

RUSD Extended Learning Website User's Guide



Contents

The RUSD Extended Learning website uses the Wordpress platform	2
What Is Wordpress?	3
What do you need to start writing articles on the site?.....	3
How to Login to Wordpress	3
Multiple Users and Wordpress	4
Why Having Several Writers is Important	4
How It Wordpress Works.....	4
How to add new Users.....	5
Adding Content to the Site	6
How to Write a New Article	7
How to Add Images to an Article	8
How to add a video to your post.....	10
How to edit an article after being published.....	12
How to Edit a page.....	13
Google Calendar	14
Social Media.....	15
Conclusion	15

The RUSD Extended Learning website uses the Wordpress platform

You can get more information on Wordpress at: <http://wordpress.org/>

If you have any questions feel free to contact me at jasonloveslife@gmail.com

What Is Wordpress?

Wordpress is a software program used to create, organize, and manage websites. Those interested can use it by signing up as a user through the administrator of the site. Anyone can leave comments through the site to promote communications from a variety of sources.

These comments allow for two-way communication to take place with those involved with RUSD Extended Learning and readers of the site. For example:

- You post an article on RUSDExtendedLearning.com about XYZ Project that the kids are participating in. The blog post gives images of the event, talks about individual students' experiences, and how it has impacted their lives.
- A person in the community finds the article and reads about all the amazing things that the kids are doing in RUSD Extended Learning.
- The reader has a question or thought they want to share. They want to know about how the project was accomplished, how they can be involved, or simply to congratulate the students on a job well done.
- The reader posts a comment on your blog posts. The comment is visible to everyone so that everyone else can benefit from the information, too.
- You respond to the comment as soon as you receive an alert from the blog telling you that there is a new comment. You not only answer the question or respond to the comment for the reader, but there is added benefit for all future readers of the article.

Wordpress specifically is useful as a content management system, or CMS. This term means that it is a way of organizing content for the web. Because it is so easy to use and it allows you to easily add new articles the RUSD Extended Learning website is powered with it to allow the best website for flexibility and interaction with those in the program, parents interested in the program, and the community.

What do you need to start writing articles on the site?

All you need is a username and password. The administrator will be the one setting these up.

How to Login to Wordpress

Step 1: Open your web browser (such as internet explorer) and enter <http://rusdextendedlearning.com/wp-admin>

Step 2: Enter user name and password. If you do not have these, contact the website Administrator.

Step 3: Click the “login button”.



Multiple Users and Wordpress

The person in charge of the RUSD Extended Learning site is the administrator. This title means that they have ultimate control over the blog. Why does this matter? When someone decides they want to write articles for the site, they need to go through the administrator to get a username and password.

Why Having Several Writers is Important

When you set up multiple users on the website, you determine what you want each of those users to have access to. For example, you may not want your users to have access to changing the format of the blog or to changing the features of the site. The good news is that you can limit access to any. The administrator of the blog remains in control of the entire site.

How It Wordpress Works

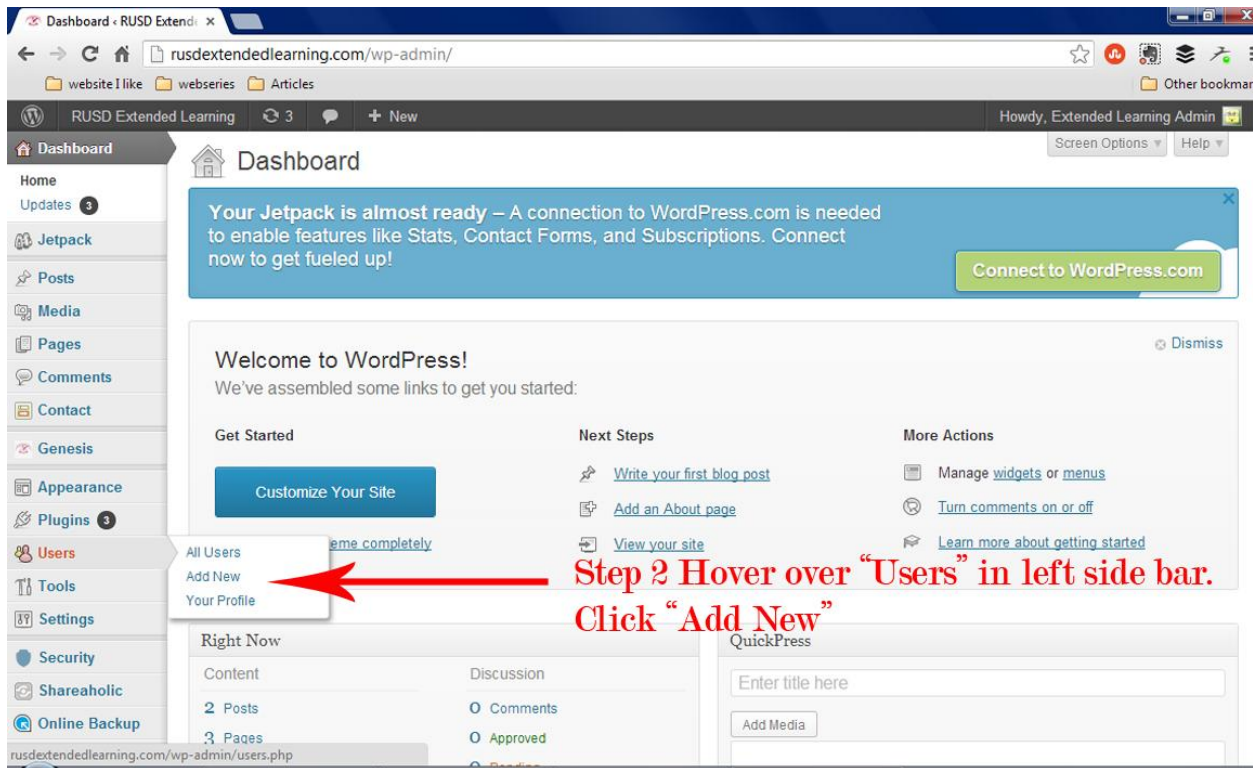
When you create multiple users with your Wordpress blog, you will be able to give them the access to the website that they need. Since the software for Wordpress is an Internet based program, that user can use the software and have access to your website from any place that there is an Internet connection. You do not have to be in the same location to use this type of setup.

How to add new Users (video version at <http://youtu.be/Dr0VkSLY5X0>)

Only the Admin can add new users to the website.

Step 1: Login as admin (page 4 shows how to login)

Step 2: Put mouse over “users” tab on left side bar, when options pop up, click “Add New”.



Step 3: Fill in all information.

User name is usually the person’s name and it will be what shows up under author for articles written by that person. You can just make up a password for now with random letters and numbers.

Step 4: Click checkbox next to “Send this password to the new user by email”.

This will give the user all the information they need to login in.

Step 5: In the drop down menu next to “Role”, choose “author”.

Step 6: Click “Add New User” button toward bottom of page.

The screenshot shows the 'Add New User' page in the WordPress admin dashboard. The left sidebar contains navigation links: Dashboard, Jetpack, Posts, Media, Pages, Comments, Contact, Genesis, Appearance, Plugins, and Users. The 'Users' menu is expanded, showing 'All Users', 'Add New', and 'Your Profile'. The main content area is titled 'Add New User' and includes the instruction 'Create a brand new user and add it to this site.' Below this are text input fields for Username (required), E-mail (required), First Name, Last Name, Website, and Password (twice, required). A 'Strength indicator' box is present below the password fields, with a hint: 'The password should be at least seven characters long. To make it stronger, use upper and lower case letters, numbers and symbols like ! " ? \$ % ^ & ;'. A checkbox labeled 'Send Password?' is checked, with a note 'Send this password to the new user by email.' Below the password fields is a 'Role' dropdown menu set to 'Author'. At the bottom left is an 'Add New User' button. Red annotations with arrows point to specific elements: 'Step 3 Fill in these text boxes.' points to the input fields; 'Step 4 Check this box' points to the 'Send Password?' checkbox; 'Step 5 Choose "Author"' points to the 'Role' dropdown; and 'Step 6 Click' points to the 'Add New User' button.

Adding Content to the Site

There are many ways that you can use your Wordpress blog but one of the nicest features is that you can update your blog at any time. This helps a blog to stand out from a traditional website. With a blog, you are able to create content based on anything you would like. And you can continuously update your pages so that there is always something new for your readers to read.

Why Updating Regularly is Important?

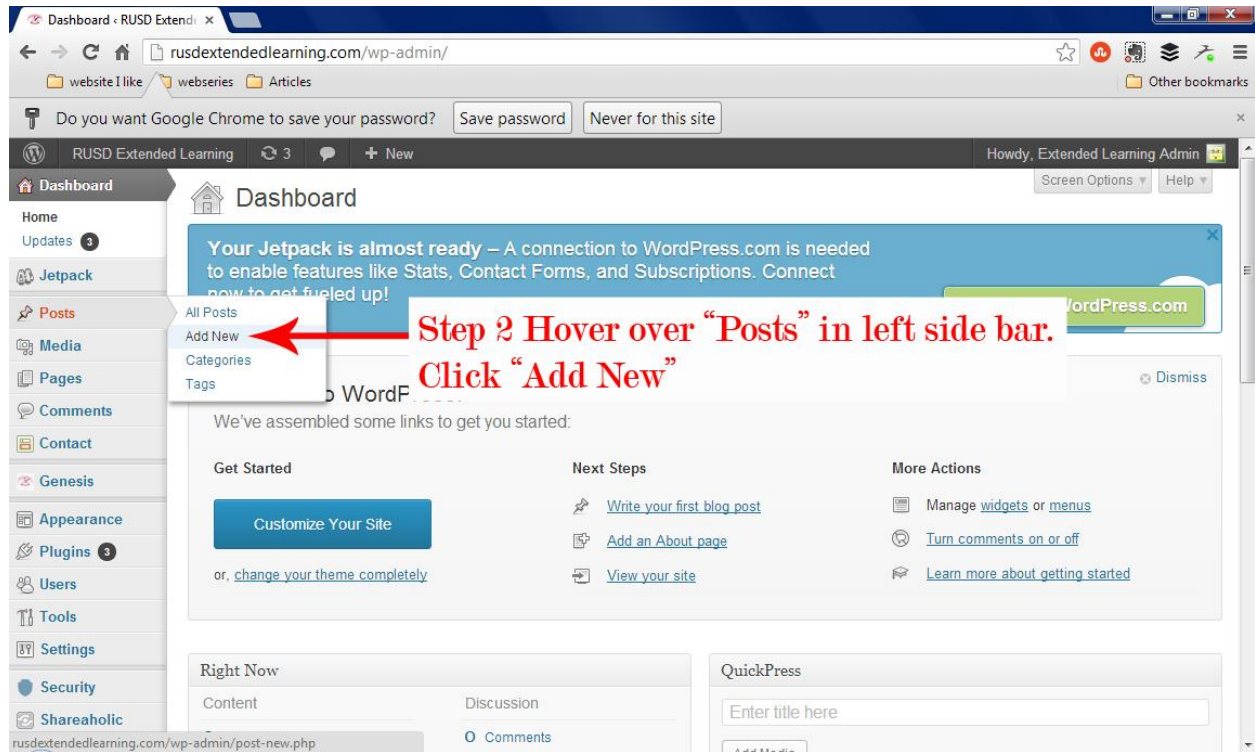
1. One of the biggest reasons to update your content on a regular basis is that it keeps your students and parents informed. If you went back to the website you visited yesterday today, it is unlikely that you would actually find something new. However, with a blog, the reader always gets something new to read.
2. You keep the community up to date on what is happening within RUSD Extended Learning. You can use blog posts to educate, build new connections (networking), and show of what the program is accomplishing.

The good news is that there are no rules on how often you need to update. You do not have to put up a new post every day if you do not want to. You do not have to put up a post this week if you do not want to (though it is a recommendation that there are new posts every few days for the best results).

How to Write a New Article (video version at <http://youtu.be/39y86qXhAv8>)

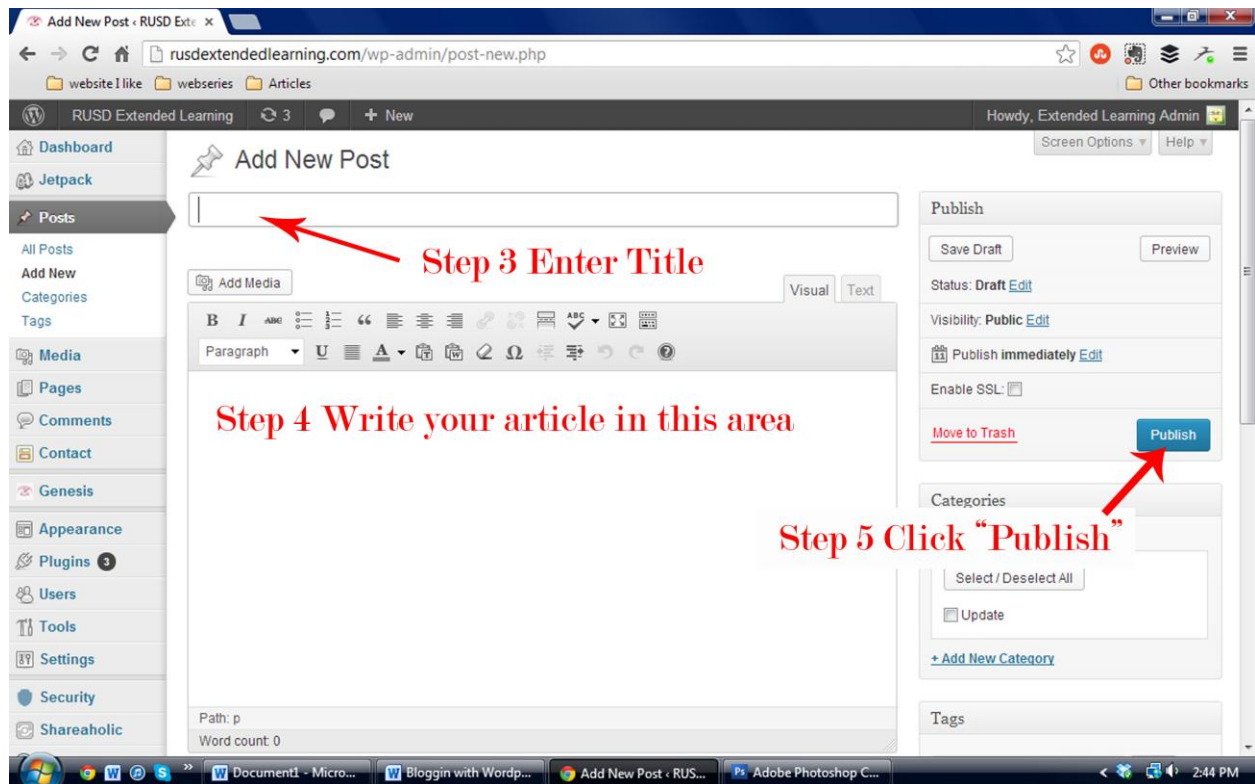
Step 1: Login in (see page 4)

Step2: Put mouse over “Posts” tab on left side bar, when options pop up, click “Add New”.



Step 3: Put a title for your article in top text box.

Step 4: Write article in text area. You can also copy and paste from a word document. You can add hyperlinks, change formats, and more in the tool bar above the text area. You might want to watch the video tutorial for more information on what all the tools do.

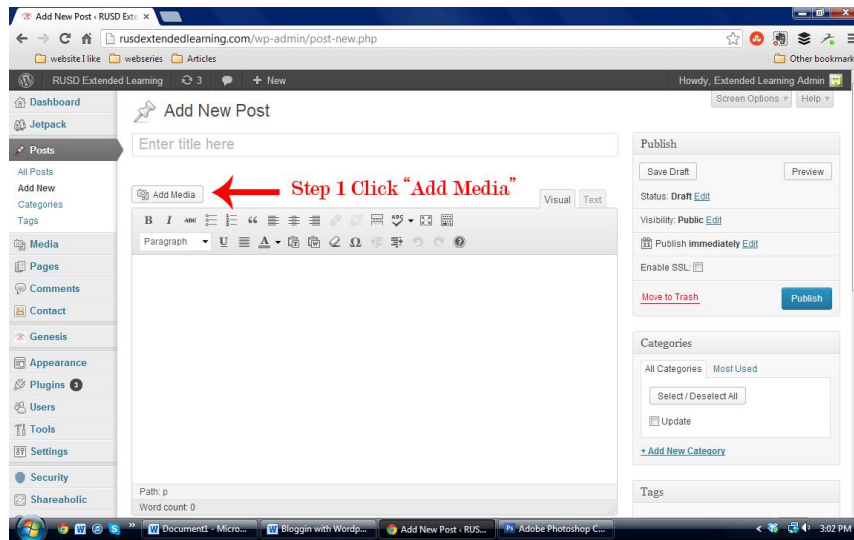


How to Add Images to an Article

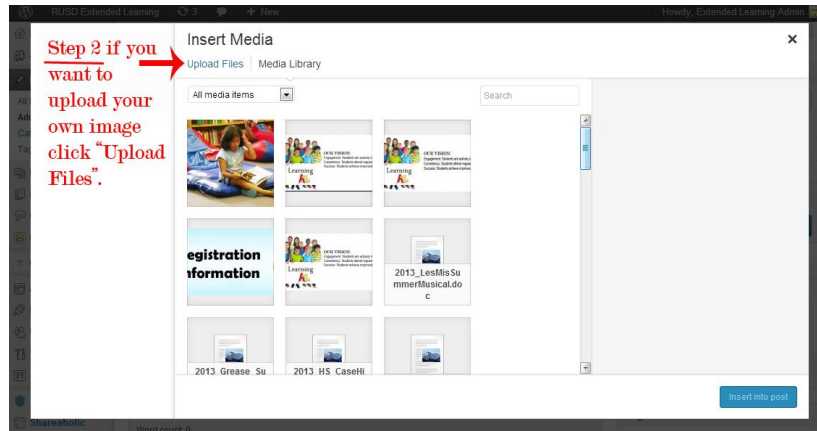
(video version at <http://youtu.be/39y86qXhAv8?t=15m18s>)

When you write an article you are going to want to add images to your post. This makes the articles more interesting for the readers. It also brings more people to the website.

Step 1: After writing the article you simply click the "Add Media" button above the toolbar and below the title (see image below)



Step 2: You can scroll down and click on the image you want to use or if you need to upload an image, you can click “Upload Files”.



Step 2b: If uploading an image you can click on the file on your desktop and drop it into the screen (Where it says “Drop files anywhere to upload”).

Step 3: Fill in proper information on the right side of screen.

Title = How to keep track of the files (it is the files name).

Caption = Writing that appears directly under the image.

Alt Text = What appears if the image doesn't load or the person has images turned off.

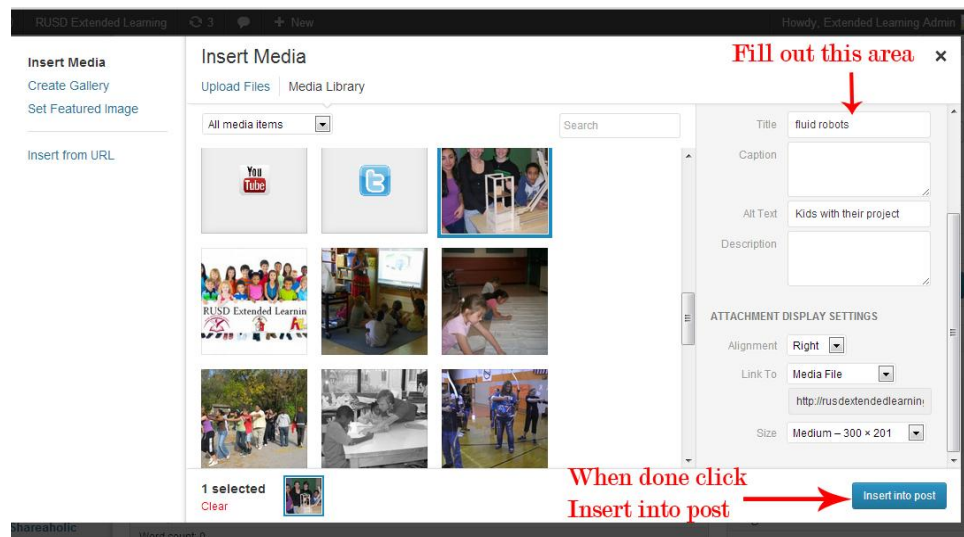
Description = A way for Google to know what the image is.

Alignment = Where the image is in the article compared to the writing.

Link To = What happens when someone clicks the image (I usually turn it to “none”)

Size = I usually choose medium, but you can play with this if you like.

Step 4: When you're done you click “Insert into Post”.



How to add a video to your post (video version at <http://youtu.be/YDqkcJXWCrA>)

Adding video to your post is a great way to get more people checking out the site. Parents love seeing their children on video and will often share these links with their friends. This gives RUSD Extended Learning more exposure to prospective participants.

All videos you add to the website will be through YouTube. This makes it relatively simple and watchable on any device.

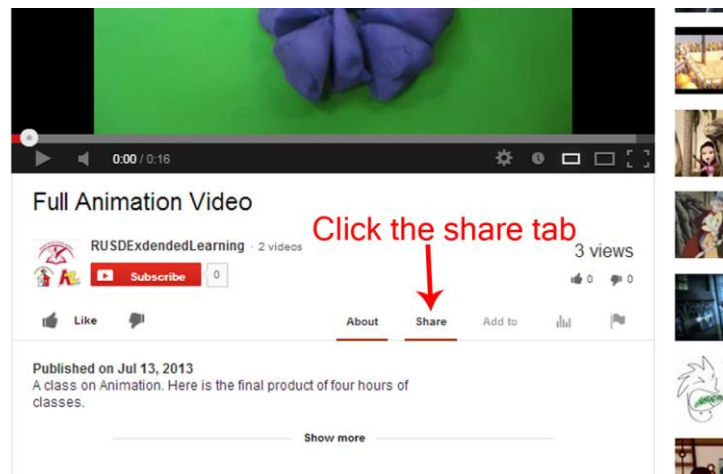
Let's get started:

Step 1: Login in (see page 4)

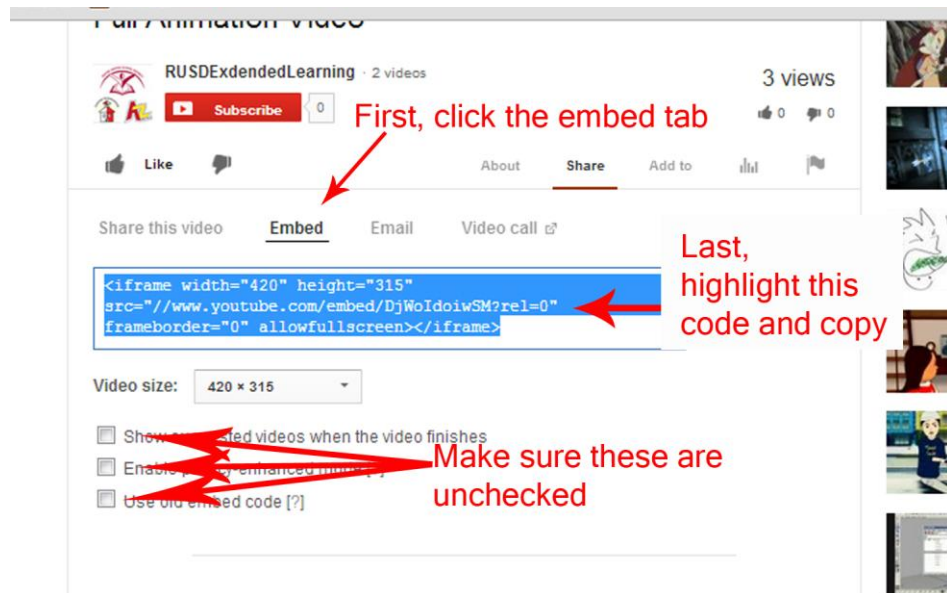
Step 2: Start a new post (page 7) or click to edit a new one (page 12)

Step 3: Find the video on YouTube you want to share

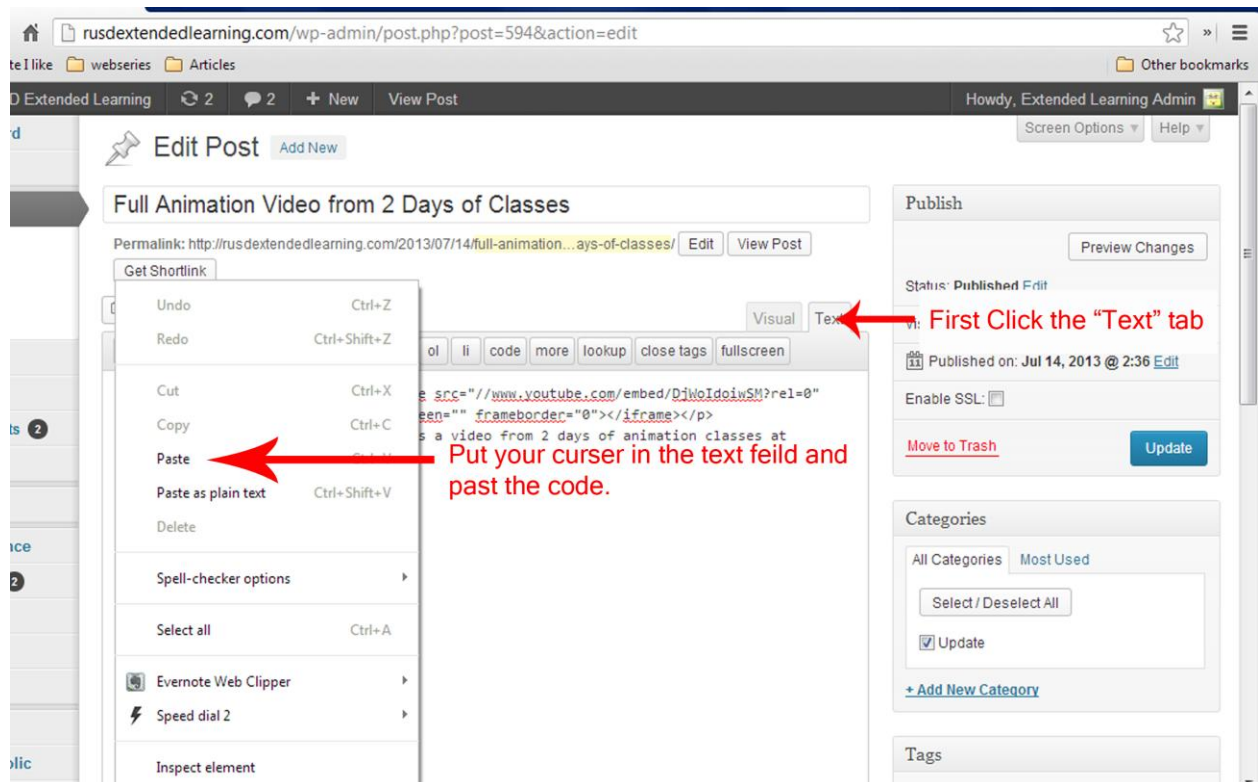
Step 4: Click the share tab



Step 5: Click embed tab, make sure none of the check boxes are checked, and copy the code in the box



Step 6: Go back to post click the text tab

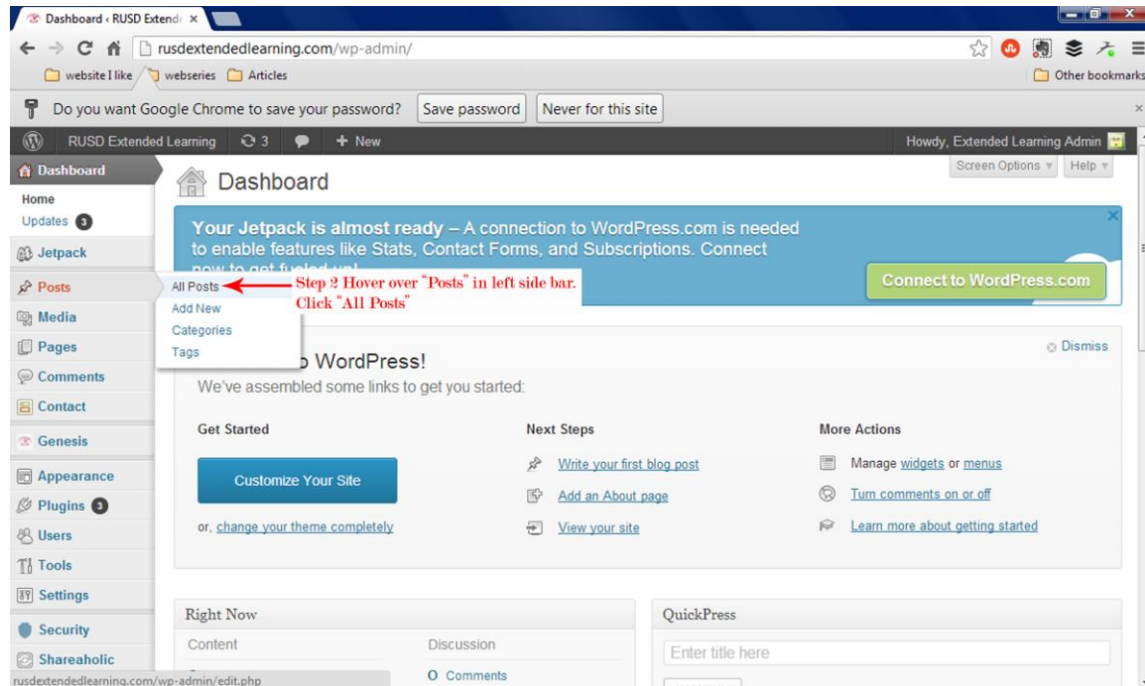


Step 7: click the publish button or update button on the right side of the screen.

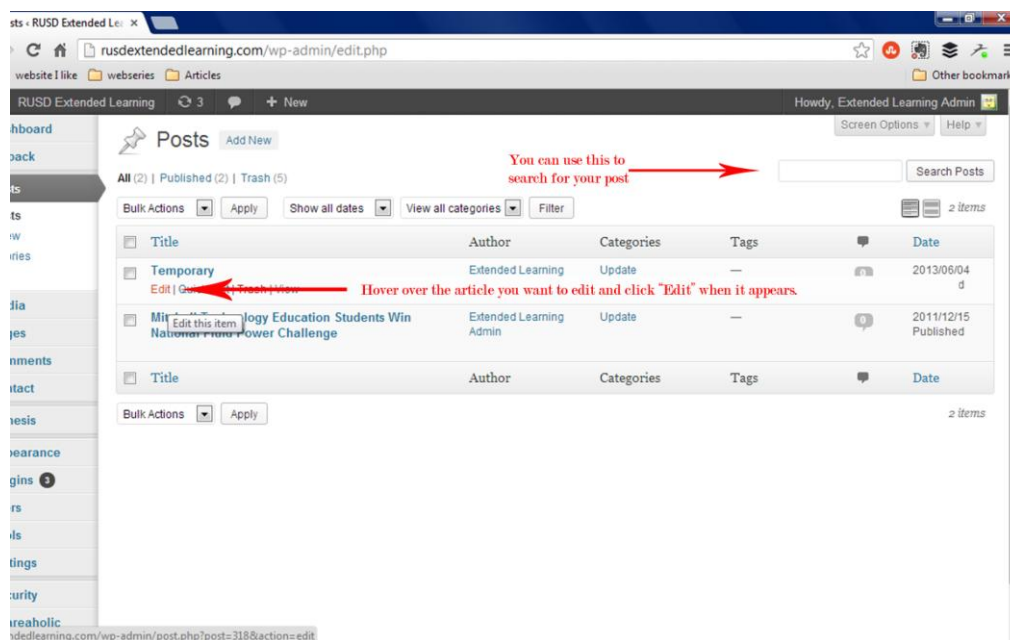
How to edit an article after being published
(video version at <http://youtu.be/39y86qXhAv8?t=21m30s>)

Step 1: Login in (see page 4)

Step 2: Put mouse over “Posts” tab on left side bar, when options pop up, click “All Posts”.



Step 3: Find the article you want to edit, hover over it, and click “edit”.

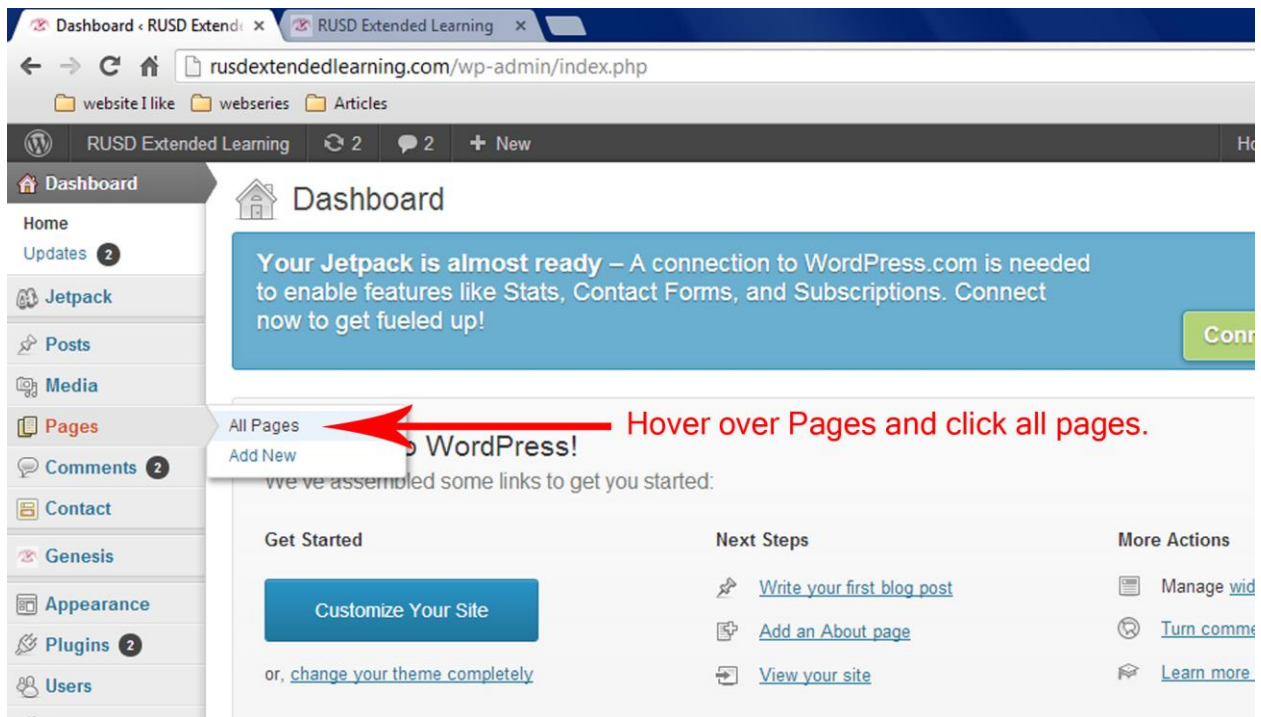


Step 4: Edit your article.

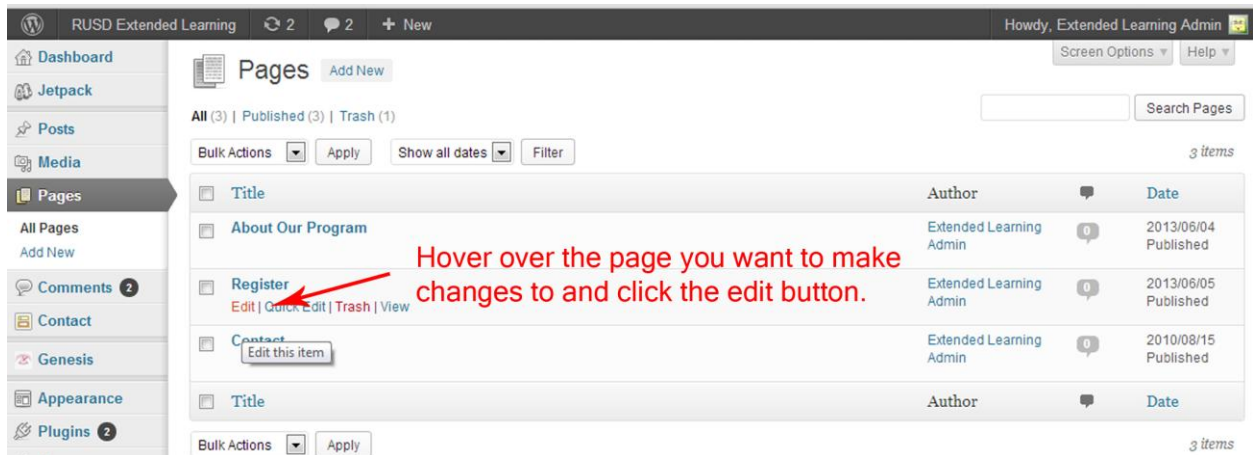
How to Edit a page (video version at <http://youtu.be/6n1Wn9S9eGg>)

Pages on the RUSD Extended website are “About Our Program”, “Join the Program”, and “Contact US”. Only the administrator should edit the pages of the website.

Editing pages is very similar to editing posts. The only difference is when you are at the main dashboard you hover over pages and click “All Pages”.



Then find the page you want to make changes to, hover over it with your mouse, and click edit.



Google Calendar (video version at <http://youtu.be/Tq-E7pd9L9Q>)

On the website there is a list of important dates for those involved in RUSD Extended Learning. You can update this once and leave it for the year if you like.

All you need to do is:

Step 1: Go to Google.com

Step 2: Click "Calendar" at the top of the page

Step 3: Login as RUSD Extended Learning (same password as Google+)

Step 4: Add dates to the calendar

Social Media

- Once your blog post publishes, you need to take into consideration how people will find it. Use websites like Twitter, Facebook, and Google+ to help you to build attention to your website. (video tutorial at http://youtu.be/iaM_17mqanY)
- Use links to your blog post in all of the communications you do on these social media sites. (video tutorial at http://youtu.be/KGcG7CvB_r8)

Once you have your Wordpress blog in place and you are actively promoting it, there are many things you can do to get visitors. However, once they get to your website you need to keep them interested. You can do this by simply providing a wide range of information to individuals when they visit. Communicate with them on the website through comments. Listen to their questions. Write blog posts that are interesting and based on exciting things the program is doing.

The more work you do to create a website packed with information and resources the more people will come back to see what's new.

Conclusion

Now is the time to take all that you have learned and take action. The RUSD Extended Learning is an amazing program that many people don't know about. Using everything in this manual, utilizing my suggestion in the "best practices" booklet, and with the step-by-step videos I have included; it is possible to show of the program to the world.

If you have any questions or need clarifications, feel free to email me any time at jasonloveslife@gmail.com.