their content in ways they have allowed.

There are six types of **Creative Commons licenses** for media with different models of use, attribution, and distribution. When searching for media with a creative commons license, it is important to pay attention to which license it has. The key concepts are:

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- **Attribution:** specifies that re-publishers must attribute the creator and/or owner of the work.
- **ShareAlike:** allows for the remix and tweaking of material.
- **NonCommercial:** limits republication to non-commercial or not-for-profit uses.
- **NoDerivs:** allows only for unadapted forms of republication.

You can find more information on fair use and Creative Commons attribution, as well as a search engine for licensed content you can re-use, here:

<https://creativecommons.org/use-remix/>

Helpful Resources:

Wireframing

This is a great way to plan out posts/pages before you make them:

- MockFlow: <https://www.mockflow.com/>
- Wireframe CC: <https://wireframe.cc/>

Examples of sites that use WordPress:

- <http://dsg.neu.edu/>
- <http://www.cameronblevins.org/>
- <https://www.moyabailey.com/>
- <https://juliaflanders.wordpress.com/>

Wordpress Tutorial Video: <https://www.youtube.com/watch?v=itvFwhzdvl8>

Additional Creative Commons Resources:

About the Licenses: <https://creativecommons.org/licenses/>

Best Practices for Attribution:

https://wiki.creativecommons.org/wiki/Best_practices_for_attribution

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