

# StoryMap & WordPress Demo



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CHNS 4800: “Chinatown”

Prof. Hua Dong

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# Workshop Agenda

- StoryMap
  - Best practices and questions to consider before creating your StoryMap.
  - Demonstrate steps for using Knight Lab's StoryMap.
- WordPress
  - Learn how to create a website with WordPress.
  - Understand best practices in website creation.

Slides at: <http://bit.ly/fa24-dong-storymap-wordpress>

# What is a StoryMap?

KnightLab's StoryMap tool allows users to tell narrative stories connected with specific geographic locations.

<https://nulab.knightlab.com/stories/2011/11/01/fenway-walk>

**Welcome to the Fenway**

Welcome to this Community Walk! The purpose of this walk is to introduce people to the history and context of one of the neighborhoods that surround Northeastern. Most importantly, this walk is designed using an Asset-Based Community Development (ABCD) perspective. ABCD is a philosophy that recognizes communities' abilities to achieve positive change using their own knowledge, experiences as well as existing resources and infrastructure. Instead of saying, "This community has a high crime rate and it can't be fixed," we say, "This community has an organization that serves the previously incarcerated and is collaborating within the community to work towards y..."

will talk a little about the history of the neighborhood, but will be community's assets and strengths and how those have been ghout the years.

<https://nulab.knightlab.com/stories/2011/11/01/fenway-walk#map>

**Fenway Community Walk**

Welcome to this Community Walk! The purpose of this walk is to introduce people to the history and context of one of the neighborhoods that surround Northeastern. Most importantly, this walk is designed using an Asset-Based Community Development (ABCD) perspective. ABCD is a philosophy that recognizes communities' abilities to achieve positive change using their own knowledge, experiences as well as existing resources and infrastructure. Another way to think about it is to consider a community's strengths rather than deficits, or problems.

For example: instead of saying, "This community has a high crime rate and it can't be fixed," we say, "This community has an organization that serves the previously incarcerated and is collaborating within the community to work towards y..."

# Why use a map to tell stories?

- StoryMaps help us **render visualized, spatialized, and contextual information about spaces** in the past or today.
  - StoryMaps can be about places you've never been to. The goal is to help users “see” the spaces/places/routes as accurately as possible, and to get a sense of the people and things in the environment.
- Think about StoryMaps as **giving directions**, relating not only direction and **distance** but also **sequence**.

# Example Projects Using Maps to Tell Stories

- “[The Black Jazz Heritage Trail of Boston](#)”: uses a mix of textual, image, and student-researched location data to map historic Black jazz clubs.
- “[Mapping Shared Spaces: A Visual History of Boston's Black and Jewish Communities](#)”: presents the story of migration of Boston religious communities by following the changing locations of places of worship.
- “[Contemporary Indigenous Spatiality](#)”: created by Agléška Cohen-Rencountre (Lower Brule Sioux Tribe) to interrogate settler-colonial epistemologies about water-ways, as well as trace personal and community connections to Rapid Creek and the Mississippi River.

# Making a StoryMap

# StoryMap Best Practices

- Think carefully about the **audience** you are trying to reach with your map. This will impact your language, the order of your points, and the media that you choose.
- Think also about the **tone** of the map: the default for StoryMap can be very upbeat and informal, and that may not match the content you are sharing.
- **Test your map** after you have created it, to make sure that all the narrative points flow and that the language is clear and concise.

# Optional: Spreadsheet Template

Make a copy of the StoryMap template below and use it to fill in the different sites you want to map, images you want to include, etc.

## StoryMap Spreadsheet Template

Template based on the StoryMap Spreadsheet Template created by Molly Brown, Reference and Outreach Archivist, Northeastern University Library.

For more information about collecting and organizing data for StoryMap, please see:

<https://bit.ly/handout-storymap-spreadsheet>

# Data collection: Site

	A	B	C	D	E	F	G	H	I	J	K
1	Slide #	Site Name	Site Location	Image URL/File Location	Image Credit	Image Caption	Headline	Historical Profile/First Person Narrative	Citation(s)	Additional Media	Additional Media Caption & Credit
2	Title Slide	n/a	n/a	<a href="http://hdl.handle.net/2047/d20158126">http://hdl.handle.net/2047/d20158126</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Walking the Emerald Necklace		This is an introduction to the project that will continue on.  Two men tend community garden in the Back Bay Fens. A public water building can be seen on the left. The Back Bay Fens (also called The Fens, or Fens) is a freshwater marsh and lagoon area within Boston's larger Emerald Necklace park system.			
3	Site 1	Back Bay Fens Community Gardens	42.344888, -71.093221	<a href="http://hdl.handle.net/2047/d20157723">http://hdl.handle.net/2047/d20157723</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Community garden in Back Bay Fens.	Back Bay Community Gardens				
4											
5											
6											

The slide number can serve as the order in which your sites appear on your map and the site name can be used to label sites on your map.

The site location is used to identify a point on your map where the site is physically located (address or coordinates).

*Feel free to ask questions at any point during the presentation!*

# Data collection: Image

	A	B	C	D	E	F	G	H	I	J	K
1	Slide #	Site Name	Site Location	Image URL/File Location	Image Credit	Image Caption	Headline	Historical Profile/First Person Narrative	Citation(s)	Additional Media	Additional Media Caption & Credit
2	Title Slide	n/a	n/a	<a href="http://hdl.handle.net/2047/d20158126">http://hdl.handle.net/2047/d20158126</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Back Bay Fens, Boston, Mass.	Walking the Emerald Necklace	This is an introduction to the project that will continue on.  Two men tend community garden in the Back Bay Fens. A public water building can be seen on the left. The Back Bay Fens (also called The Fens, or Fens) is a freshwater marsh and lagoon area within Boston's larger Emerald Necklace park system.			
3	Site 1	Back Bay Fens Community Gardens	42.344888, -71.093221	<a href="http://hdl.handle.net/2047/d20157723">http://hdl.handle.net/2047/d20157723</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Community garden in Back Bay Fens.	Back Bay Community Gardens				
4											
5											
6											

The image URL/File location is useful in keeping track of images of sites. Always credit your images to indicate their origin. Also include a caption describing your image.

# Data collection: Narrative and Sources

fx http://hdl.handle.net/2047/d20158126

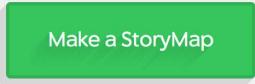
	A	B	C	D	E	F	G	H	I	J	K
1	Slide #	Site Name	Site Location	Image URL/File Location	Image Credit	Image Caption	Headline	Historical Profile/First Person Narrative	Citation(s)	Additional Media	Additional Media Caption & Credit
2	Title Slide	n/a	n/a	<a href="http://hdl.handle.net/2047/d20158126">http://hdl.handle.net/2047/d20158126</a>	Freedom House Records, Courtesy of Northeastern University Archives and Special Collections	Back Bay Fens, Boston, Mass.	Walking the Emerald Necklace	This is an introduction to the project that will continue on.  Two men tend community garden in the Back Bay Fens. A public water building can be seen on the left. The Back Bay Fens (also called The Fens, or Fens) is a freshwater marsh and lagoon area within Boston's larger Emerald Necklace park system.			
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6											

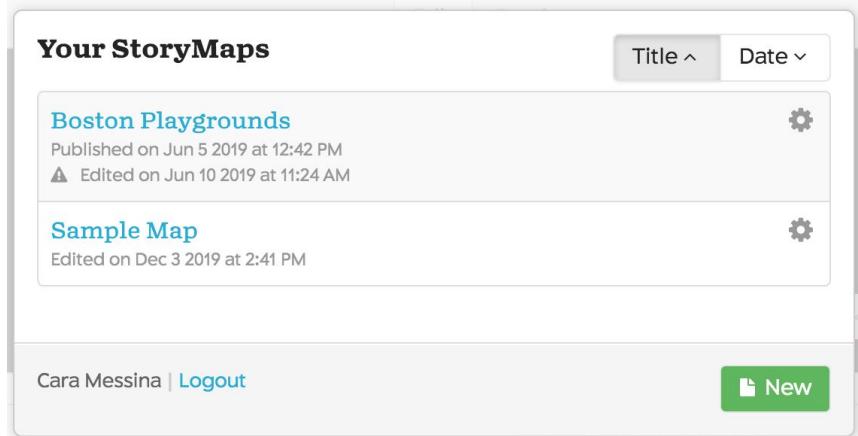
The headline can serve as the official title or label of your site. Including a narrative provides more context as to why your site is important.

Don't forget to cite your sources!  
Also, you may want to include additional media related to your site (e.g. newspaper clippings, additional photos, etc.).

*Feel free to ask questions at any point during the presentation!*

# Create a StoryMap

- Go to <https://storymap.knightlab.com/>
- Click “Make a StoryMap.” 
- Either create a new account or sign in through Google.
- Once you’re signed in, click “New Map” (once you have created your map, it will be there for you to work on).
- Name your project.



The screenshot shows the 'Your StoryMaps' dashboard. At the top right are 'Title ^' and 'Date ^' dropdowns. Below is a list of maps:

- Boston Playgrounds**  
Published on Jun 5 2019 at 12:42 PM  
▲ Edited on Jun 10 2019 at 11:24 AM
- Sample Map**  
Edited on Dec 3 2019 at 2:41 PM

At the bottom left is the user name 'Cara Messina | Logout'. On the bottom right is a green 'New' button with a plus icon.

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# Your StoryMap

The screenshot shows the StoryMap JS interface. At the top, there are buttons for 'My Maps', 'Options' (which is highlighted with a blue box), 'Save' (also highlighted with a blue box), and 'Publish Changes'. Below this is a navigation bar with 'Edit' and 'Preview' tabs. The main area features a world map with a title slide message: 'This is your title slide. The title slide shows all points from your other slides.' On the left, there's a sidebar with a red icon labeled '(untitled)', a plus sign for 'Add Slide', and a 'Leaflet' button. The bottom section contains a 'Media' panel with fields for 'URL to your media', 'Upload an Image', 'Credit', and 'Caption', and a note that it 'Accepts HTML'. To the right is a 'HEADLINE' panel with a rich text editor toolbar. A large orange callout bubble points from the 'Save' button towards the text 'Overall options (like changing map layout)'. Another orange callout bubble on the right side of the interface points towards the text 'SAVE OFTEN!'.

Overall options (like changing map layout)

SAVE OFTEN!

# Your StoryMap: Slides

The screenshot shows the StoryMap Slides application interface. At the top, there's a navigation bar with 'My Maps', 'Options', 'Save', 'Publish Changes', and a 'Help' dropdown. Below the navigation is a toolbar with 'Edit' and 'Preview' buttons, where 'Preview' is highlighted with a blue box and a callout. A message above the map says, 'This is your title slide. The title slide shows all points from your other slides.' The main area features a world map with red dots representing geographic points. On the left, there's a sidebar with a red 'untitled' map thumbnail, a blue 'Add Slide' button, and a 'Media' section containing a placeholder image and input fields for 'URL to your media', 'Credit', and 'Caption'. The bottom right of the interface includes 'Marker Options' and 'Background' buttons.

Check out and add new slides here

Preview the geographic points in all of your slides

Preview your slides

Feel free to ask questions at any point during the presentation!

# Your StoryMap: Media and Text Boxes

The screenshot shows the StoryMap.js editor interface. At the top, there's a navigation bar with 'My Maps', 'Options', 'Save', 'Publish Changes', 'Help', and 'Share' buttons. Below the navigation is a toolbar with 'Edit' and 'Preview' tabs, where 'Preview' is selected. The main area features a world map with a central text box containing the placeholder text: 'This is your title slide. The title slide shows all points from your other slides.' To the left of the map is another text box with the following content:

Uploading  
photos or  
other media!  
Document  
what you  
upload

To the right of the map is a third text box with the following content:

Title and  
content of your  
text box

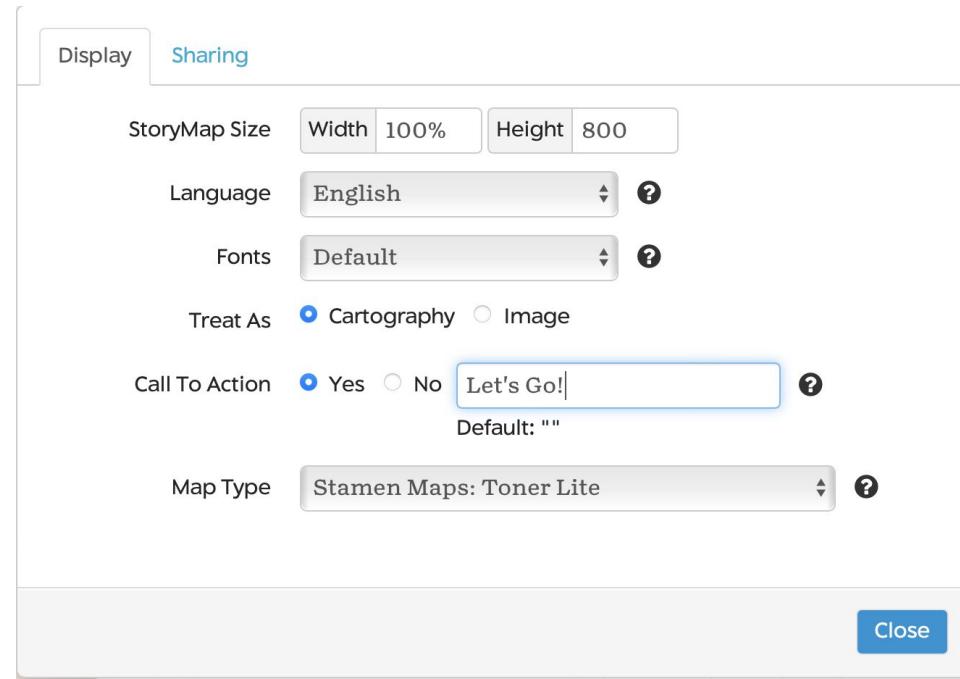
Below the map is a sidebar with two main sections:

- Media**: Contains fields for 'URL to your media' (with a placeholder 'No Media Selected'), 'Upload an Image' (button), 'Credit', and 'Caption'. It also includes a note 'Accepts HTML'.
- HEADLINE**: Contains a rich text editor toolbar with bold (B), italic (I), and other HTML controls, followed by a large empty text area.

At the bottom of the sidebar are 'Marker Options' and 'Background Options' buttons. Blue arrows point from the explanatory text boxes on the left and right to their corresponding features in the sidebar.

# Options for designing your map

- The “Options” button in the top left allows you to change the design of your map.
- Customizable options include Language, Fonts, Call to Action, Map Type and more.



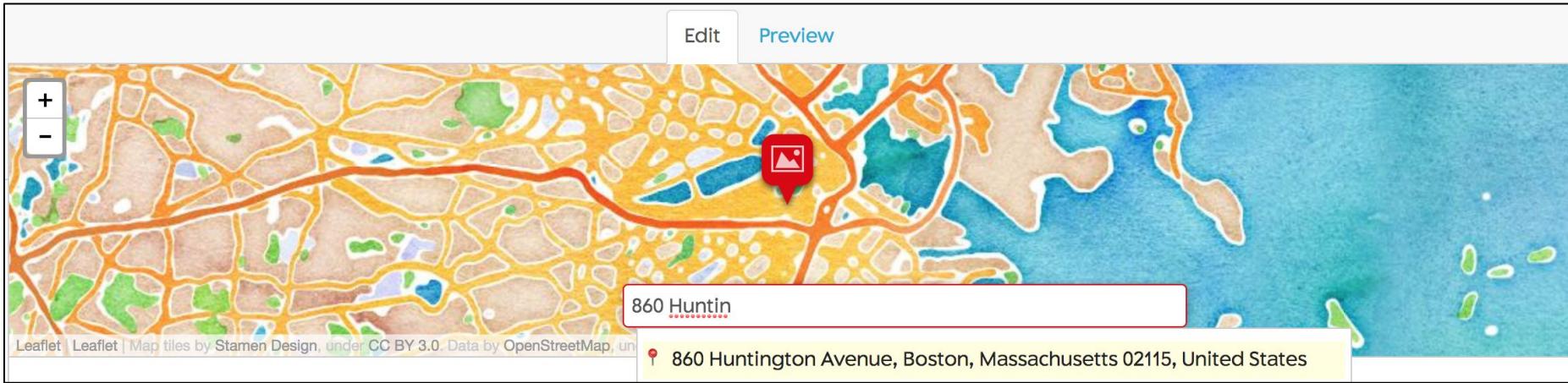
*Feel free to ask questions at any point during the presentation!*

# Slides, or map markers

Each slide is a different marker point on your map. Each slide contains:

- Title and text. The text box reads basic HTML.
- A background image or color.
- A map marker, which can be placed by searching for Google Maps locations or by placing the marker manually.
- Media: images, videos, and sound files can be uploaded. Since only *one* media file can be uploaded per slide, you can use the text box's HTML to integrate additional images or other media types.

# Add A Location



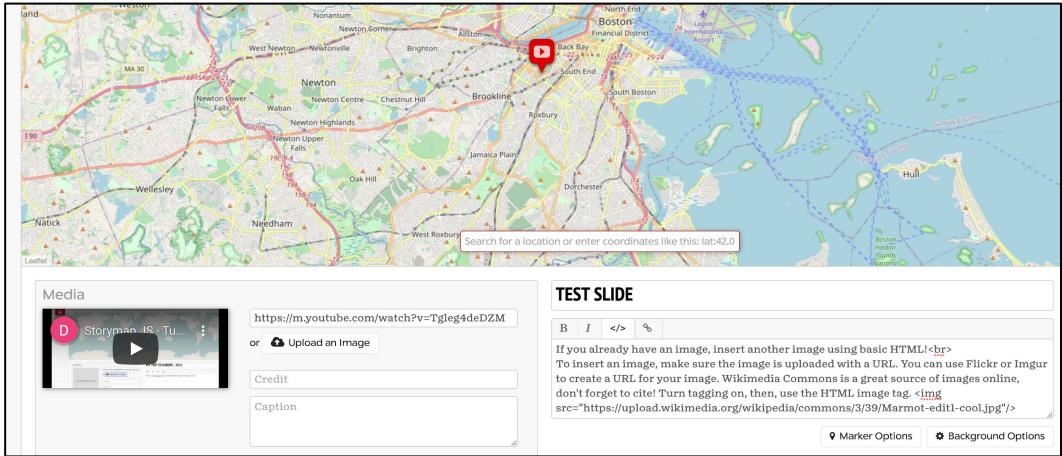
KnightLab StoryMap uses **Mapbox** to locate addresses

StoryMap, however, does **not** always recognize place names; you might need to know the **address** or location of particular structures

You can also **drag and drop the map markers** to the specific location

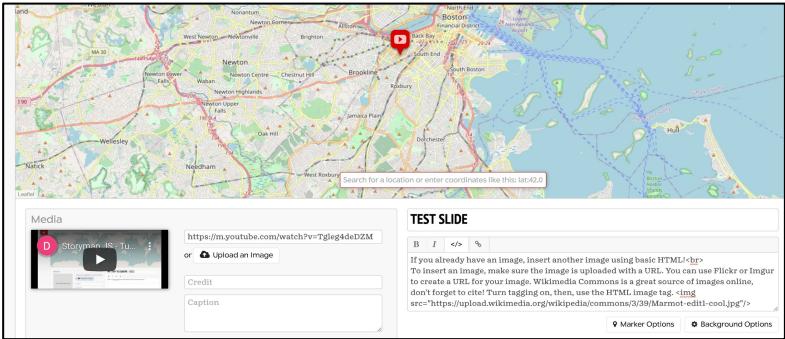
*Feel free to ask questions at any point during the presentation!*

# Add Media and Images to a Slide: Upload or URL



Use “media” to upload files. You can upload an image or put a **URL** of an image OR a video (like a YouTube video). If you want to include your own video, you will first have to upload it to YouTube or other online publisher and copy that link.

# Add Media and Images to a Slide:HTML



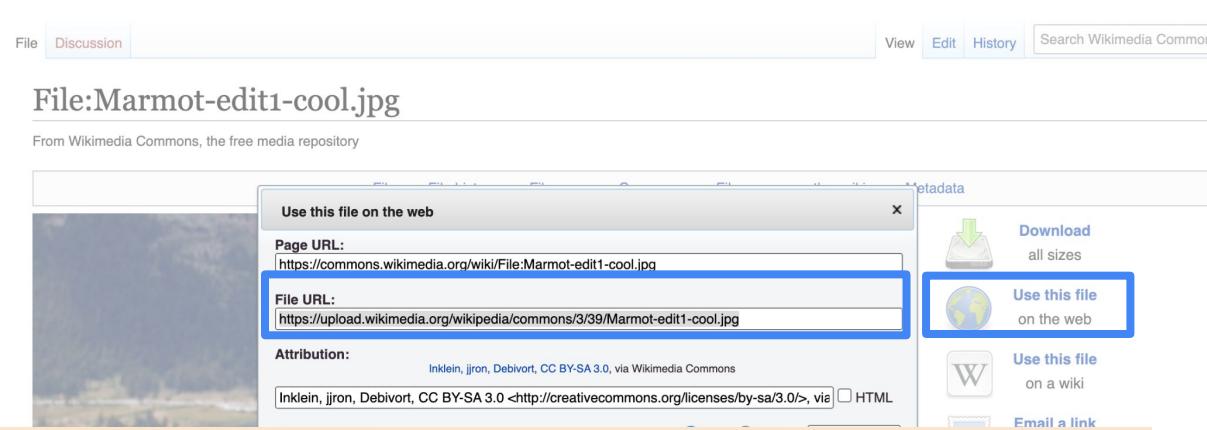
If you have an image or a video in the “media” section, but want to include an image **in the text**, you can! The text box reads basic HTML.

1. Click the </> button (turn on HTML)
2. Get a URL of your image. Use Wikimedia Commons to search images by content, and filter by license type and image size. Make sure to use the embed file code, and don’t forget to cite the source!
3. Use the HTML `` tag to insert the image.
4. Check the “Preview” to see the image. Smaller image sizes may appear as a thumbnail, so stick to larger image sizes and preview your end result!

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# Embed codes and image files

If you are adding an image via its URL, make sure that you select the link with **the image file itself**, not just a page with the image on it.



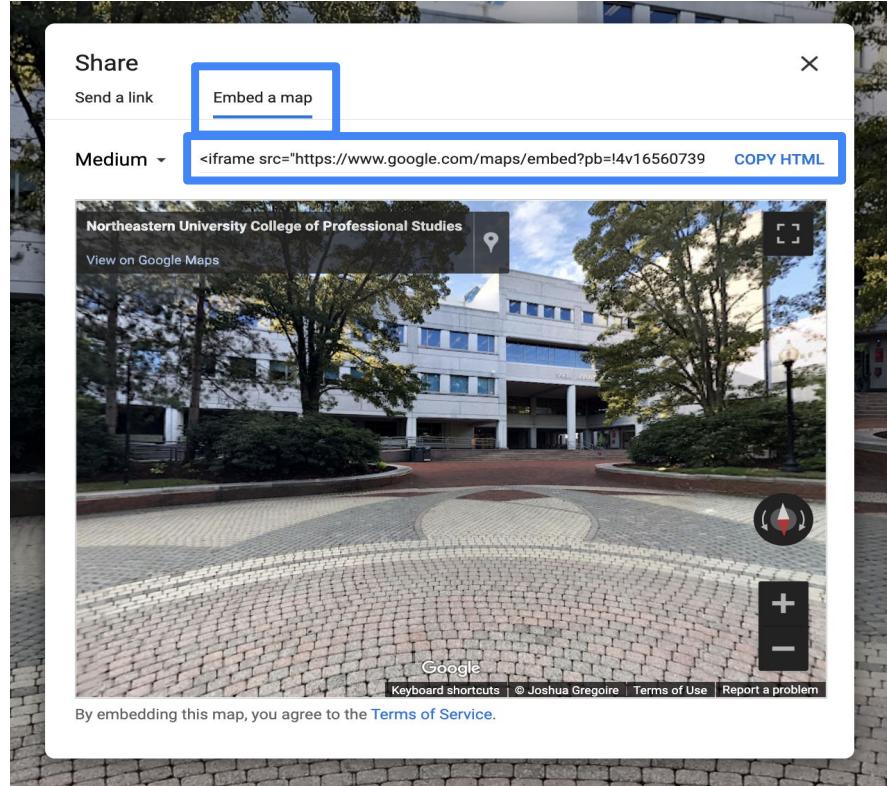
For example, to add an image from Wikimedia Commons, follow these steps:

1. Go to "More Details" and choose "Use this file on the web," or just choose "Use this file on the web" if you see that option.
2. Copy the "File URL."

# Add Google Street View to a Slide (1/2)

As with other media, you can insert a Google street view map into a slide by entering its **URL**.

- Click “Share or embed image” from the menu in Google Maps, and copy the **HTML** link from the “Embed a map” tab.
  - Make sure the link has the `<iframe src:"URL"></iframe>` code (it should automatically, but the map won’t work without it!).

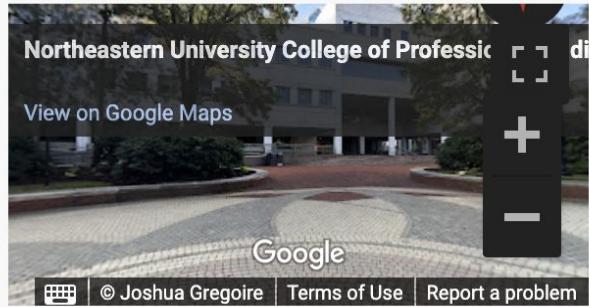


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# Add Google Street View to a Slide (2/2)

Enter the URL into the “URL to your media” box.

## Media



<iframe src="https://www.google.com/maps/embed?

or  Upload an Image

Credit

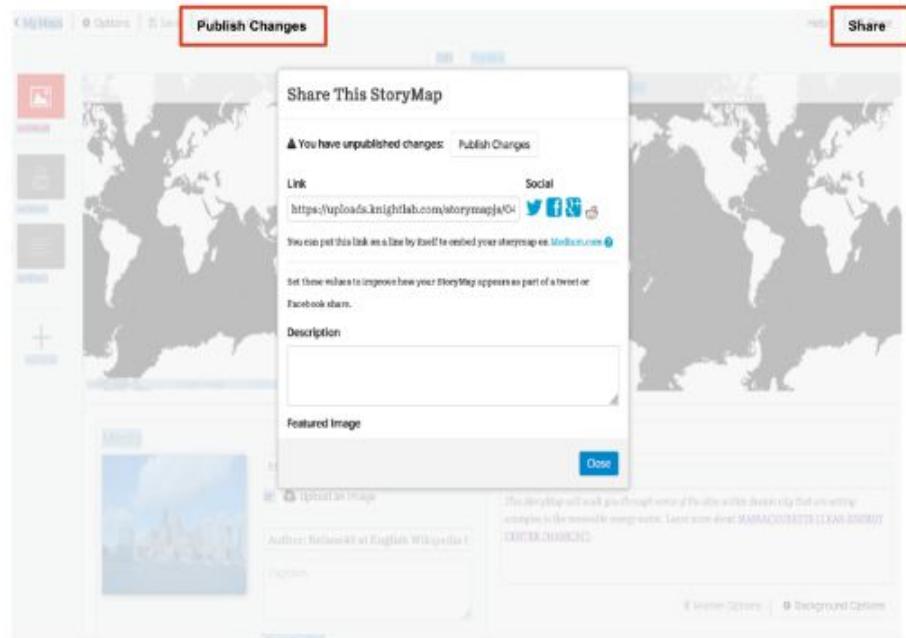
Caption

Accepts [HTML](#)

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during the presentation!*

# Publish and Share Your StoryMap

- Click the “Publish Changes” button on the top left side on the editing page.
- StoryMap’s “Share” button is in the top right corner.
- You can add a description and feature image here before sharing your StoryMap widely.



# Best Practices and Advanced Options for StoryMap

# Image sharing and permissions

- It is important to verify that you are allowed to use images before you put them in your StoryMap.
- Search for media that is public domain or shared with permissions that allow re-use.
  - DITI recommends [Wikimedia Commons](#) and DPLA ([Digital Public Library of America](#)).
- Ensure proper credit/attribution is given for all media

For more information on copyright and reuse, please see:

<https://bit.ly/fair-use-handout>

# Accessibility in StoryMap

Alt-text is a description of a digital image attached to the image file. People that use screen readers are able to hear content you include in:

- Image captions
- Text box (for embedded images and media)

If linking media, be sure to use a descriptive link name.

For more information on accessibility in StoryMap, please see:

<https://bit.ly/storymap-accessibility-handout>

# Data Privacy

- It's important to pay attention to data privacy when using digital resources
- At its simplest, **data privacy** is a person's ability to control what of their personal information is shared and with whom.
- To help you make informed decisions about interacting with digital tools in ways that honor your boundaries with your data and/or personal information, The DITI has prepared a handout on **Data Privacy**

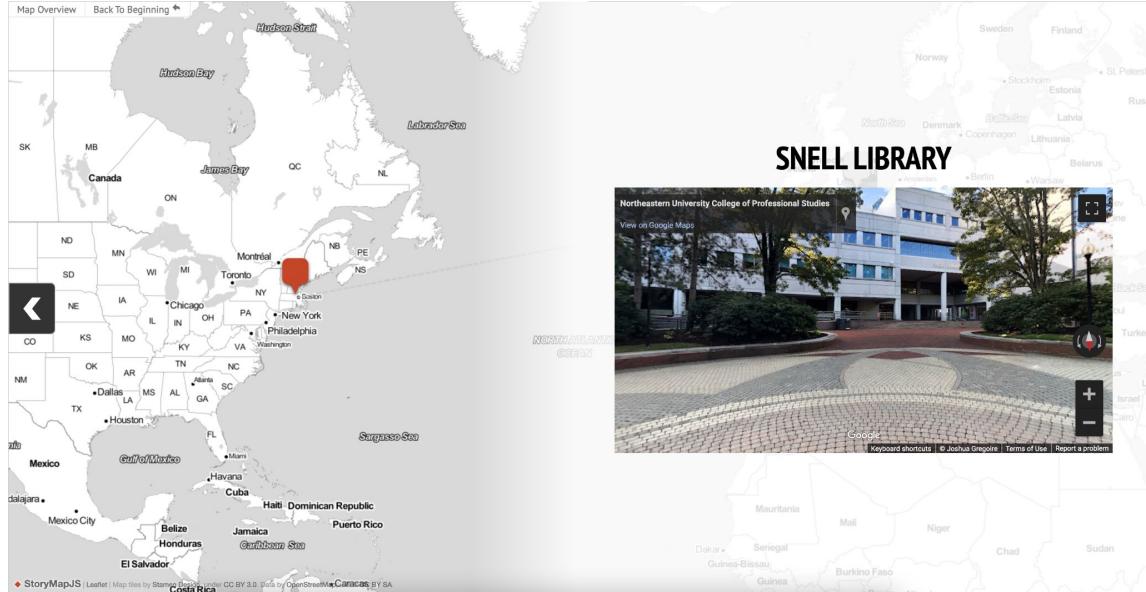
# A Note on Save States

StoryMap does not keep older versions of your project, so once you make and save changes, **you cannot retrieve a previous version.** You can also write over new content if you have your StoryMap open in multiple browser tabs or windows at once.

This is one reason why it is a good idea to plan out your StoryMap in a separate document: if you lose progress, you will have your content saved somewhere else.

# A Note on Zoom Levels

StoryMap does not let you set how far zoomed in or out your slides will be. The zoom level is determined automatically according to the distance between your locations.

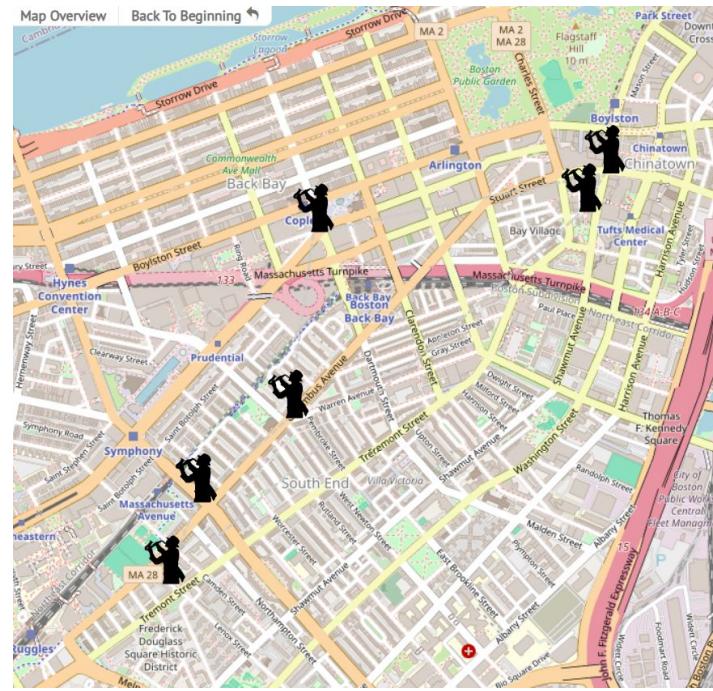


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# Your Turn!

Now that you have practiced creating your own StoryMap, take some time to reflect and answer these questions:

- (1). What was easy about using StoryMap?  
What was difficult?
- (2). What are some biases that emerge in map creation?
- (3). How might story maps be useful for community organizations, or for activists?



*The Black Jazz Heritage Trail  
of Boston*

*Feel free to ask questions at any point  
during the presentation!*

# For Further Exploration

[Handout: StoryMap](#)

[Handout: StoryMap Data Gathering Spreadsheet](#)

[Handout: Copyright and Fair Use](#)

[Handout: StoryMap and Accessibility](#)

[Handout: HTML Basics](#)

# WordPress

# What is WordPress?

- WordPress is a professional **website-building tool** that allows you to build your own website
- It provides a free **domain name** with “wordpress” in the URL, and also has paid versions
- You can use WordPress **themes** and **widgets** to customize your website



# Website Building Vocabulary

- **Pages:** The main areas of your website that your audience will be able to navigate in your site's menu. Pages are part of the **structure** of your site.
- **Posts:** Blog or news posts that show up as you publish them. Posts are part of your site's **content**, but they do not form its structure.
- **Domain:** The unique URL that leads to your website.
- **Design:** The aesthetic choices for your website.
- **Navigation:** The way a user moves through your website using menus, buttons, and links.
- **Menus:** The collection of hyperlinked pages used to navigate through a website.

Thinking  
Critically about  
Website Building

# Why are you building a website?

- A website is just like a research report or an essay—it needs to clearly communicate its message or purpose to a specific audience.
- Critical first steps in website design are to consider *who* your audience is, *what* they will need to be able to find and do on your site, and *how* they will move through the site.
- It can be tempting to add media and components to a website that don't contribute to the site's message/purpose, but resist this temptation. Going into any site-building platform with a clear idea of what your site needs is essential! Anything unnecessary is likely to be distracting.

# Starting Points: Questions to Consider

- *Who* is this site for?
- *Why* would your identified audience(s) visit your site?
- *How* will they find what they need, and navigate around?

# Starting Points: Questions (cont.)

- **What is the purpose** of this site?
  - How can you communicate this clearly in the site's content and design?
- **Can everyone use your site effectively?** Is it accessible on mobile devices, and to people with disabilities?
- How can you make **smart design choices** to enhance the site's
  - Look
  - Navigability
  - Functionality
  - Accessibility

# Considerations when planning your website

- Structure
  - Audience (Message/Purpose)
  - Content (Posts, Bio, Images)
  - Navigability (Headers, Pages, Menus, Hyperlinks)
  - Accessibility (Color scheme, Readability, Alt text)
- User Experience and Impact
  - Look (Font size, Typeface)
  - Media (Images, Embedded elements)
  - Other Functionalities (Widgets, Buttons, etc.)

# WordPress: Getting Started

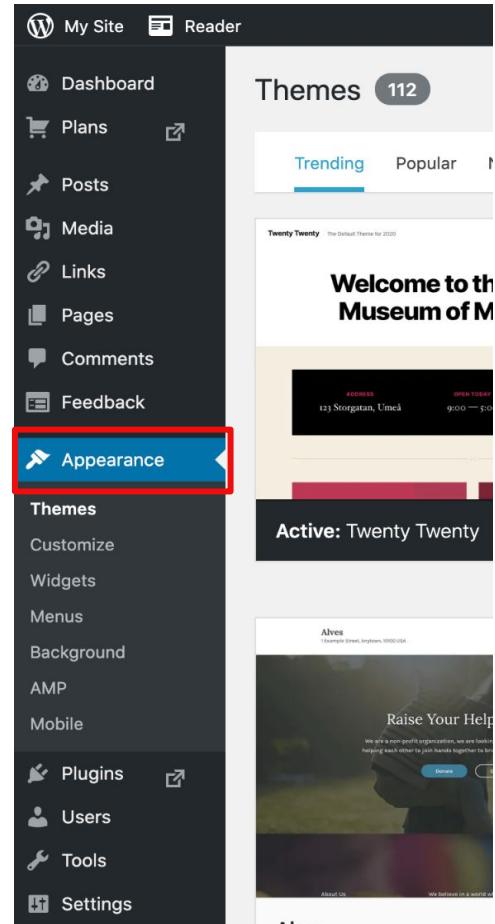
# Get Started

- Go to <https://wordpress.com/> and click “**Get Started**” in the upper right corner
- Fill out the “**Create a Site**” information
- Choose a **domain name**. WordPress provides a free domain with “.wordpress.com” at the end of the URL.
- Make sure to select the free version of **hosting** (on wordpress.com)
- After adding domain name, WordPress will ask you to “**choose a theme**” or “**design your own**” (which allows you to create your site from scratch).



# Choose a Theme

- Themes control your WordPress site's appearance and functionality.
- Depending on the content of your website, each theme will offer strengths and weaknesses. You can try out different options and see what will work for your website (you can change your mind later too, but know that some site contents might break when you change themes).
- To change the theme on your site, go to the left-hand column of your dashboard, scroll to “Appearance” and then click “Themes”.



*Feel free to ask questions at any point during the presentation!*

# Logging into WordPress

For existing websites, the first step to working in WordPress is logging in, either in the administrator account or your individual user account.

To log in to any WordPress site, add this to the site's URL:

[SITE URL]/wp-admin

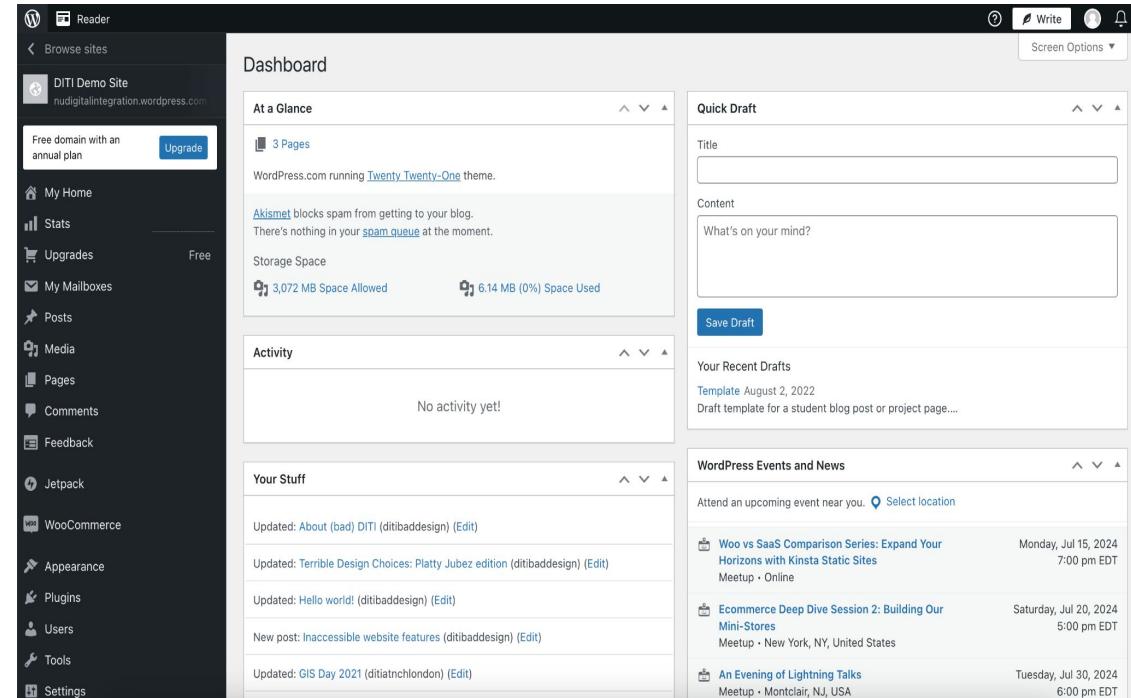
**NOTE:** to log in to a WordPress site, you must be an existing user!

# WordPress Dashboard

Once you have logged into WordPress, you are brought to the WordPress Dashboard.

This is the **side menu** in the dashboard, the main way to navigate.

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



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# Your Homepage

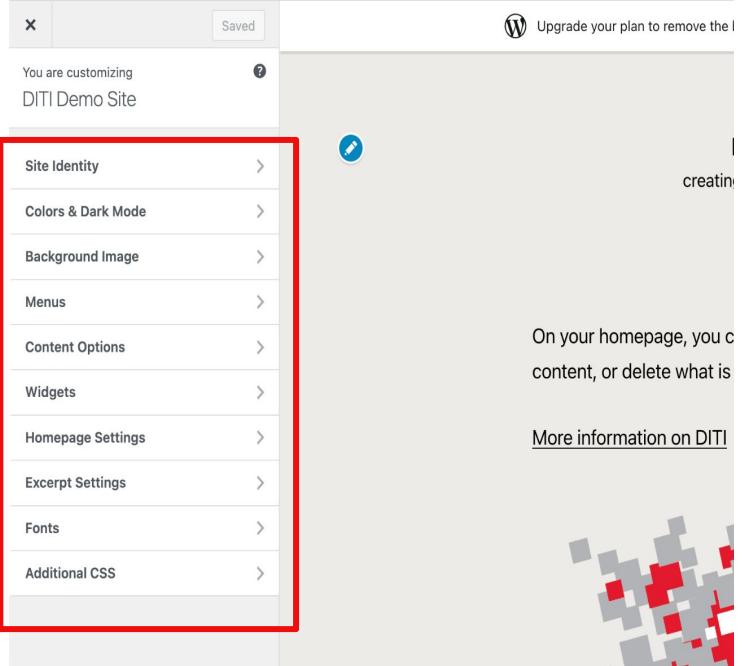
“My Home” page has navigation links on the left, and a useful “Quick links” section on the right with options for editing your homepage, adding a new page, editing your menus, and more.

The screenshot shows the DITI Demo Site homepage. At the top, there's a header with a gear icon, a search bar, and a user profile icon. Below the header, the main content area is titled "My Home" and described as "Your hub for next steps, support center, and quick links." On the left, a sidebar lists various site management options: My Home (selected), Stats, Upgrades (Free), My Mailboxes, Posts, Media, Pages, Comments, Feedback, Jetpack, WooCommerce, Appearance, Plugins, Users, Tools, Settings, and a "Collapse menu" button. The main content area has three sections: "Site setup" (with 4/6 steps completed: Give your site a name, Update your site's design, Verify email address, Launch your site), "Install the mobile app" (with a right-pointing arrow), and "Enable post sharing" (with a right-pointing arrow). At the bottom, there's a promotional message: "Own a domain. Build a site." followed by "nudigitalintegration.com is a perfect site address. It's available and easy to find and follow. Get it now and claim a corner of the web." A note at the bottom says "Don't worry about expensive domain renewals—.com, .net, and .org start at just \$12." On the right side, there's a "Quick links" sidebar with a red border around it, containing links: Edit homepage, Write blog post, Promote with Blaze, Add a page, Add a domain, and Manage all domains. At the very top right of the screen, there are buttons for "Write" (with a count of 1), "View site", and "Hosting Overview".

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# Customize your Theme

- From the Customizer, you can change your Site Title and Tagline, add Widgets to a Sidebar or Footer, create Menus, change your Homepage Settings, and more.
- In the left-hand column of your homepage/dashboard, scroll to “Appearance” and then click the “Customize”
- More Info:  
<https://wordpress.com/support/customizer/>



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# Customize Site Menu

- In the “Customize” page left-hand column, go to “Menus,” which will allow you to add pages, posts, and other content to the site’s menus
  - You can create subsections in the menu by sliding one page under another “parent” page.

The screenshot shows the 'Customizing > Menus' section of the WordPress dashboard. A red arrow points from the 'Example menu' entry in the list to the 'Menu Name' input field, which also contains 'Example menu'. The 'Digital Integration Teaching Initiative' page is set as the 'Front Page'. Below the menu list, there are sections for 'Menu Locations' (set to Primary menu) and 'Menu Options' (unchecked for automatically adding new top-level pages). At the bottom right, there are 'Reorder' and '+ Add Items' buttons, along with a 'Delete Menu' link.

Save Changes

You are customizing Menus

Example menu  
(Currently set to: Primary menu)

Create New Menu

Menu Locations  
Your theme can display menus in 2 locations.

View All Locations

Menu Name  
Example menu

Digital Integration Front Page ▾  
Teaching Initiative

Practice Page Page ▾

Demo page Page ▾

Reorder Add Items

Menu Locations  
Here's where this menu appears. If you would like to change that, pick another location.

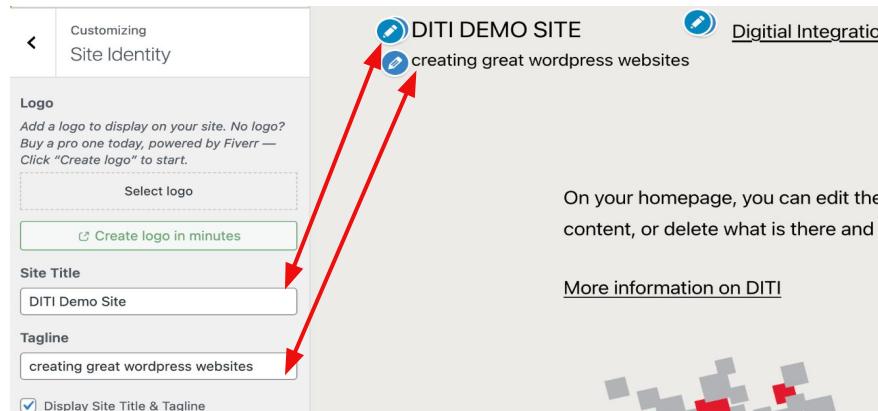
Primary menu (Current: Example menu)  
 Secondary menu

Menu Options  
 Automatically add new top-level pages to this menu

Delete Menu

# Customize Header

- Your website, like all websites, should have a clear identity. The **header** (“site title”) and **subheader** (“tagline”) can help with this. The header is the phrase/name that appears at the top of each page (the subheader, if applicable in your theme, appears below)
- You can change your header in “**Site Identity**” under the “**Customizing**” menu.



*Feel free to ask questions at any point during the presentation!*

# WordPress: Pages and Posts

# **Website Content: Pages vs. Posts**

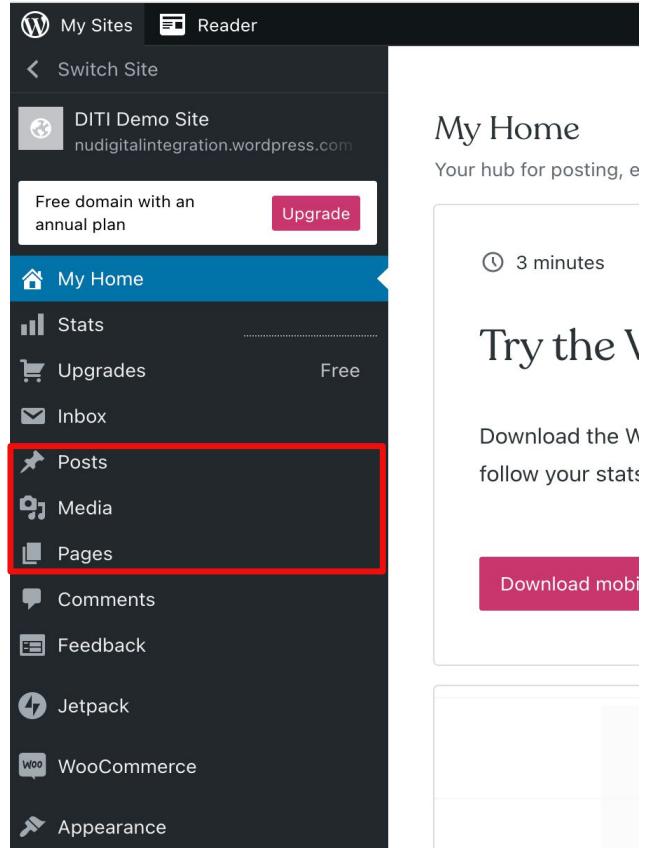
**Pages** are the static infrastructure of your website, and they appear across your header menu. Pages are content with a fixed location on the site.

**Posts** are blog or news posts that show up as you publish them, usually in a feed that appears on a page.

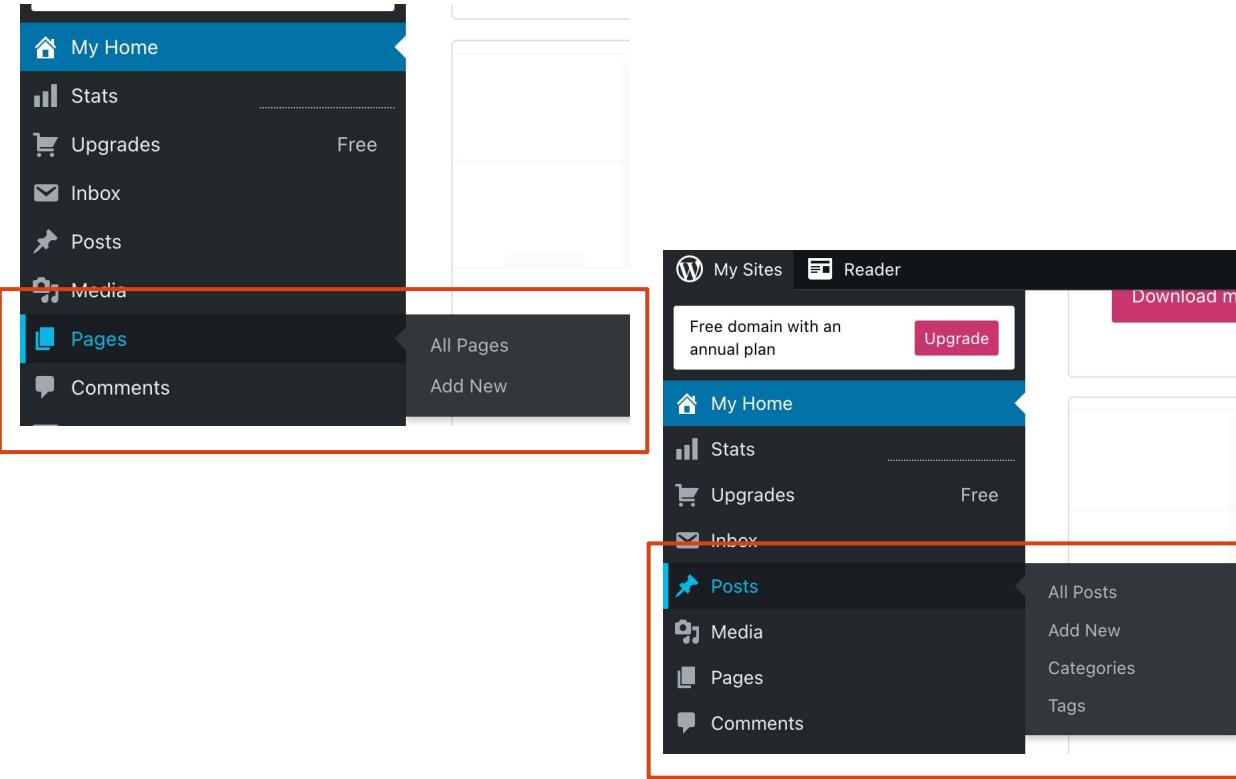
*Feel free to ask questions at any point during the presentation!*

# Manage Pages and Posts

- Go to the left-hand column of your dashboard.
- Click the “Pages” button or the “Posts” button.
- You will navigate through your pages and posts using this side menu.



# Create a New Page (or Post)

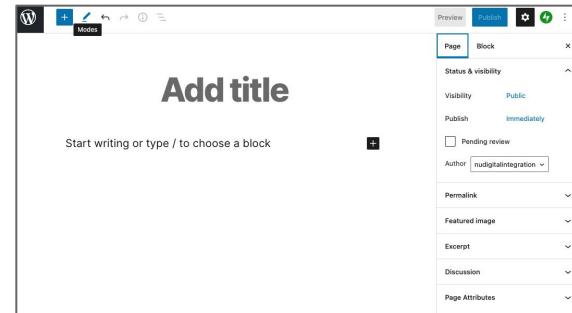
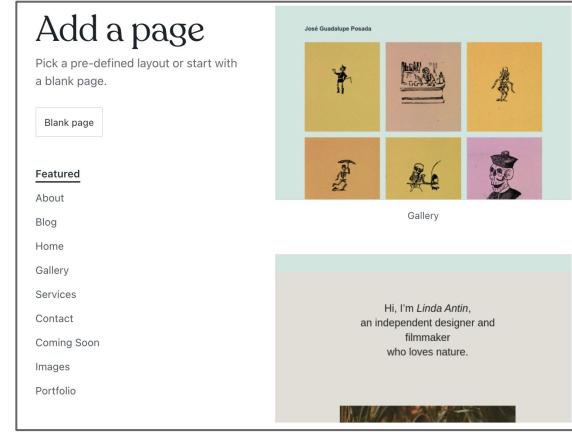


To create a new page, go to “Pages” in the left-hand side-menu and click the “Add New Page” button. The same works for Posts.

*Feel free to ask questions at any point during the presentation!*

# Visual Editor (Pages and Posts)

- Creating a new page will open up the visual editor.
- You can pick a predefined layout or start with a blank page.
- This is where you fill in your content!
- You have options to style your content (font size, styles, colors, add images, add links, bullet points, etc).
- You can also use HTML, if you know that. Note that some themes have back-end HTML/CSS that may not allow you to make certain changes.



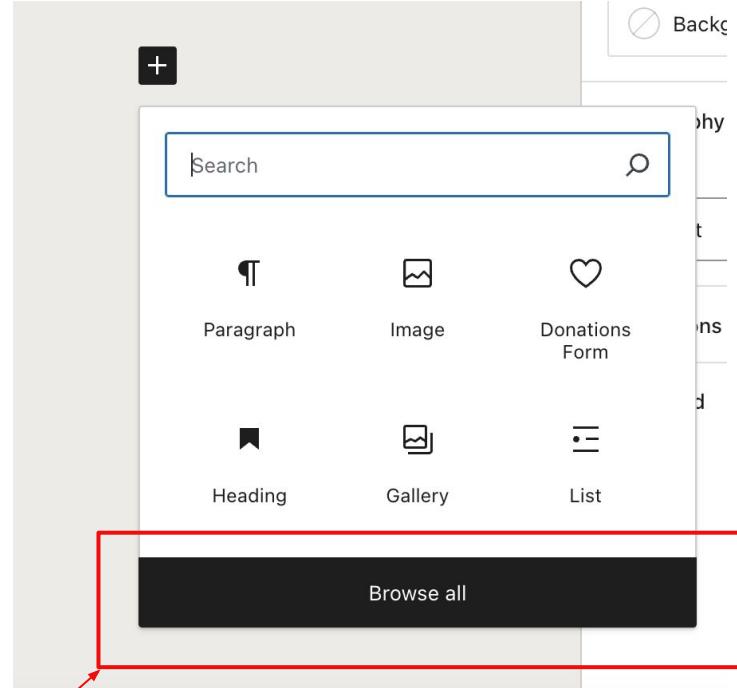
*Feel free to ask questions at any point during the presentation!*

# WordPress: Blocks

# WordPress Blocks

WordPress pages are organized into pre-formatted sections called “**blocks**.”

Blocks allow you to manipulate the layout of the page. The different kinds of blocks are organized into categories, including: text, media, design, widgets, theme, embeds, and “crowdsignal.” You can see all of the options by pressing “**browse all**” after selecting the “+” button to add a block



*Feel free to ask questions at any point during the presentation!*

# WordPress Blocks: Text

After pressing “**browse all**” you will see the many options and categories for blocks that you can add.

Text blocks let you add headings, paragraphs, and other text elements to your content.

Blocks	Patterns	Media	X
TEXT			
 Paragraph	 Heading	 List	
 Quote	 Code	 Details	
 Preformatted	 Pullquote	 Table	
 Verse	 Classic	 SyntaxHighlighter Code	
 AI Assistant	 Jetpack AI Search	 Writing Prompt	
 Markdown			

*Feel free to ask questions at any point during the presentation!*

# WordPress Blocks: Media

Media blocks let you upload various files to the media library and embed them in your content.



Image



Gallery



Audio



Cover



File



Media &amp; Text



Video



VideoPress



Image Compare



Slideshow



Story



Tiled Gallery



Collage



Masonry



Offset



Stacked

# WordPress Blocks: Design

Using the WordPress block editor, it's possible to customize the content layout using design blocks. While this block type doesn't add content, it helps shape how the content will appear to site visitors.

## DESIGN



Buttons



Columns



Group



Row



Stack



Grid



More



Page Break



Separator



Spacer

Table of  
Contents

Layout Grid



Dynamic HR



Hero



Pricing Table

## WIDGETS

# WordPress Blocks: Widgets

Widgets now come as blocks that you can insert anywhere on the page, including the footer and sidebars.



Archives



Calendar



Categories List



Custom HTML



Latest Comments



Latest Posts



Page List



RSS



Search



Shortcode



Social Icons



Tag Cloud



Star Rating



Repeat Visitor



Event Countdown



Timeline



Blog Posts



Post Carousel

# WordPress Blocks: Theme

Most theme blocks are dynamic, pulling in content information like post content, query loop, and post comments and displaying them on the site. Several of them are also essential to display the site identity, including the site logo, site title, and site tagline.

Navigation	Site Logo	Site Title
Site Tagline	Query Loop	Posts List
Avatar	Title	Excerpt
Featured Image	Author	Author Name
Date	Modified Date	Categories
Tags	Next post	Previous post

# WordPress Blocks: Embeds

## EMBEDS



Embed



Twitter



YouTube



SoundCloud



Spotify



Flickr



Vimeo



Animoto



Cloudup



Crowdsignal



Dailymotion



Imgur



Issuu



Kickstarter



Mixcloud



Pocket Casts



Reddit



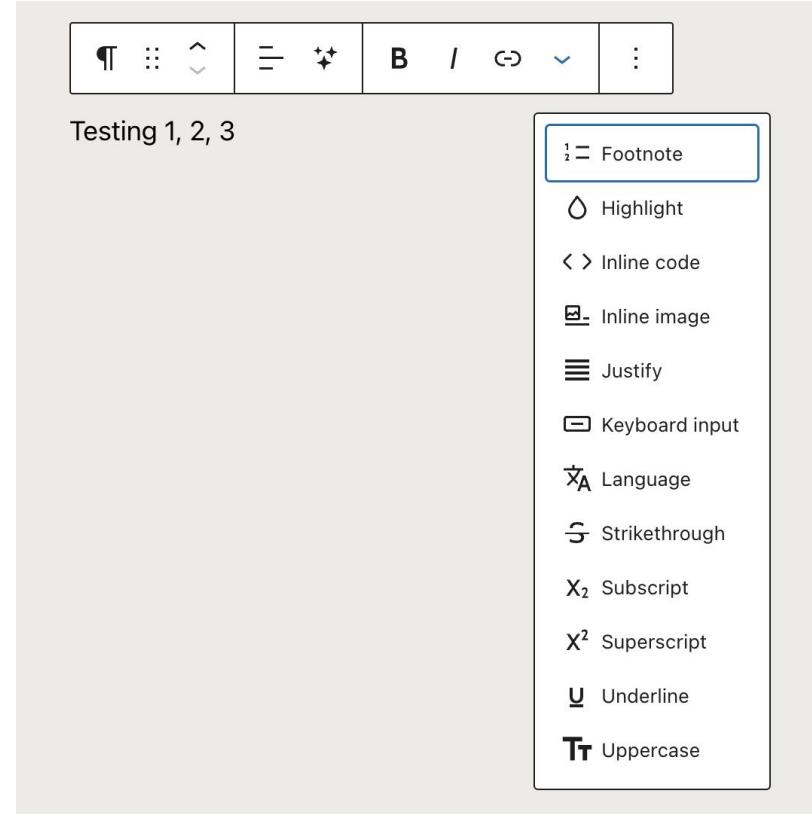
ReverbNation

The new block editor lets you embed external content by copying and pasting URLs. For example, there's a dedicated block for embedding a video from YouTube.

Feel free to ask questions at any point during the presentation!

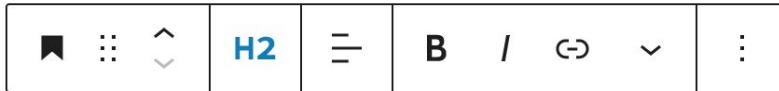
# Add text

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.



# Format

Here are some examples of things that you can format with your blocks. You can choose different levels of headings, bolding text, italicizing text, hyperlinking text, etc. The formatting options available will depend on the type of block you are working on.



Headings H1 H2 H3 H4 H5 H6

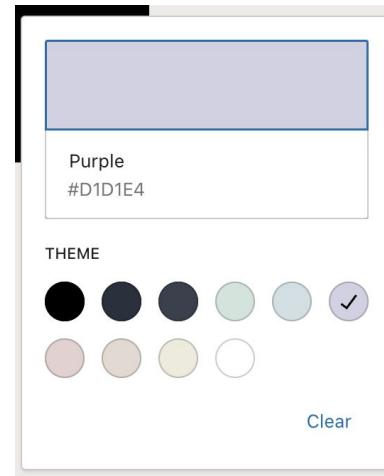
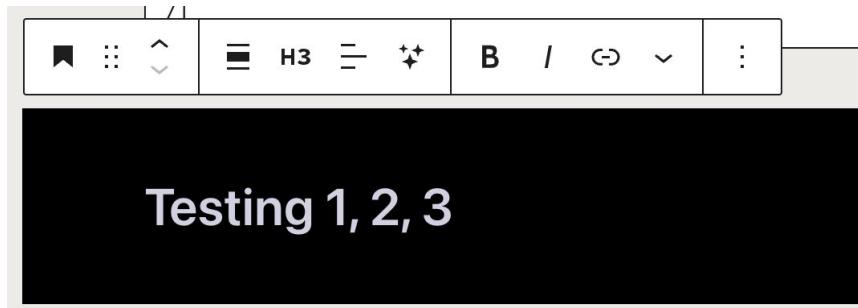
The screenshot shows a rich text editor interface. At the top, there is a toolbar with icons for text alignment, font size, bold, italic, and other styling options. Below the toolbar is a search bar labeled "Search or type URL". Underneath the search bar is a list of recent pages:

Page	Page
Practice Page /practice-page	Page
Demo page /demo-page	Page
Digitil Integration Teaching Ini... Front Page	

*Feel free to ask questions at any point during the presentation!*

# Format (Cont.)

You can also change the color of your text by navigating to the right hand “block” menu. You can select either “text” or “background” under the “Color” subheading within this menu to adjust color as you like.

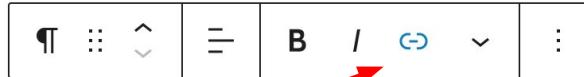


The image shows the Microsoft Word "Block" menu. The "Page" tab is selected. In the main content area, there is a heading block with the text: "Introduce new sections and organize content to help visitors (and search engines) understand the structure of your content." Below this, there is a link labeled "Block guide". On the right side, there is a "Color" section with two options: "Text" (selected, indicated by a checked circle) and "Background".

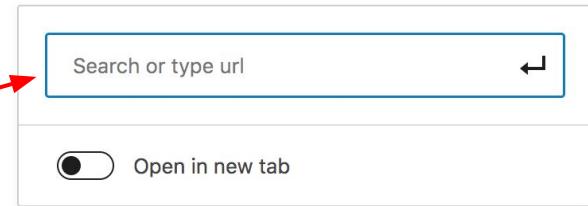
# Add Links

To add links to your content:

1. Select the text you wish to add a link to.
2. Click the “**Insert link**” button in the menu.
3. Add the URL in the link window.

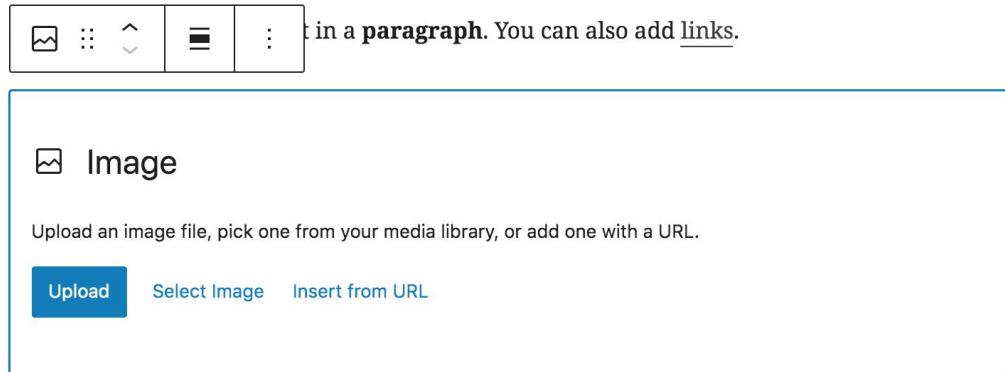


Here you can add some text in a **paragraph**. You can also add links.



# Add Images

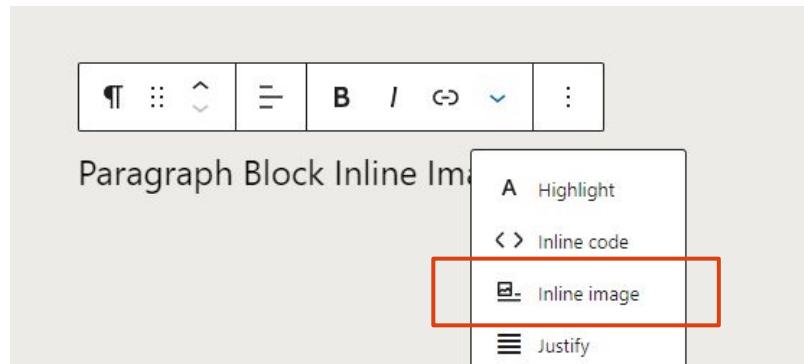
If you want to add images to a page or post, you can do so by adding a new block of the type “Image.” Then, you can either upload a new image or select one from the library of media files already uploaded to the site. Once you have added images, you can then edit and format them.



The screenshot shows the WordPress editor interface. At the top, there is a toolbar with various icons for text styling and alignment. Below the toolbar, a modal window titled "Image" is open. The modal contains the text "Upload an image file, pick one from your media library, or add one with a URL." Below this text are three buttons: "Upload" (in a blue box), "Select Image" (in light blue), and "Insert from URL".

# Add Inline Images to Paragraphs

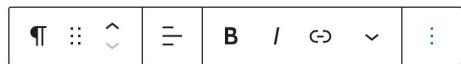
If you want to add images in your paragraph block, you can do so by adding a new block of the type “Paragraph.” Then, you can click the down arrow on the block toolbar and select “Inline Image.” You can either upload a new image or select one from the library of media files already uploaded to the site. Once you have added images, you can then edit and format them.



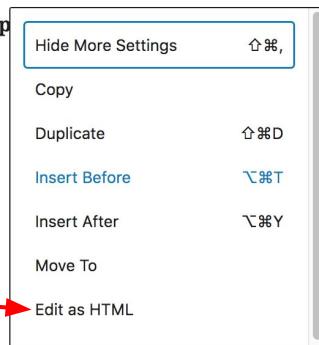
*Feel free to ask questions at any point  
during the presentation!*

# HTML Editor

When you are editing blocks, you can toggle between the **Visual and HTML editors** with the “Edit as 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.”



Here you can add some text in a **paragraph**.



Here is the same paragraph in HTML:

```
<p>Here you can add some text in a <strong>paragraph</strong>. You can also add <a href="https://en.wikipedia.org/wiki/URL">links</a>.</p>
```

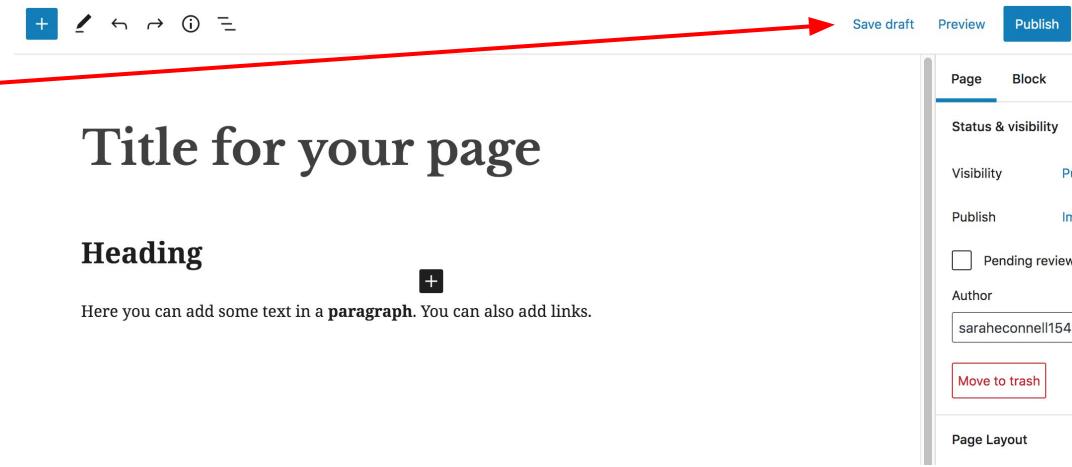
# WordPress: Saving and Publishing

# Save Draft

When you are working, it is very important to save your changes.

To save your draft, click the “**Save Draft**” button on the right-hand side of the screen.

Saving your page as a draft does not mean that it is visible on the website. Only publishing the page will make it available online.

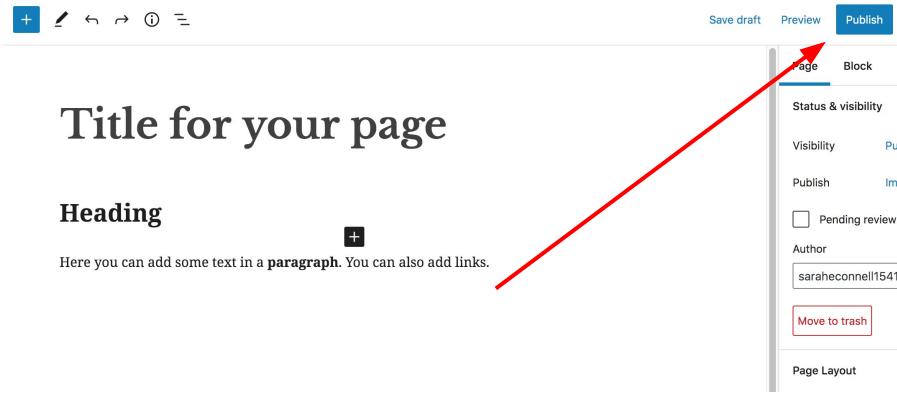


The screenshot shows a digital workspace for editing a page. At the top, there's a toolbar with icons for creating new content (plus sign), undo (left arrow), redo (right arrow), and other document controls. To the right of the toolbar are three buttons: "Save draft" (highlighted with a red arrow pointing from the previous slide), "Preview", and "Publish". Below the toolbar, the main area has a title "Title for your page" and a heading "Heading". A text input field contains the placeholder text "Here you can add some text in a paragraph. You can also add links." On the far left, there's a sidebar with sections for "Page" (selected) and "Block", "Status & visibility", "Visibility" (set to "Pending review"), "Publish" (set to "Im"), "Author" (set to "saraheconnell1541"), and "Move to trash". At the bottom of the sidebar is a "Page Layout" section.

*Feel free to ask questions at any point during the presentation!*

# Preview and publish

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.



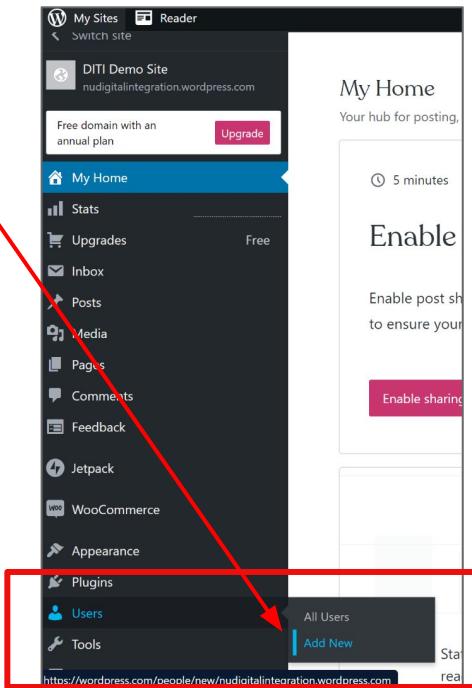
The screenshot shows a page editor interface. At the top, there are buttons for 'Save draft', 'Preview' (which is highlighted with a red arrow), and 'Publish'. Below these are sections for 'Status & visibility', 'Visibility' (set to 'Public'), 'Publish' (with a checkbox for 'Pending review'), 'Author' (set to 'saraheconnell1541'), and 'Move to trash'. On the left, there's a toolbar with icons for adding content like images and links. The main area contains a title 'Title for your page', a heading 'Heading', and a paragraph with a text input field and a link icon. A note says 'Here you can add some text in a paragraph. You can also add links.'

*Feel free to ask questions at any point during the presentation!*

# Adding New Users

To add new users,  
select the “Add New”  
menu option under  
the “User” section.

This will bring up a  
prompt where you can  
add people by email  
and assign each a  
particular role.



A screenshot of the 'Invite People to DITI Demo Site' form. It has fields for 'Usernames or emails' (with placeholder text 'Enter up to 10 WordPress.com usernames or email addresses at a time.'), 'Role' (with 'Editor' selected), 'Custom message' (with placeholder text '(Optional) Enter a custom message to be sent with your invitation.'), and a checkbox for contractors/freelancers. A callout box points to this checkbox with the text 'Use this checkbox to flag users who are not a part of your organization.'

*Feel free to ask questions at any point  
during the presentation!*

# User Permissions & Roles

WordPress has specific “roles” that the administrators or super administrators assign to users, each with specific permissions and editing capacities.

**Super Admin** – access the site network administration features and all other features.

**Administrator** (slug: ‘administrator’) – access all the administration features within a single site.

**Editor** (slug: ‘editor’) – publish and manage posts including the posts of other users.

**Author** (slug: ‘author’) – publish and manage their own posts.

**Contributor** (slug: ‘contributor’) – write and manage their own posts but cannot publish them.

**Subscriber** (slug: ‘subscriber’) – only manage their profile.

# Useful WordPress Documentation

Here are some helpful pages in the WordPress Support pages:

- [Getting Started with WordPress](#)
- [WordPress Glossary](#)
- [WordPress.com Support](#)
- [Common WordPress Errors \(troubleshooting\)](#)
- [Backing up WordPress](#)

# Website Development Best Practices

# Presentation and Design

- Always remember your audience and think about how you want to represent your identity and your work to that audience.
- Use the “Preview” button to see how your site will appear to your audience.
- More isn't necessarily better. You want your website to be easy to navigate, informative, and appealing.
- Pick a theme/format that is compatible with mobile phones.
- Design choices should be based on the content you are communicating.
- For maximum readability, use simple fonts and a high color contrast between text and background color. This is particularly important for accessibility.

Good

Good

Not so good

*Not so good*

# Accessibility

- Some themes are accessibility-ready
  - Some themes support screen readers and keyboard navigation
- Use accessibility references to ensure your site has sufficient color contrast
  - Use solid and consistent background colors
- Select fonts that are responsive and can resize automatically for different windows
- Make your page layouts consistent and predictable
  - Keep images and text blocks in similar spots page to page
- Another useful resource: "Five Steps toward Making your WordPress Site Accessible"

# Accessibility Tips: Links and Media

- **Links**
  - Use descriptive links ("[the NULab homepage](#)" and not "[here](#)")
  - Use bolding or underlining, not just color, to make links visually distinct.
- **Images and multimedia content**
  - Include captions and alt text for any images that are not purely decorative
  - Include captions and, if possible, transcripts for multimedia content
  - Avoid putting text over images; this is usually difficult to read

# Accessibility Tips: Interactive Content

- **Interactive site contents**
  - Make sure that all interactive site contents are visually distinct; for example, checkboxes or input boxes should be large and visible
  - Think about how things like mouseovers will behave for those who need to zoom in closely

# Accessibility and Markup Languages

- Use appropriate heading levels for the contents in your site; that is, don't use a first-level heading for a third-level section
- If you're editing HTML directly, use the appropriate elements; e.g., don't stick a non-table thing in a `<table>` just to get the formatting to look right
- If you're comfortable working with markup, use the semantic `<em>` tag when, by italicizing text, you mean to emphasize its content (e.g. "I'm going to get those books *right now*"). Use the `<strong>` tag when, by bolding text, you mean convey the strength of the content's importance (e.g. "**Important:**" ).
- The semantic tags can be interpreted by screen readers and used to put audible stress on parts of your content.

# How to assess accessibility:

- **Accessibility Checker** (<https://www.accessibilitychecker.org/>): provides a list of specific problems and information on how to fix them
- **WAVE Web Accessibility Evaluation Tool** (<https://wave.webaim.org/>): shows the structure of the web page, with accessibility features and issues flagged
- **Also of interest: Color Contrast Checker** (<https://contrastchecker.online>): lets you enter specific text and background colors and check for readability
- **Natural Reader** (<https://www.naturalreaders.com/online/>) lets you test your site with screen reader technology

# Accessibility: Standards & Guidelines

- **WCAG: Web Content Accessibility Guidelines**
  - International recommendations for making web content accessible to people with disabilities
  - All web content should be **perceivable, operable, understandable, and robust**
- **ARIA: Accessible Rich Internet Applications**
  - A technical specification for a specific way to make web pages and web-based applications accessible to assistive technologies
  - For instance, through specific additions to web data structures that communicate with assistive devices

# Media sharing and permissions

- It is important to verify that you are allowed to use images before you put them in your exhibit if you will be publishing it online.
- Search for media that is public domain or shared with permissions that allow re-use.
  - DITI recommends [Wikimedia Commons](#) and DPLA ([Digital Public Library of America](#)).

- Ensure proper credit/attribution is given for all media

For more information on copyright and reuse, please see:

<https://bit.ly/diti-fair-use>

# For further exploration

[Handout: Accessibility in Digital Content](#)

[Handout: Copyright and Fair Use](#)

[Handout: Data Privacy](#)

[Handout: WordPress](#)

[Handout: HTML](#)

# Thank you!

—Developed by Juniper Johnson, Benjamin Grey, Dipa Desai, Emily Sullivan, Claire Lavarreda, Vaishali Kushwaha, Tieanna Graphenreed, Claire Tratnyek, Colleen Nugent, Talia Brenner, Ana Abraham, and Chris McNulty

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- For more information on the DITI, please see: <https://bit.ly/diti-about>
- Schedule an appointment with us! <https://bit.ly/diti-meeting>
- If you have any questions, contact us at: [nulab.info@gmail.com](mailto:nulab.info@gmail.com)
- We'd love your feedback! Please fill out a short survey here:  
<https://bit.ly/diti-feedback>