WP PLAYER SELECTOR

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STN Video WordPress Player Selector

The STN Video WordPress Player Selector plugin provides editors with the ability to integrate STN Video video players into their articles and website templates. Users can choose to embed either a specific Smart Match player or a video from the STN Video Video Library.

1.0 PLUGIN REQUIREMENTS

The plugin was built to support the majority of WordPress installations and setups with both Classic Editors and new Gutenberg Block Editors in mind.

1.1 PLUGIN SUPPORTS

- The plugin has been tested back to WordPress 4.6.

- The plugin supports the Classic Editor for WordPress pre-5.0 as well as the Classic Editor plugin.

- The plugin supports the Block Editor as of WordPress 5.0 as well as through the Gutenberg plugin.

- The plugin supports Multi-Site / Network installations back to WordPress 4.6.

1.2 EMBED CONFLICTS with CACHE PLUGINS

Using optimization plugins to minify your JavaScript files can cause some conflicts with the STN Video Embeds. To avoid these conflicts please exclude the following player scripts from your minify setup;

```
embed.sendtonews.com/player1/responsive.js
embed.sendtonews.com/player2/embedcode.php
embed.sendtonews.com/player3/embedcode.js
embed.sendtonews.com/player4/embedcode.js
embed.stnvideo.com/player1/responsive.js
embed.stnvideo.com/player2/embedcode.php
embed.stnvideo.com/player3/embedcode.js
embed.stnvideo.com/player4/embedcode.js
```

Plugin Administration

The STN Video WordPress Player Selector plugin was built with simplicity and ease of maintenance in mind for administrators and editors. It's a complete replacement of our old STN Video oEmbed plugin with additional features like our Shortcode, Widget and Block.

2.0 PLUGIN SETUP

Administrators can install the STN Video plugin by manually uploading the provided zip file to the Plugins admin screen or by transferring the files to their web host directly.

2.1 MANUAL INSTALL VIA WORDPRESS ADMIN

With the plugin zip file, you can manually upload it and install it through the Plugins admin screen.

1. Login to **WordPress Admin**.
2. Navigate to **Plugins > Add New**.
3. Click the **Upload Plugin** button at the top of the screen.
4. Select the zip file from your local filesystem.
5. Click the **Install Now** button.
6. When installation is complete, you'll see "Plugin installed successfully."
7. Click the **Activate Plugin** button at the bottom of the page.

Reference: https://wordpress.org/support/article/managing-plugins/#manual-upload-via-wordpress-admin

2.2 MANUAL INSTALL VIA WEB SERVER

Server administrators can also upload the plugin to their web server to install the plugin.

1. If your server doesn't have zip capabilities, unzip the plugin zip file locally.
2. Connect to your web server with your desired protocol ([S]FTP, SCP, ETC.).
3. Upload the plugin folder to the wp-content/plugins folder in your WordPress directory.
4. Login to **WordPress Admin**.
5. Navigate to the **Plugins** admin page.
6. Locate the newly uploaded plugin in the list.
7. Click the **Activate** link under the new plugin.

Reference: https://wordpress.org/support/article/managing-plugins/#manual-plugin-installation

2.4 REMOVE OLD STN Video OEMBED PLUGIN

If you have an existing STN Video oEmbed plugin installed, you can deactivate this plugin as the oEmbed functionality is provided by the new STN Video WordPress Player Selector plugin. The new plugin will prompt you to deactivate the old plugin if it's currently active.

1. Login to **WordPress Admin**.
2. Click the **Deactivate** link in the admin notice.

> The STN Video Player Selector plugin replaces the old STN Video oEmbed plugin. It's safe to deactivate and delete the old plugin as its oEmbed functionality is available via the new plugin. All your existing players will continue to function normally and nothing further is required on your end.

3. If the notice isn't present, navigate to the **Plugins** admin page.
4. Find the STN Video oEmbed plugin in the listing.
5. Click the **Deactivate** link on the plugin list item.
6. Click the **Delete** link on the plugin list item.

2.5 PLUGIN AUTHORIZATION

While the activated plugin enables oEmbed and Shortcode functionality it's recommended to authorize the plugin with the STN Video API to enable the Block, Widget and TinyMCE integration which grants editors the ability to embed Smart Match and Single Video players.

1. Login to **WordPress Admin**.
2. Navigate to the **Settings > STN Video** admin page.
3. Fill in your **Company ID** and **Authentication Code**.
4. Click **Save Changes** to submit a verification check to the API server.
5. You'll receive a success message.
6. The Block, Widget and TinyMCE integration are now enabled.

*Note: If you don't have a **Company ID** or **Authentication Code**, or find issues with the verification process, please contact publishers@stnvideo.com.*

3.0 ADD A STN Video PLAYER TO YOUR WORDPRESS TEMPLATE

Adding the STN Video player to your default WordPress templates, across all types of pages, will save you time, costs and resources. The STN Video player has multiple options to ensure the most relevant content is placed onto your site(s):

- Add Smart Match players to your article templates. Smart Match uses artificial intelligence to read your article and match it with the most recent and relevant video in our library of over 1 million pieces of content. Once the article is published, the first viewer will see a default playlist while Smart Match reads the page. All subsequent requests will see the Smart Match contextually aware playlist. This ensures engaging, contextually relevant video will be in every article.

- Add Section Front/Playlist players to your home pages and section fronts. These players will automatically be updated with timely content that is relevant to the page they are on (sports, news, entertainment, lifestyle etc.)
  Note: To add these players to your templates, you must be an Admin that has the appropriate permissions to edit files and/or Widgets.

There are two ways to modify templates to include STN Video players, adding a Shortcode to your PHP template or using the STN Video Widget within the WordPress Widgets Interface

3.1 ADD A STN Video PLAYER TO A TEMPLATE USING THE SHORTCODE

What is a Shortcode?

In WordPress terms a Shortcode is a snippet of text used as replacement for a block of code.

How do I place a Shortcode directly into my page code?

Use the default WordPress PHP function "do_shortcode" to place STN Video players directly into your theme templates.

```
<?php echo do_shortcode( '[sendtonews key="abcXYZilvSTN" type="player"]' ); ?>
```

Note: It's always recommended to keep a backup when modifying theme files.

Where do I get a specific player Shortcode?

We're currently working on providing an interface for retrieving Shortcodes, in the meantime please contact publishers@stnvideo.com.

4.2 ADD A STN Video PLAYER TO A TEMPLATE USING THE WIDGET

What is a Widget?

In WordPress terms a Widget is an independent section of content that can be placed into any widgetized area provided by your theme (also known as sidebars).

How do I add a Widgetized area to my theme?

Please see the WordPress documentation for more information;
https://codex.wordpress.org/Widgetizing_Themes

How do I add a Widget into my theme?

Many themes will provide their hero, sidebar and base sections as widgetized areas or a developer can create new widgetized areas. If you are an Admin or have access to edit themes you can use the STN Video Widget to add a player to your theme templates through these widgetized areas.

1. Login to WordPress Admin.
2. Navigate to the **Appearance > Widgets** admin page.
3. Drag and drop the **STN Video** Widget from the **Available Widgets** to the desired widgetized area.

    b.   Or expand the **STN Video** Widget, select the desired widgetized area reference and click **Add Widget**.
    c.   Or in accessibility mode click **Add** next to the **STN Video** Widget.
    d.   Or in **Live Preview** (Customizer) search and select the **STN Video** Widget.

    4.Expand the **STN Video** Widget and click **Add Player** to trigger the STN Video player selector interface. 5.**Select a Player** in the **STN Video Smart Match** section and **Insert Player**.
6. In the STN Video Widget click Save.
7. Go to a front-end page using the template to preview.

How do I replace a player in my theme?

You can update a **STN Video** Widget by clicking the **Replace Player** button and following steps 5-7 above.

How do I remove a player from my theme?

You can remove a **STN Video** Widget by clicking the **Delete** link.

4.0 ADD A STN Video PLAYER TO YOUR PAGE OR POST

While you can add individual videos to each article, adding the A.I. enhanced Smart Match player to your default WordPress template will save money and resources. Whenever you publish an article, the first viewer will see a default playlist while the artificial intelligence in our Smart Match player reads the content in your post, selects relevant videos from our library, and on all subsequent views will see the Smart Match contextually aware playlist. This means you only need ONE embed code for all your articles, per content vertical, and don't have to manually insert or search for video. This can result in hundreds of hours saved that can be reallocated to other areas of your publication. To embed a Smart Match player in your templates see section 2.0 above.

As of WordPress 5.0 there are now two editors supported by WordPress, the original Classic Editor (WYSIWYG TinyMCE) and the new Block Editor (Gutenberg). The STN Video plugin implementation supports both editors to ensure you always have access to add STN Video players to your articles.

4.1 ADD A STN Video PLAYER TO A PAGE OR POST USING THE BLOCK EDITOR

What is a Block?

In WordPress terms a Block is an interface component for adding and manipulating content.

How do I place a Block directly into my page or post?

If you have access to edit pages or posts and your WordPress interface is enabled with the Block Editor (Gutenberg) you can use the STN Video Block to add a player to your article.

1. Login to **WordPress Admin**.
2. Create or Edit a Page or Post.
3. Click the circled plus (+) icon to open the **Block Inserter**.
   a. Or to place inline hover over existing blocks to find the circled plus (+) icon.
   b. Or start typing /STN and click the **STN Video Player Selector** entry.
4. Within the **STN Video** Block click **Add Player** to trigger the STN Video player selector interface.
5. From the popup menu choose **Smart Match Player** for **Smart Match** players or **Video Library** for **Single Video** players.
   a. On the **Smart Match Player** screen;
      i. **Select a Player** in the **STN Video Smart Match** section.
      ii. Click the **Insert Play**er button.
   b. On the **Video Library screen**;
      i. **Search Stories** and **Categories** or filter by **Age** and **Language**.
      ii. Click to expand a **Story** entry.
      iii. Click an **Embed** button to insert the desired player.
         NOTE: The AMP embed will only load on pages that support AMP.
6. In the Editor toolbar click **Save Draft**, **Publish** or **Update** to save changes.
7. Click **View Post** or **Preview** to view your article.

How do I replace a player in my theme?

You can update a **STN Video** Block by clicking the **Replace Player** button and following steps 5-7 above.

How do I remove a player from my theme?

You can remove a **STN Video** Block by selecting the **Block**, clicking the triple dot menu ⌈⋮⌉ and clicking the **Remove Block** entry.

4.2 ADD A STN Video PLAYER TO A PAGE OR POST USING THE BLOCK EDITOR

What is TinyMCE?

In WordPress terms the TinyMCE editor is a WYSIWYG (What-You-See-Is-What-You-Get) editor for adding and manipulating content in the Classic Editor that predates the Block Editor.

How do I place a player directly into my page or post using TinyMCE?

If you have access to edit pages or posts and your WordPress interface is enabled with the Classic Editor (TinyMCE WYSIWYG) you can use the STN Video TinyMCE integration to add a player to your article.

1. Login to **WordPress Admin**.
2. Create or Edit a Page or Post.
3. Click the STN logo button found in the **TinyMCE** editor button row.
4. From the popup menu choose **Smart Match Player** for **Smart Match** players or **Video Library** for **Single Video** players.
   a. On the **Smart Match Player** screen;
      i. **Select a Player** in the **STN Video Smart Match** section.
      ii. Click the **Insert Player** button.
   b. On the **Video Library** screen;
      i. **Search Stories** and **Categories** or filter by **Age** and **Language**.
      ii. Click to expand a **Story** entry.
      iii. Click an **Embed** button to insert the desired player.
      iv. *NOTE: The AMP embed will only load on pages that support AMP.*
5. In the Editor toolbar click **Save Draft**, **Publish** or **Update** to save changes.
6. Click View Post or Preview to view your article.

How do I replace a player in my theme?

You can remove the shortcode by deleting it and add a new one following steps 3-6 above.

How do I remove a player from my theme?

You can delete the shortcode from the TinyMCE (WYSIWYG) editor to remove the player.

5.0 UPDATING/DEACTIVATING/UNINSTALLING THE PLUGIN

Administrators can update/uninstall the STN Video plugin through the WordPress Admin or by manually updating files on their web host directly.

5.1 AUTOMATIC UPDATE VIA WORDPRESS ADMIN

With the plugin zip file, you can manually upload it and update it through the Plugins admin screen.

1. Login to **WordPress Admin**.
2. Navigate to **Plugins > Add New**.
3. Click the **Upload Plugin** button at the top of the screen.
4. Select the zip file from your local filesystem.
5. On the **Plugin Exists** screen click the **Replace current with uploaded** button.
6. When installation is complete, you'll see "Plugin installed successfully."
7. Click the **Activate Plugin** button at the bottom of the page.

5.2 MANUAL UPDATE VIA WEB SERVER

Server administrators can also upload the plugin to their web server to install the plugin.

1. If your server doesn't have zip capabilities, unzip the plugin zip file locally.
2. Connect to your web server with your desired protocol ([S]FTP, SCP, ETC.).
3. Upload the plugin folder to the wp-content/plugins folder in your WordPress directory replacing the existing plugin folder.
4. Login to **WordPress Admin**.
5. Navigate to the **Plugins** admin page.
6. Locate the newly updated plugin in the list.
7. If it's not active, click the **Activate** link.

5.1 AUTOMATIC UNINSTALL VIA WORDPRESS ADMIN

The safe and easy way to uninstall a plugin is via the WordPress admin screen.

1. Login to **WordPress Admin**.
2. Navigate to **Plugins**.
3. Click the **Deactivate** link under the plugin.
4. Click the **Delete** link under the plugin.

Reference: https://wordpress.org/support/article/managing-plugins/#automatic-uninstallation

5.2 MANUAL UNINSTALL VIA WEB SERVER

In rare cases, you may need to manually uninstall a plugin without using the **Plugins** admin screen.
This is recommended only when absolutely necessary and requires a server administrator.

1. Navigate to your **Plugins** admin screen and locate the plugin to be installed.
2. Click the plugin's **Deactivate** link.
3. Connect to your web server with your desired protocol ([S]FTP, SCP, ETC.).
4. Navigate to your WordPress directory, then into the wp-content/plugins folder.
5. Locate the **STN Video** plugin folder.
6. Delete the plugin folder and its contents.
7. Navigate to your **Plugins** admin screen and review the list of plugins to confirm that you have successfully removed the intended plugin.

Reference:

https://wordpress.org/support/article/managing-plugins/#manual-uninstallation