**How to maintain the new Southern Food and Beverage Museum Website and Social Networks**

**Maintaining the SoFAB Website on Wordpress**

1. Log into the website by going to [www.southernfood.org/sofab/wp-admin/](http://www.southernfood.org/sofab/wp-admin/) and entering your log-in information
2. Check the front page by clicking “View Page” next to the title to see what needs to be updated. There are three boxes that we usually use to convey important information-they are the bottom left box (Box2), the top center box (Box1), and the right bottom box (Box3). You want to make sure the most pertinent information is in these boxes, i.e. this weekend’s events, a big fundraiser or a new exhibit.
   1. If you see something that you would like to change or update on the front page, go back to the Word Press Dashboard and click Posts-Edit.
   2. If you need to edit an already existing post, find it by searching or filtering by category.
   3. To create an entirely new post, click Add New and enter the data you need.
      1. For Event listings, find an appropriate picture (Section 6) to make the site interesting and appealing. For a subheading use Heading 3, then have the picture, then below it have the date, time, and price. If it’s in a different location, make note of that here as well. **Have this information centered and bolded.** Then add the rest of the information one might be interested in. Don’t forget contact info—info@southernfood.org or 504-569-0405.
      2. For Exhibit listings, post information on our newest and/or temporary exhibits. Either take a photograph of the exhibit or of the opening party, and have that at the top. Then add appropriate information. If there is any other component to the museum, such as a video or PDF, embed it into the post (see Section 5)
      3. Once you have the information entered, make sure you categorize it appropriately. Our Explore page is dynamic and the posts appear in the order you publish them. Pick either Events, Collections, Exhibits, or Multimedia for the listing to appear in the appropriate place.
      4. If the post is going to be linked through the front page, use the Post Tag box on the right to enter the location. Your options are Box1, Box2, or Box3.
      5. Make a thumbnail photo that will be visible on either the box or the page with an excerpt. You can use the one you have in the post already, or use a different one.
         1. Click Set thumbnail under Post Thumbnail, choose either a picture from your computer or the media gallery.
         2. When you find the picture you need, click show, and at the bottom, tell it to use as a thumbnail.
      6. Hit Publish and then view the page to make sure it looks like what you want it to.
3. To create or edit a page, which is what the About, Youth, Visit, and Support use for information, go to Pages and Add New.
   1. Follow the steps detailed for New Post (above).
   2. Instead of Categories, Pages use Parents. This is important because it dictates where the page will appear.
      1. The About Section is set up much like the Explore, so the pages will be listed in the order they’ve been published, with thumbnails and separate boxes like on the Explore.
      2. The others are only one main page, with links off of that page, so you can make the parent “Visit” but it won’t appear in the Visit section. For these, the parent just makes it easy to find.
4. To link from one page to another
   1. In pages and posts, you can link to another page that has more information in several ways:
      1. Simple link to another page:
         1. Copy the page’s url address you want to link to
         2. Highlight a word or phase such as “here” or “Kids Camp” and click the chain-looking button, which means link.
         3. Paste the url address into the appropriate place
         4. Choose Target: “open link in new window” if it’s a link off of our site, or choose “open link in same window” to keep things flowing.
      2. You can also link through a picture, such as a logo:
         1. Copy the page’s url address you want to link to
         2. Click on the photo and then on the Link button and proceed as above.
      3. You can also add documents, PDF files, movies, almost anything else to the text, and when you click on the link it will download the information.
         1. For Word Documents, PDF, anything text based, choose the sun-shaped icon by “upload/insert” that will say “add media”
            1. Choose the file and tell it to upload
            2. You can name the file in “Title” whatever you want that fits into the text of the page, because that’s what will show up highlighted to download, i.e. “Kids Camp Registration Form” or “Treme Exhibit”
            3. Click insert into post and it should show up in the text as blue words.
         2. For music or video, pick the video symbol or music notes to insert them into the post.
            1. Upload the file, name it, and insert into post.
            2. The file will open in a new window as a streaming quick-time file.
            3. To actually have the file play in the post, you need to embed it.
5. To embed videos
   1. If there is a video that would enhance the text of the post, and you have access to it online, from Vimeo or YouTube or another posting, look for the option to “embed” video, usually this is in a Share option, it usually has **</>**.
      1. Click on the Embed option, copy the code.
      2. Go to your post or page, and in the upper right corner of the editor there is a tab that says “Visual” which you should be on, and one that says “HTML.” Click on the HTML tab and scroll down until you see where you want the video to be.
      3. To add space, place <p> after the part you’d like to precede the video.
      4. Then Paste the Embed Code you copied. Click back to Visual Tab. There should be a box, probably not with anything in it.
      5. Hit Publish/Update on the side, and then View Page to make sure it looks good.
      6. If something’s off, double check the codes against one another to make sure everything copied.
      7. You can make it as big or as small as you like, but a 400 width and a 300 height seem to work pretty well. To change these:
         1. Find the width=”\_\_” height=”\_\_” code and change them. There’s usually more than one in the whole sequence, so make sure you look carefully.
6. Pictures
   1. Pictures, of course, are more fun to look at than just text… So where to find them?
      1. First, do we have any? Check Facebook, send an email around asking for them, anything. If there’s one to be had that looks good then go ahead to step b.
      2. If nothing turns up, check Wikimedia Commons (commons.wikimedia.org). They have a surprising amount of pictures, and just make sure you note who and where the picture came from at the end of the post.
      3. There’s always a good old Google Image search if nothing else turns up. Again, make a small note at the end of the post regarding who took it/where you found it, just to be courteous.
      4. If you’ve already used the picture that you want in the website, it’s probably under Gallery—check that before searching for the picture again.
   2. Save the picture you find to the computer, try to save it with a helpful name!
   3. Upload the Picture through the Image Upload/Insert Bar—it’s a little square
   4. From here you can edit the scale and a few other things. Scale really depends on the photo and what you’re using it for, but you probably want it in the 300 range on both height and width—anything much bigger will go off screen or take over the post.
   5. Click update and insert into post. There’s also the option at the bottom to make the photo a thumbnail, and they have some different sizes at the bottom. You can also tell it to go left, center, right, etc.
   6. When the picture is in the post, make sure it is where you want it to be. If there is text around it but too close, click on the picture, and click on the little image icon that shows up.
      1. From here, you can add links, captions, and borders.
      2. If you click the Advanced tab you can give the picture some space between it and the text. Usually 5 works, but if you want more go for 10. Horizontal works fine, unless there’s text all around, than do the same number for vertical.
      3. Click update, and make sure it looks right.
   7. Make sure you add appropriate logos with links to their websites if there is a sponsor of the event.
7. To Edit the Boxes on the Side
   1. When you go into the website, there are boxes at the bottom right of the page, one with contact information and one with Social Media pages
   2. In case you need to edit these, they are widgets, so go to the Apperance button on the left side of the dashboard, and click Widgets
   3. It’ll show up with any additional widgets to add and then the Sidebar 1 and 2 boxes. The text is edited in html, so if you need to write what you want to say in another post and then click the html tab, you can just copy and paste out of that.
   4. The social media page box lets you play with the Facebook fan picture as well as the Twitter link.
8. The Editor
   1. This is where you can go to edit the templates and styles of the whole website.
   2. The only things you probably have to worry about are: The Main Index Template, which controls the front page, The Sidebar, which is when you go into the website, and maybe the Header and the Footer, which are the navigation buttons at the top and bottom, respectively
      1. The Main Index Template
         1. Just in case you need to change anything not in the Boxes (Section 2)
         2. You can change Wiki article titles and Okra links, just scroll through the editor until you see the appropriate text, i.e. <div class="wikititle">Gumbo</div> you can change to Crabs or Mardi Gras, etc…
         3. When we do get Okra all ready, you need to find <div class="okralink"><a href="">abc>></a></div>, and put the link after **href** in between the quotes.
         4. Just make sure to click “Update File” and make sure you like what the page looks like
      2. The Side Bar
         1. This is different from the widgets—it’s the green box above them that shows Events, Exhibits, Collections and Multimedia as well as a Google Calendar.
         2. I’m still working on the calendar, it’s not quite right, but to edit anything here go to Appearances and Editor
         3. This is all in html, but usually you just have to insert a copied code from whatever you were making: i.e. the Google Calendar gives you a code once you’ve told it what you want, and then you take that and insert it into the code on the editor.
         4. Click update File at the end.
         5. The Sidebar space that we can use is about 200 by 200, and right now that’s filled with calendar… This may not last, but that’s about all the available room for now to have something and then have a little space around it to look nice.
      3. The Header and Footer
         1. These have the permalinks and navigation of the website
         2. The Header has About, Explore, Youth Activities, Visit, Support, Shop all of which are linked to those pages. If we ever need to add another page, copy the code <div id=""><a href="<?php link\_to\_page('Support');?>">Support</a></div> and paste it in the spot you’d like it to be. Then change the title and page information as appropriate.
         3. The Footer breaks down the categories into what would appear on a dropdown menu—all the things that are parented to each navigation button.
            1. Links under the About, Exhibits, and Support sections are dynamic and pick up new pages created under that heading.
            2. The Explore link is set, although you can change it to be dynamic by replacing “href="<?php link\_to\_category('Explore')” with  
                “ $page = get\_page\_by\_title('Support')” of <h2><a
            3. The Visit pages all just go to the Visit page…
   3. If you ever have any questions or problems with the Editor, just do a Google search of the code or the problem and include WordPress blog—there are usually lots of answers available.
9. That’s most of the editing you can do… There are also pingbacks and trackbacks and comments that people leave, but these just allow us to see who’s mentioning us, which is pretty cool. This article has a lot of useful information in terms of that: <http://codex.wordpress.org/Introduction_to_Blogging>
10. Plug-ins
    1. If you’re ever having trouble getting something to work or want something added to the site, check the plug-in options. We have a few that allow us to have a Facebook Fan button, a Spam monitor for the comments, a search option, Google Analytics, and a few others.
    2. To find a new one, go to the plug-in icon on the right and click add new. Search for what you want, like adding an event calendar to the site. Read about it, go to their site if you can and see if you like what it looks like, if everything looks good, click install.
    3. After that, I’m still learning here, so more on this later.
11. Google Forms
    1. I’ve tried adding Google Forms to our pages—like a contact page and a kid’s camp registration, but Word Press does not accept Google Forms, they’re unsafe. What I did was created the form on our old website, and just linked to that page on the new site. Google forms are cool for registration things because they put all the information together into a spreadsheet so you can see everything you need clearly.
12. That’s about it for Word Press.

**Facebook, Twitter, and Foursquare… Social Media**

1. Facebook is pretty simple to use, and you probably know almost everything you need to know, but just in case…
   1. You have to be an administrator of our Facebook Page, so you have to be invited by me (Kelsey) or Liz Williams
   2. Then, on the main page, go to events, click the button to Create Event, and from there fill in the details, just use everything that you will/have put up on the website, but be sure to include the website so people can make it there easily.
   3. Make sure it gets published when you’re done adding details, that will make it show up on the page and on the homepages of all the fans.
2. Keeping Facebook updated and interesting
   1. Try and post at least once a day something about the museum or an interesting food related article. This just keeps us in people’s newsfeeds and hopefully keeps them involved with the museum.
      1. Examples: A picture of a new exhibit, announcement of a new event, call for help on an exhibit or event, or a recipe… almost anything to get people talking or clicking on our link.
      2. Ask questions. They may not always be answered, but sometimes you can get a great discussion going or find help in an unexpected place—We had a pretty big debate about whether fried chicken preparation was regional or family based, and Liz has had people message her about artifacts they’d like to give us…
      3. Keep it related to Southern food or drinks and the museum. It doesn’t have to be just New Orleans, and if there’s an article in the New York Times that you can relate to the South or think people would like, go ahead and share it.
   2. I have the Facebook status linked to Twitter, so whatever goes in that box is shared on Twitter as well. Keeping this in mind, shorter posts are preferable. You can also just go to Twitter and write a shorter version if it ends up being too long on Facebook.
   3. Remember on both Facebook and Twitter to check what others are saying, or have Re-tweeted or have sent you specifically. These can be useful conversations to get involved in.
3. Foursquare
   1. We’ve just started this account, so we don’t have a huge following yet, but I think it could be cool if this gets any bigger. Check out <http://foursquare.com/> if you haven’t heard of it. Basically, you check into places and they give you a special deal while you earn points on the site for your personal satisfaction… They explain it better.
   2. Sign up for an account and find the Southern Food and Beverage Museum, ask to be a manager. They take a little while, but you get it eventually.
   3. We can post specials on here—right now I’m just trying to see if people use the service, so we’ve got a half-off with check-in special. If this takes off and people start using it more here, we can establish a mayorship (like getting in for free or attending events for free) or a better special.
   4. This is for experimenting so far. We’ll see where it goes, and next April 16 (foursquare day) we’ll be better prepared for a day of foursquare activity with incentives to come check in and meet other users.

**The Wiki**

1. Our new Wiki platform is still a work in progress, since we’ve moved to Wikia.com. We can continue adding content that will appeal to people looking for a virtual encyclopedia of Southern food facts, people, restaurants, history, almost anything we can add we should.
   1. Although most of our focus is on New Orleans and Louisiana, remember that there are other Southern states out there. In many of our articles, we can include information on other states, for example, the Crab page can have information about Maryland and North Carolinian and Texan crabs.
   2. Use information from our exhibits, cookbooks, menus, to start with and then expand upon that.
2. To work on the Wiki, go to <http://sofab.wikia.com/wiki/Southern_Food_and_Beverage_Wiki> .

**Our Member Information**

1. Just a quick overview—we have a fairly small membership so for now we don’t really need a large database to keep track of them. This is something to look into for the future though.
   1. For now, we have a Google Spreadsheet with the Member’s name, address, phone, email, buying date, status, and expiration date.
   2. There are tabs for when the membership was purchased—2008, 2009, 2010, etc…
   3. You can change the sorting method for each column so you can see exactly when members expire, alphabetical if you’re trying to find someone, etc.
   4. The list is shared with every employee of SoFAB, but some don’t always check it so there’s also a hard copy that needs to be updated with the spreadsheet at the front desk.
   5. When memberships are going to expire, we can send a mass MailChimp message… we usually have an incentive for renewing as well.