

# ASLA SCC

American Society of Landscape Architects / Southern California Chapter

## Website Training Manual 2016

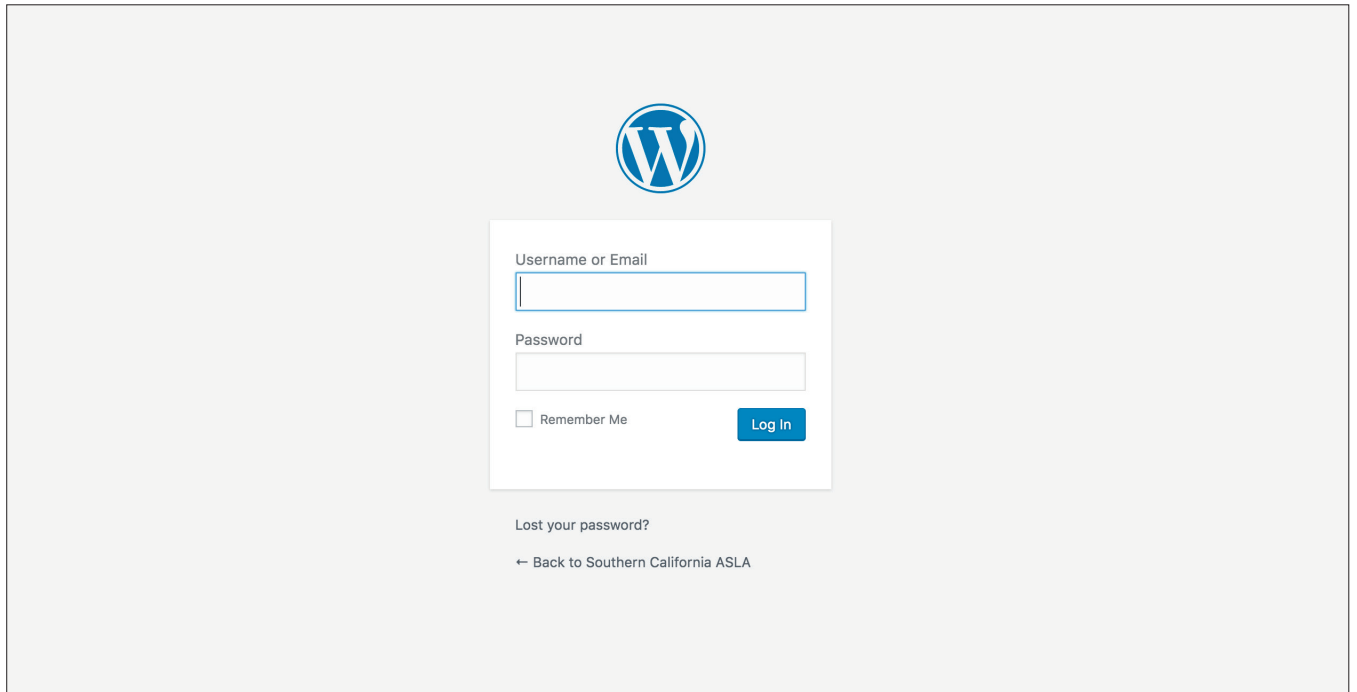
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Provided by



**LOGIN PAGE:** [socal-asla.org/socal/wp-admin](https://socal-asla.org/socal/wp-admin)

## Logging into the Website



Username or Email

Password

Remember Me

[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 Website →

Account Logout →

News Post →

Events →

Media →

Library

Job Board

→

Users Area  
(Create new  
accounts)

→

The screenshot shows the WordPress Dashboard for a user named 'Kari'. The interface includes a top navigation bar with 'Southern California ASLA', 'New', 'Events', and 'Avada' menus. The main content area is titled 'Dashboard' and features several widgets:

- ThemeFusion News:** Contains articles like 'How to Avoid These Top 8 Mistakes When Getting Started With WordPress' and 'Important Changes Coming in Avada 5.0'.
- Quick Draft:** A form for creating a new draft post.
- WordPress News:** Announces 'WordPress 4.6 "Pepper"' and provides links to related news.
- At a Glance:** Shows '13 Posts' and '17 Pages'.
- Activity:** Lists 'Recently Published' posts such as 'Trustee's Report' and 'President's Report'.
- Wordfence activity in the past 2 weeks:** Displays the Wordfence logo and 'Top 5 IP's Blocked'.

The left sidebar contains a menu with various options. Annotations with arrows point to specific items:

- 'View Website' points to the top left navigation bar.
- 'Account Logout' points to the top right user profile area.
- 'News Post', 'Events', 'Media', and 'Library Job Board' point to the top of the sidebar menu.
- 'Users Area (Create new accounts)' points to the 'Users' menu item, which is highlighted with a red box.
- 'Appearance', 'Plugins', 'Tools', 'Settings', and 'SEO' are also highlighted with red boxes in the sidebar menu.

# ✓ Creating a News Post

## 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.

The screenshot shows the WordPress 'Add New Post' editor interface. Several key areas are highlighted with blue boxes and arrows pointing to them from the right side of the image:

- Title:** A text input field at the top left.
- Formatting Options:** A toolbar below the title with icons for bold, italic, link, quote, etc.
- Use Text View:** A button in the top right of the editor area, next to 'Visual'.
- Content/Text:** The main text area for writing the post.
- Yoast SEO:** A section for search engine optimization, including a snippet editor and a focus keyword field labeled 'SEO Keywords'.
- Publish:** A sidebar on the right containing 'Save Draft', 'Preview', 'Status: Draft Edit', 'Visibility: Public Edit', 'Publish immediately Edit', 'Readability: Needs improvement', 'SEO: Not available', and a 'Publish' button.
- Format:** A sidebar on the right with radio buttons for 'Standard', 'Gallery', 'Link', 'Image', 'Quote', 'Video', 'Audio', and 'Chat'.
- Categories:** A sidebar on the right showing a list of categories like 'Advocacy', 'Awards', etc., with a 'News Categories' label pointing to it.
- Tags:** A sidebar on the right for adding tags.
- Featured Images:** A sidebar on the right with five slots, each with a 'Set featured image' link, labeled 'Featured Images'.

## Creating a News Post (cont.)

### 2. Add Title

### 3. Insert text for news article using the “Text” tab

- Adding Links: highlight text and select “[link](#)” 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 “[link](#)” 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 editing software and then uploading to the site.

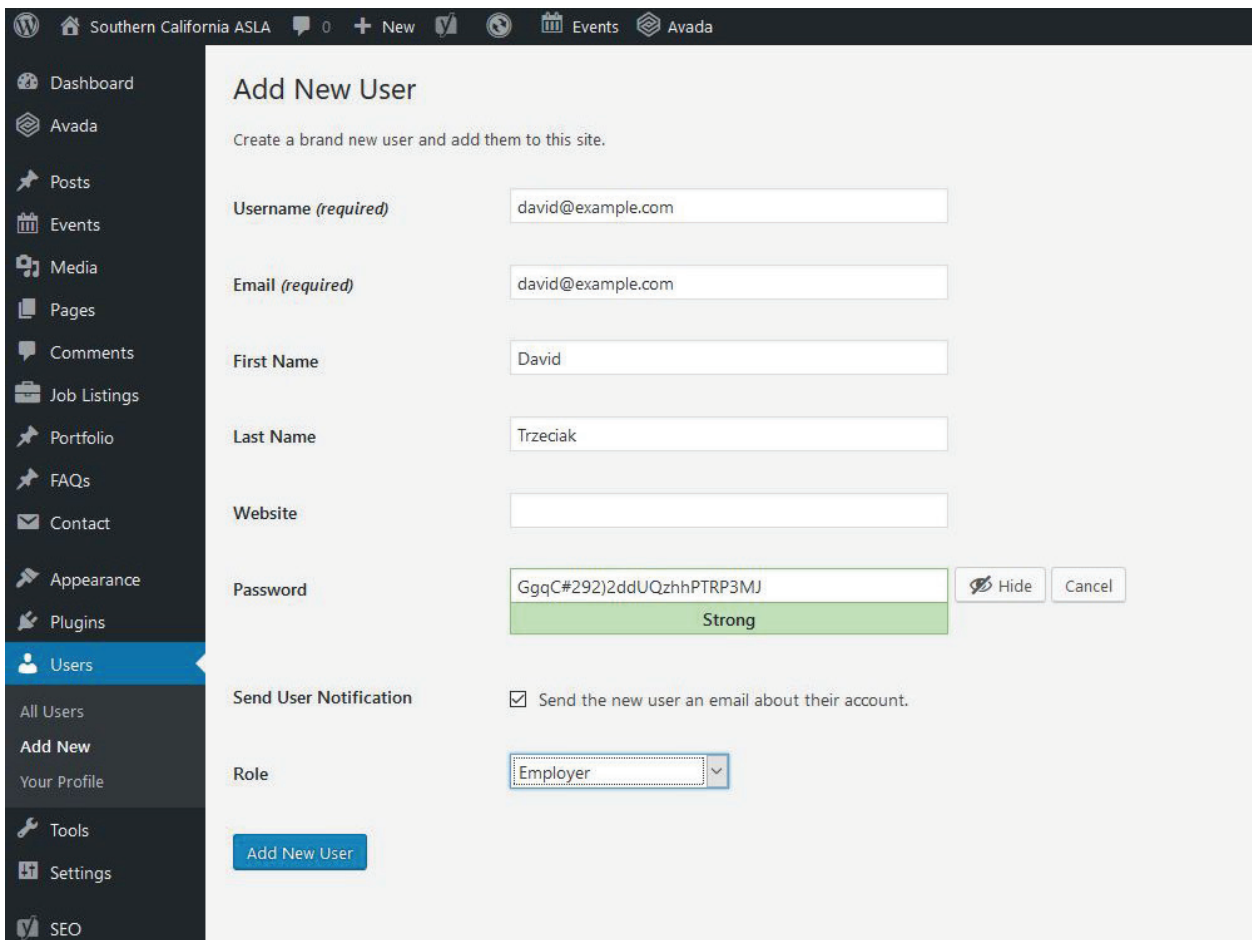
## Job Board

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 ADDRESS. 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.



**Add New User**

Create a brand new user and add them to this site.

Username *(required)*

Email *(required)*

First Name

Last Name

Website

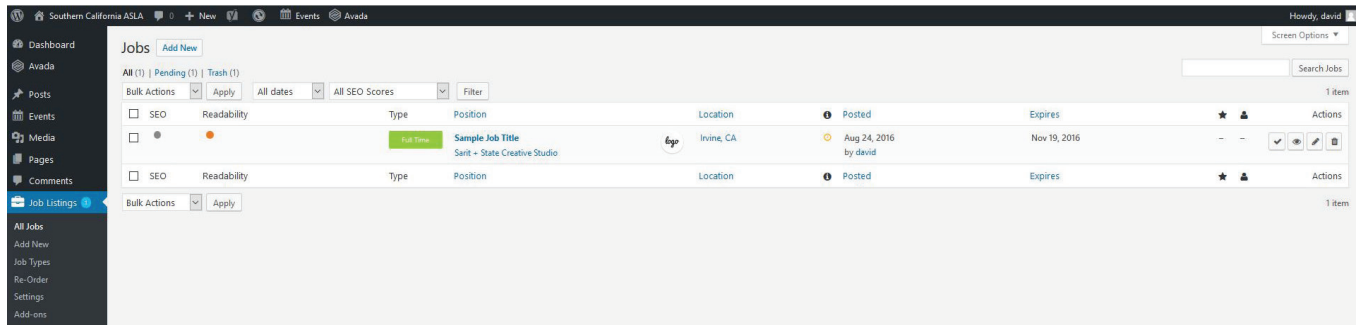
Password     
**Strong**

Send User Notification  Send the new user an email about their account.

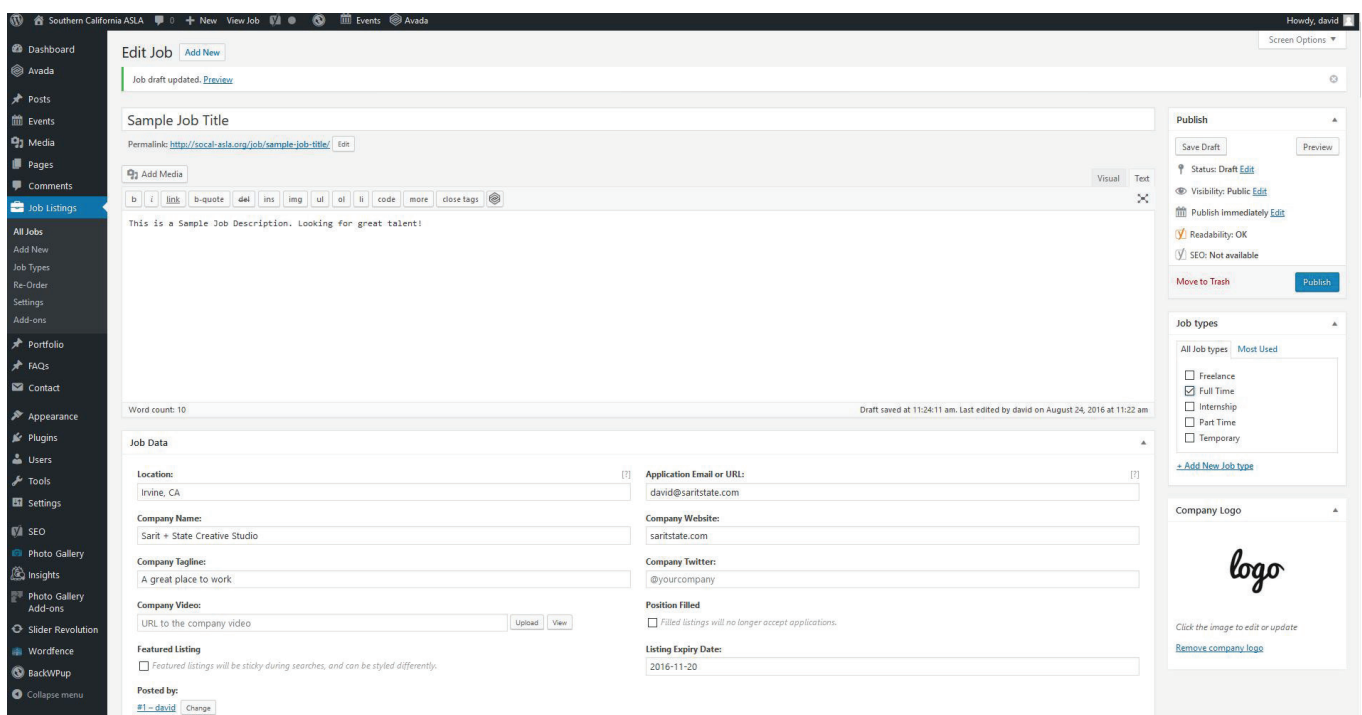
Role

## Job Board Instructions (cont.)

- 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.
- 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.



- 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.
- 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.





## 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:



**Kari Cureton**  
[kari@saritstate.com](mailto:kari@saritstate.com)

**David Trzeciak**  
[david@saritstate.com](mailto:david@saritstate.com)