# ASLA SCC

American Society of Landscape Architects / Southern California Chapter

## Website Training Manual 2016

Logging In Page 2
Dashboard Overview Page 3
Creating News Page 4
Editing News Page 5
Creating Events Page 6
Editing Events Page 6
Image Format and Size Page 6
Job Board Instructions Page 7
Questions & Support Page 9

Provided by



LOGIN PAGE: socal-asla.org/socal/wp-admin

	Username or Email Password Remember Me Log In	
	Lost your password? ← Back to Southern California ASLA	

## STEPS

1. Enter in username and password and log into admin panel/"Dashboard"



## Dashboard Overview

This is the Wordpress Platform "Dashboard" which is the gateway to perform a task. Below are key areas in blue that you will frequently use. The areas in red are ones you should never access.

View Web	site —		Account Logout —
	🚯 🏠 Southern Californ	nia ASLA 🛡 0 🕂 New 📢 🔕 🛗 Events 🎯 Avada	Howdy, Kari 🔟
	🚯 Dashboard	Dashboard	Screen Options <b>v</b> Help <b>v</b>
	<b>Home</b> Updates	ThemeFusion News	Quick Draft
News Post	<ul> <li>⊗ Avada</li> <li>≁ Posts</li> <li>m Events</li> <li>n Media</li> </ul>	How to Avoid These Top 8 Mistakes When Getting Started With WordPress August 24, 2016 With WordPress' famous five minute install, it's tempting to rush in and start your website straight away without a second thought; but without a little bit of planning, may find yourself subject to some costly mistakes as you get up and running. Since technical barrier to installing your website is so low, you're free []	Title What's on your mind? Save Draft
Library	Pages	Important Changes Coming In Avada 5.0	
	<ul> <li>Comments</li> <li>Job Listings</li> </ul>	Avada 5.0 Building The Future Avada 5.0 Is Landing Soon!	WordPress News
	<ul><li>✤ Portfolio</li><li>✤ FAQs</li></ul>	At a Glance	WordPress 4.6 "Pepper" August 16, 2016           Version 4.6 of WordPress, named "Pepper" in honor of jazz baritone saxophonist Park           Frederick "Pepper" Adams III, is available for download or update in your WordPress dashboard. New features in 4.6 help you to focus on the important things while feeling more
Users Area (Create new	Contact		at home. HeroPress: A Minority Amongst Minorities Data Status Sta
	<ul><li>Plugins</li><li>Users</li></ul>	Activity	Post Status: status site generators versus wordeness     Post Status: WordPress 4.6, "Pepper"
	<ul><li>Tools</li><li>Settings</li></ul>	Recently Published       Aug 3rd, 2:27 pm     Trustee's Report       Aug 3rd, 2:15 pm     President's Report	Popular Plugin: Google Analytics Dashboard for WP (Install)
	🕅 SEO	Aug 3rd, 11:13 am Committee Chair Aug 3rd, 11:19 am Aug 3rd, 11:19 am Andy Bowen Reappointed to Chair of Professional Practice	ry .
	<ul> <li>Insights</li> <li>Photo Gallery Add-ons</li> </ul>	Committee Jul 28th, 9:44 am Congratulations to NUVIS Landscape Architecture in Orang County	e
	Slider Revolution	Wordfence activity in the past 2 weeks	*
	Wordfence BackWPup Collapse menu	Wordfence <sup>**</sup>	
		Top 5 IP's Blocked	



### STEPS

Add news by selecting "Posts" from the lefthand side of the dashboard.

#### 1. Select "Add New"

Below are the most important areas when creating a news post.

Add N	lew Post					Screen Options V Help V	
Tit						Publish	
🗐 Add I	Media FC	orm eet in	atting Options	Use Text View	Visual Text	Save Draft     Preview <sup>o</sup> Status: Draft Edit <sup>o</sup> Visibility: Public Edit	Dublich
C Word cou		t/Te	ext				Date
🕑 Help	o center 👻					Chat	
•	Readability     Snippet editor     Focus keywor     Analysis	e En	ter your focus k	e snippet below. age. If you do not set a focus keyword, r r below the recommended minimum of 3 r the topic. fied, search engines will display copy fro space to add keyword variations or creat	to score can 300 words. om the page te compelling	Categories       ▲         All Categories       Most Used         Advocacy       ▲         Awards       ●         Emerging Pros       ●         Industry News       ●         Industry News       ●         Member Spotlight       ●         National Landscape       +         + Add New Category       ■         Tags       ▲         Choose from the most used tags       ■         Featured Image       ▲	News Categories
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Back	kground					Set featured image 5	
🖹 Page	e Title Bar						
		Feature In pixels if you so resized	ed Image Width s or percentage, ex: 100% or 100px. Use "auto" et a fixed height, to make sure the image is respecting the aspect ratio. Value cannot		~		

## Creating a News Post (cont.)

#### 2. Add Title

- 3. Insert text for news article using the "Text" tab
  - <u>Adding Links</u>: highlight text and select "<u>link</u>" to link to other pages/documents or external websites (note: for linking to documents, first upload to media library)
- 4. Publish Date: either publish on that day or you can "edit" to publish at an earlier or later date
- 5. Select Appropriate Categories: Make sure to set the category (or categories) so that the news appears in the right places. *You can select multiple categories for each news posts.* There are multiple news feeds throughout the site and they will appear on the correct pages based on the category selection.
- 6. Add Featured Images: Each featured image will show up in the feed as well as above the news article in a slider. To set the featured image(s) click on the link "Set featured image" link and either upload to the media library or select one already in the media library.
- 7. Set the SEO keywords by going to the box directly below where the article text is and add keywords that are related to the post and the industry.
- 8. Click the "Publish" box on the upper right hand side. Your post is now published!
- **9. To change the author,** click on the "posts" menu item located on the left-hand side black strip and select "quick edit" under the title of the post. Here you can change the author in the drop down menu.

## Adding a Document Link to a News Post

To add a link to a document (powerpoint, pdf, doc, etc.) you will need to upload the file to the Media Library and link to it.

#### **STEPS**

- 1. Go to the Media Library and upload the document
- 2. Once uploaded, click on the document in the library and in the "Attachment Details" screen, right-click on the "URL" text and click "select all" and copy the text.
- 3. Go back to the news post, highlight the text you want to link and click "<u>link</u>" in the toolbar and paste the URL that you had previously copied and add a title. Make sure to click the box "Open Link in a New Window". Your document has now been linked!

## Editing a News Post

#### STEPS

#### 1. Go to "Posts" and select the news post and click "edit" underneath the title.

\*Note: you will only be able to edit or delete posts that were created by the user account you were logged in as.

2. Click "Update" when you are done editing.

## Creating a New Event

Events post to the Events Calendar and to other events feed on the website. It is important that they are categorized correctly.

#### STEPS

- 1. Select "Event" from the side tool bar and from the drop down menu select "Add New"
- 2. Title your Event
- 3. Add a Description
- 4. Set date, start and end time
- 5. Select Appropriate Category (make sure to set this correctly so the feeds are accurate)
- 6. Add Location Details from dropdown or add to the venue list.
- 7. Set Featured Image. Could be of a flier or custom graphic.
- 8. Select Appropriate Organizer if applicable from drop down menu or create a new one if necessary.
- 9. Add URL to venue or other website pertaining to event
- 10.Add Event Cost if applicable
- 11. Publish Event at the top of the page on the right.

## Editing an Event

Only if you have created the event can you edit the event.

#### STEPS

- 1. Select "Event" from the side tool bar
- 2. Move your cursor over the event you want to edit and select "Edit" underneath the title.
- 3. Click "update" when you are done editing.

## Image Formats & Sizing

Below are the best image formats to use for upload to the site:

**1. JPG** - set to 72 or 150dpi not to exceed 500kb**2. PNG** - set to 72 or 150 dpi not to exceed 500kb (pngs have transparent backgrounds)

## To keep the formatting consistent in the feeds and on the pages, please keep the images to the following size: 640px x 410px.

You can edit most of the images by going into the Media Library and cropping them. However, the best way is to use Photoshop or some other image edting software and then uploading to the site.

## Job Board

Members and Non-Members (paid listings) will submit a contact form request and have checked 'Job Posting Account' when submitting on the site for the first time. An account for Employers will only need to be created once. With an account they can submit other new jobs in the future, edit and remove their listings.

You will need the members full name and email address to create an account for them, which should be in the contact form email.

### STEPS

- 1. To create an EMPLOYER account, hover your mouse over 'Users' in the Website Admin Screen and select 'Add New'.
- 2. On the Add New User page you will enter a Username, which should be the employer's FULL EMAIL AD-DRESS. Next input the Email as the full email address again. Input their First and Last Names in the appropriate fields. Do not put anything in the Website field. CLICK the 'Show Password' Button, which will expose a temporary strong password. Leave the password alone (The user will be able to reset their password). The 'Send the new user an email about their account' should be checked (this generates the password reset email to them). MOST IMPORTANT is to select 'EMPLOYER' from the Role dropdown. This is a Critical Step as accidentally selecting another role could give them dangerous access to the website backend.
- 3. Once you verify all the information in the Add New User fields are correct, especially the role as 'Employer'. Click Add New User and an email link will be sent to them so they can access the job listing form.

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Ø	Dashboard	Add New User			
۲	Avada	Create a brand new user and add th	nem to this site.		
*	Posts				
础	Events	Username (required)	david@example.com		
91	Media				
	Pages	Email (required)	david@example.com		
-	Comments	Eirct Name	David		
	Job Listings	Thist Mane	David		
*	Portfolio	Last Name	Trzeciak		
*	FAQs				
	Contact	Website			
~	Appearance	Password	GgqC#292)2ddUQzhhPTRP3MJ	💋 Hide	Cancel
k	Plugins		Strong		
*	Users				
All	Users	Send User Notification	Send the new user an email about their account.		
Ad	d New				
Yo	ur Profile	Role	Employer		
s	Tools	-			
ET.	Settings	Add New User			
y	SEO				

#### Job Board Instructions (cont.)

- 4. Once the Employer logs in and submits a job posting, a little orange number representing the number of pending jobs will appear in the Administrative Panel next to 'Job Listings' Job listings will not go live on the site until approved by an administrator. This is to allow you to review the listing information and be sure that Non-Members have paid the due before posting the listing live. You will need to login to see when new jobs are posted or I will send you an email notifying you.
- 5. To Review a Job Listing hover your mouse over 'Job Listings' and click it or click 'All Jobs'. The list of jobs will look like this.

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☎ Dashboard @ Avada Posts	Jobs Add Ne All (1)   Pending ( Bulk Actions	w 1)   Trash (1) V Apply All dates V All SEO S	cores v	Filter						Scri	en Options ¥ Search Jobs 1 item
🛗 Events	SEO	Readability	Туре	Position		Location	Posted	Expires	*	4	Actions
😗 Media 🖉 Pages	•	•	FullTime	Sample Job Title Sarit + State Creative Studio	logo	Irvine, CA	<ul> <li>Aug 24, 2016</li> <li>by david</li> </ul>	Nov 19, 2016	-	-	• / 1
Comments	SEO	Readability	Туре	Position		Location	Posted	Expires	*	4	Actions
E Job Listings (1) All Jobs Add New Job Types Re-Order Settings Add-ons	Bulk Actions	Apply									1 item

- 6. Under the 'Posted' column of information you will see a little orange clock representing that the job listing is Pending Approval. You can hover your mouse over the little orange clock and a tool tip will notify you of this as well. To review the listing simply click the Job Title under the 'Position' Column for the listing you wish to review.
- 7. The Job Listing Page will have all the information you need to review, Including the Title, Description, Location, Email, Company Name / Website / Tagline / etc, and Logo if they used one. The Job Type ie Full Time will also be visible. Review this information to make sure it does not violate any Chapter policies. If everything looks good you can click the blue 'Publish' button to make the listing live. If they need to modify information you can notify them to Edit Their Listing and resubmit for approval again. See example of Job Listing Page and information.

ia ASLA 📮 0 🕂 New View Job 📢 🛛 🔕 🗰 Events 🎯 Avada		Howdy, david 🔟	
Edit Job Add New		Screen Options 🔻	
Job draft updated. Preview		0	
Sample Job Title		Publish 🔺	
Permalinic http://socal-asia.org/job/sample-job-title/ Edit		Save Draft Preview	
		Status Draft Edit	
H3 Add Media	Visibility: Public Edit		
b i link b-quote del ins img ul ol li code more close tags	Publish immediately Edit		
This is a Sample Job Description. Looking for great talent!		V Readability OK	
		V SEQ: Not available	
		Move to Trash Publish	
		Job types	
		All lob typer Most Used	
		Freelance	
Word count: 10	Draft saved at 11:24:11 am. Last edited by david on August 24, 2016 at 11:22 am	Internship	
		Part Time	
Job Data	*		
Location: [?]	Application Email or URL: [7]	+ Add New Job type	
Irvine, CA	david@saritstate.com		
Company Name:	Company Website:	Company Logo	
Sarit + State Creative Studio	saritstate.com		
Company Tagline:	Company Twitter:	Para	
A great place to work	@yourcompany	logo	
Company Video:	Position Filled	0	
URL to the company video Uplead View	Filled listings will no longer accept applications.	Click the image to edit or update	
Featured Listing	Listing Expiry Date:	Remove company logo	
Featured listings will be sticky during searches, and can be styled differently.	2016-11-20		
Posted by:			

## Job Board Instructions (cont.)

- 8. Now the Job Listing will be live on the site for 90 days unless the poster wishes to Edit it or Remove it, which they can on their own. If they edit a listing it will require approval again.
- 9. Jobs can also be deleted or approved from the All Jobs page using the 'Actions' as an administrator. Hovering over these icons will provide a tool tip identifying their purpose.

## Questions & Support

For questions and support please contact the webmasters below:



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