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# Blog User Manual

## Getting Started

What to do before publishing a blog post in WordPress:

1. Come up with blog topics for at least two months in advance.
2. Update blog timeline with topics: <https://docs.google.com/a/sga-inc.net/spreadsheet/ccc?key=0Atvm2TAVCHdcDIZVEVKZjN5T3MwaWt5SGFuWGpjQkE#gid=2>
3. Write blog posts or coordinate with guest bloggers.
4. Find related photos for each blog post.

## How to Use This Guide

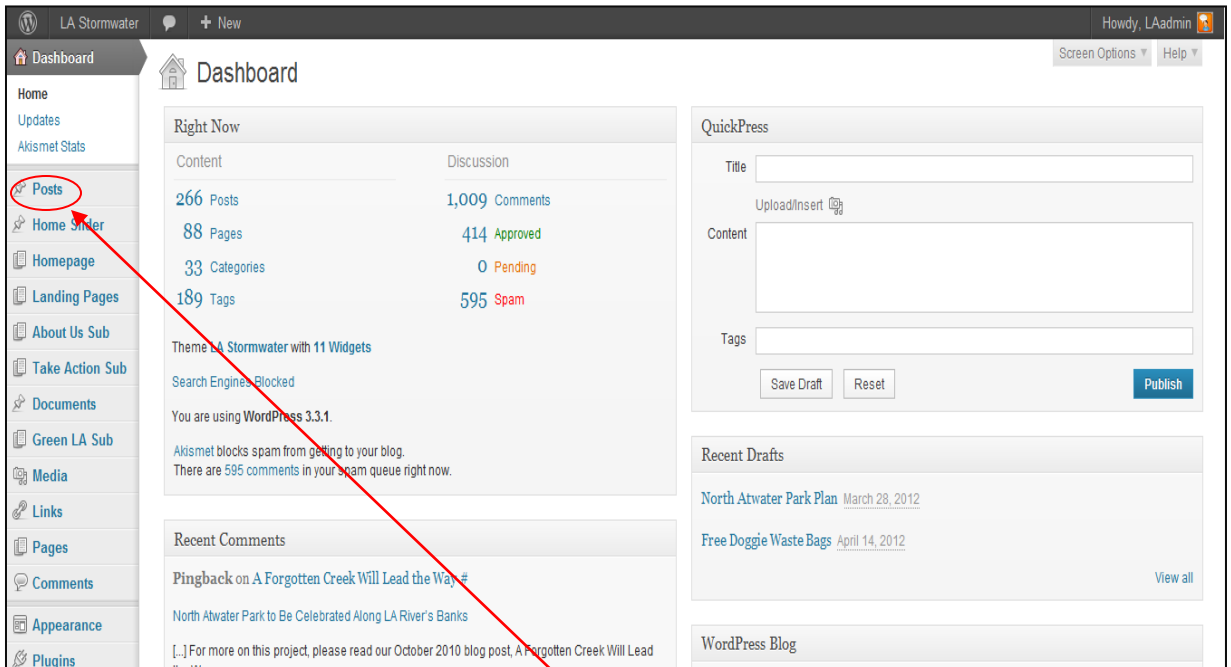
To use this guide, you must first be logged into LA Stormwater's Blog.

<http://www.lastormwater.org/wp-admin>

## Logging In

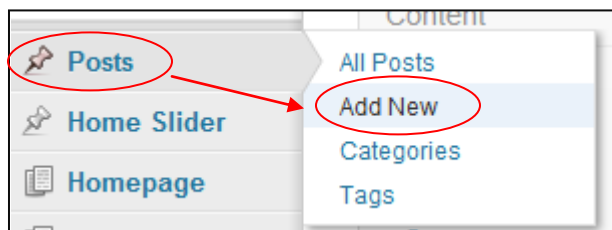
1. Go to <http://www.lastormwater.org/wp-admin>
2. Enter assigned log in information.
3. After you log in, the "Dashboard" page will appear.

TIP: Log in information is case sensitive.



## Adding Blog Posts

1. Hover over "Posts" in the left sidebar, click on "Add New."



## 2. Steps to add a blog post:

- o Fill out title where it says “Enter title here” in light grey text.

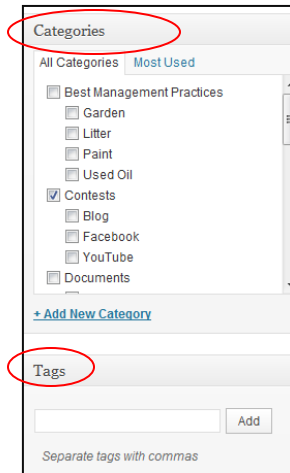


TIP: Make sure the “Visual” tab is highlighted in darker grey.

- o Enter post text in the “Visual” tab.



- o Under “Categories” in the right sidebar, select the most relevant category by checking the box next to the category name.




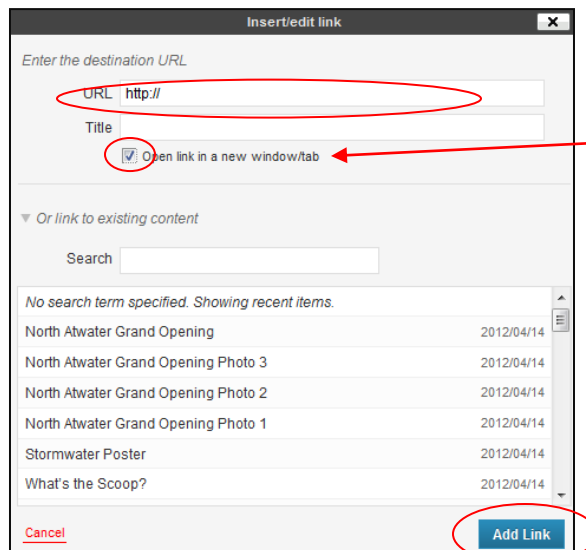
TIP: Only select 1 category.

TIP: Include 3 relevant blog tags. Use the [list of blog tags for reference.](#)



- o Under “Tags” in the right sidebar below the “Categories” section, add relevant blog tags.

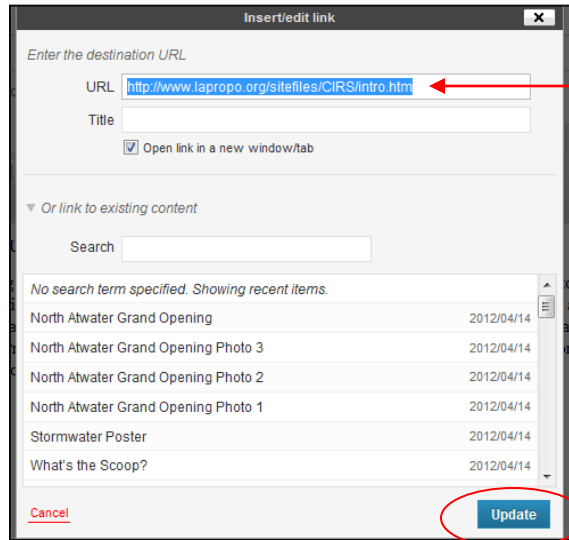
## Inserting Hyperlinks in Posts

1. Highlight the desired text that you would like to hyperlink.
2. Click on the hyperlink button: 
3. An “Insert/edit link” box will appear.
  - o Enter the “URL.”
4. Next, click on the checkbox where it says “Open link in a new window.”
5. You may leave the “Title” section blank, unless you want to title the hyperlink.
6. Press the blue “Add Link” button.



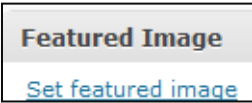
TIP: Opening the link in a new window allows for our blog readers to stay on the blog post and go back and forth to the affiliate links by clicking through tabs instead of going back in the web browser.

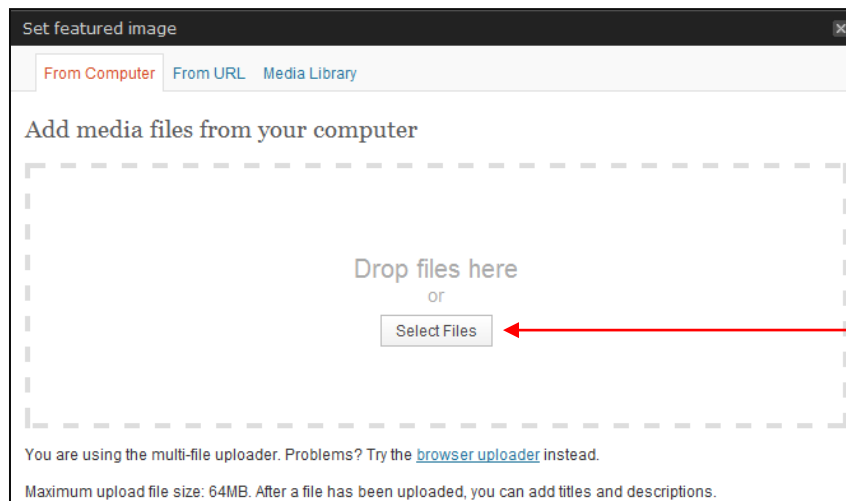
7. To remove a hyperlink, click on the break link button. 
8. To edit hyperlinks or repair a broken link,
  - o Click on the desired linked text, so that the cursor is within the word/phrase.
  - o Click on the hyperlink button. 
  - o Edit the “URL” with the updated hyperlink.
  - o Click on the blue “Update” button.



TIP: Select “Use as featured image” first. If you press “Insert into Post” before, the image will be inserted into the post without setting the feature image and the “set featured image” pop up box will close.

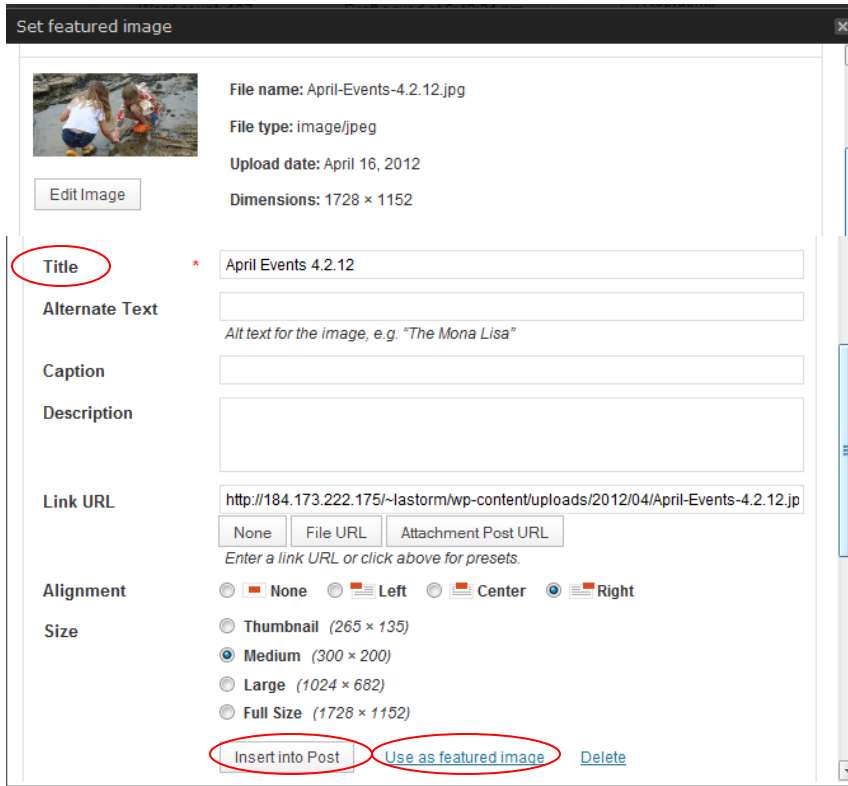
## Inserting Images

1. Include a photo for the featured image on the blog homepage and for the blog post itself by selecting “Set Featured Image” under the “Featured Image” tab in the right sidebar. 
  - o Press the “Select Files” button to choose a new image file for upload.
    - Select an image to upload in the blog post.

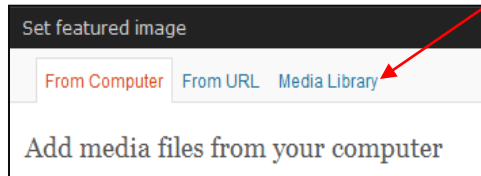


- o Once the image is selected and done uploading, edit the photo “Title.”
- o Next, click on “Use as Featured Image.”
- o To include the image in the post, click on “Insert to Post” button.

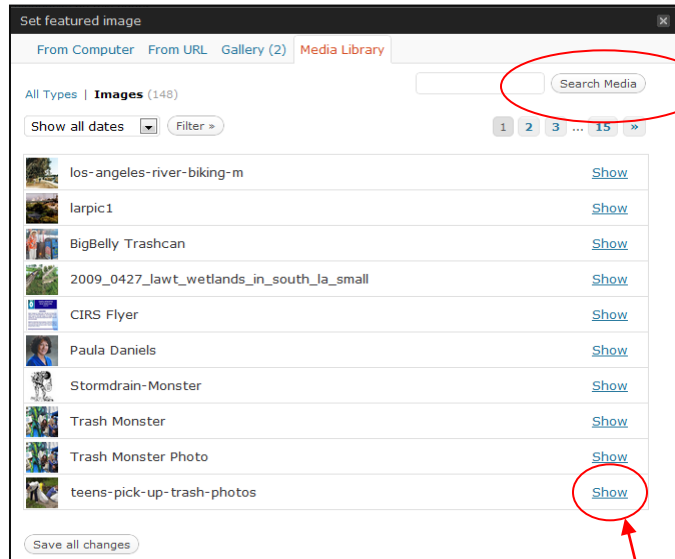
TIP: The photo "Title" is required, so make sure to include a title that's related to the post material or photo.



- o After you click on the "Insert to Post" button, you will be directed back to the blog post with the image now in the post.
- o Instead of selecting a new image, another option to select an image for the post and as a featured image is to click on the "Media Library" tab to review and use images from past blog posts.
- o For selecting an image in the "Media Library" follow these steps:
  - Click on the "Media Library" tab.

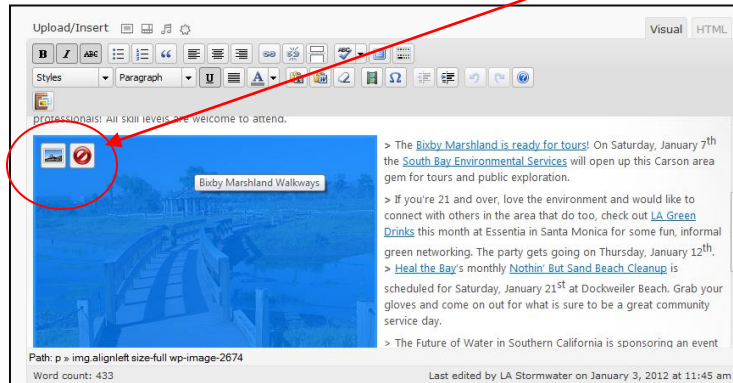


- Scroll through the pages of photos for an image or "Search Media" if you know the title of the image you are looking for.

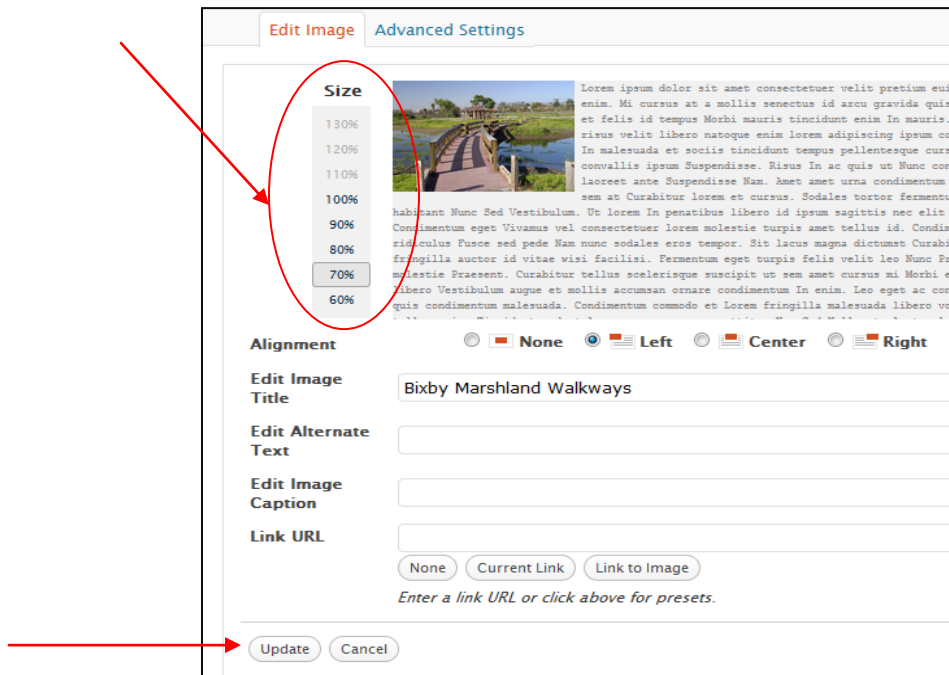


TIP: You may also search for key words, such as river, beach, trash, etc.

- Click on “Show” next to the desired image.
  - Once the image is selected, edit the photo “Title” (if necessary).
  - Next, click on “Use as Featured Image.”
  - To include the image in the post, click on “Insert to Post” button.
  - After you click on the “Insert to Post” button, you will be directed back to the blog post with the image now in the post.
- o To change the size of the image:
- Click on the image within the post.
  - The image should then be highlighted blue and two icons will pop up in the upper left corner.



- Click on the image icon.
- An “Edit Image” box will appear.
- On the left side of the box there will be an option on change the size by percentage numbers.

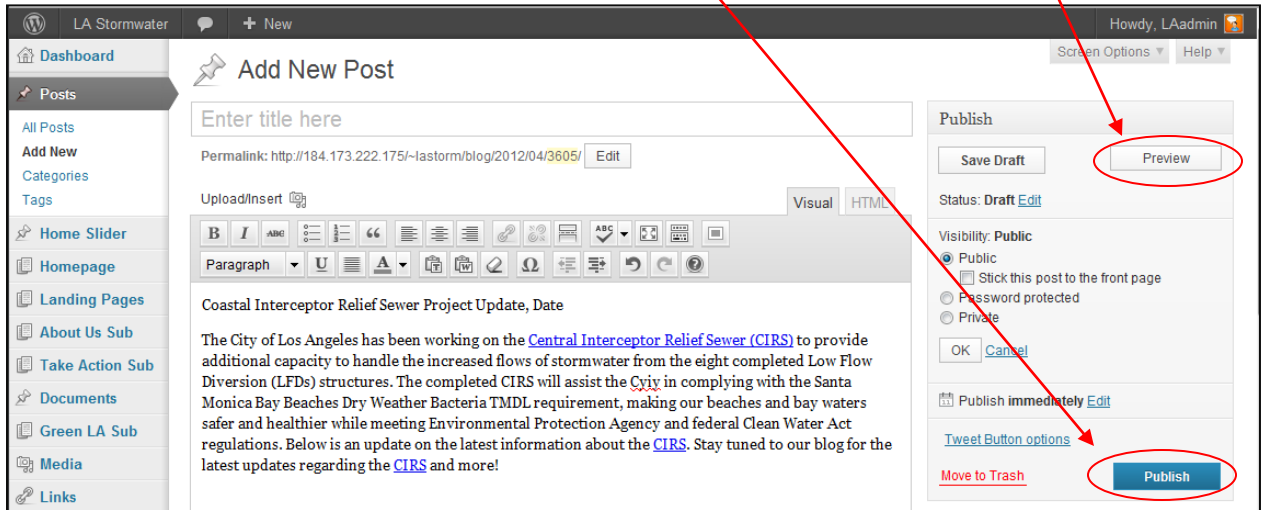


- Once you select the image size, click the “Update” button.

## Preview and Publish

1. To preview the post and review hyperlinks, the image and text, click on the “Preview” button.
  - o A new tab will open up where you can review the post.
  - o Preview all hyperlinks and text in the new tab.
2. Submit the finished post by pressing the “Publish” button.

TIP: When reviewing the post, look for spacing issues, hyperlinks working and hyperlinks opening in a new window.



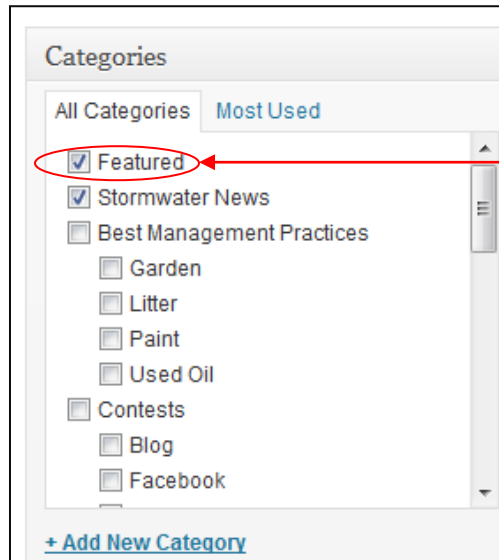
## Featured Blog Posts

Featured blog posts will be featured at the top of the Blog page.

1. To do this, scroll through the “Categories” box and check the “Featured” category.
2. To remove a blog post as the feature, uncheck the “Featured” category.
  - o It is **IMPORTANT** to only have 1 blog post selected with the “Featured” category because only one post can be seen as a featured post and if multiple posts are selected as featured, only the most recent post will show up in the blog and the other feature selected posts will NOT be visible on the blog page.

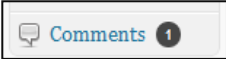
TIP: Select only 1 featured image, since only one featured image can be displayed at a time. Rotate the feature image on a weekly basis.

TIP: Feature posts will expire after 30 days of the initial blog posting date. This is why it is important to keep the blog updated weekly and select new featured posts on a weekly basis.



3. A faster way to add and remove posts as the “Feature” is to click on “All Posts.”
4. Hover over the desired post and click on “Quick Edit.”
5. From there a “Quick Edit” box will appear.
  - o Scroll through the “Categories” section.
  - o Check or uncheck the “Featured” category.
6. Click the blue “Update” button and all changes will be saved.

## Reviewing and Approving Comments:

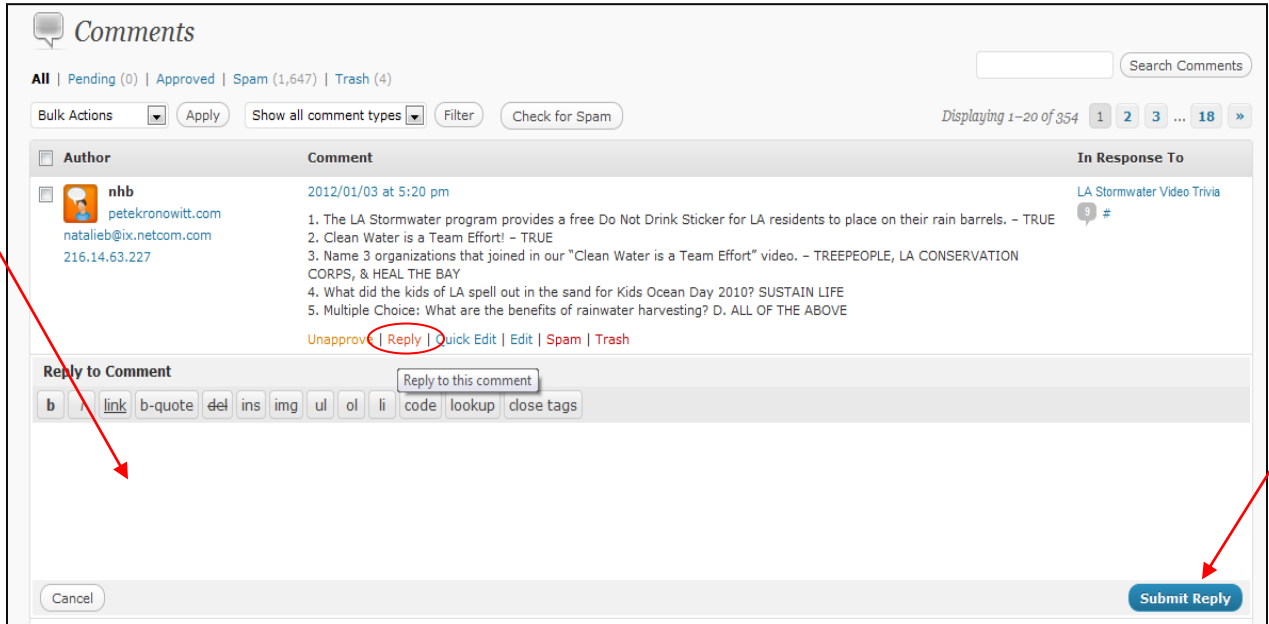
1. Click on “Comments” in the right sidebar. 
2. Hover below comment text and the following options will appear: “Approve, Reply, Quick Edit, Edit, Spam and Trash”
3. Click “Approve” and the comment will reveal in the blog post.

4. Once comments are approved, respond to comments by:
  - o Answering comment questions.
  - o Thanking them for their thoughts.
  - o Engaging them in dialogue by asking another question.



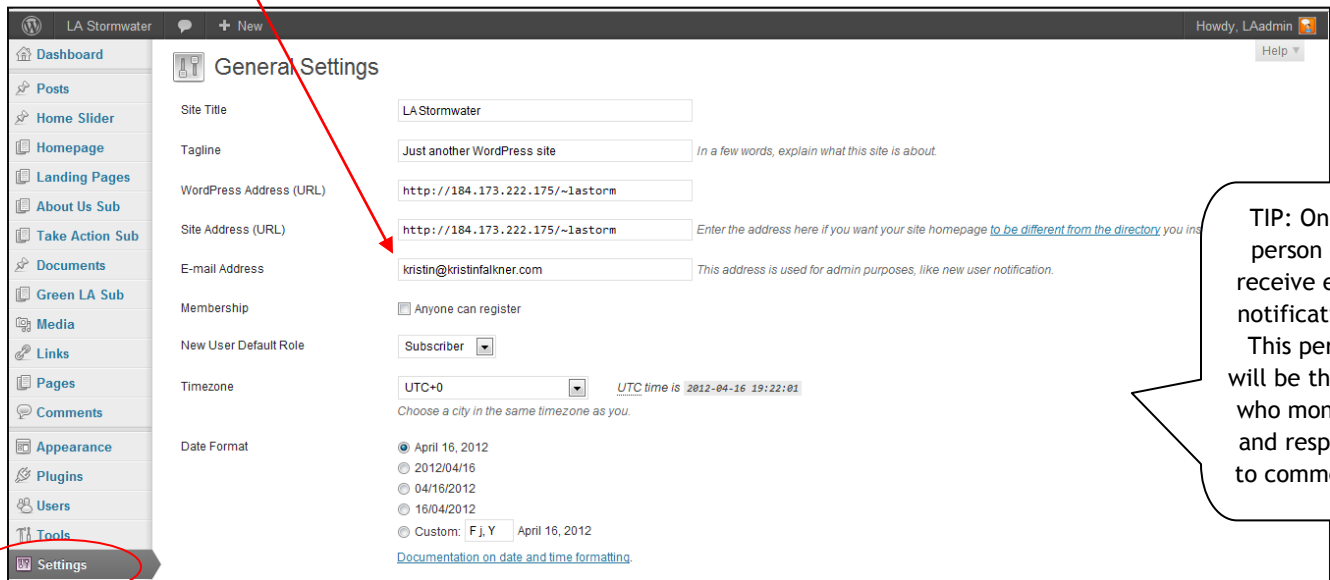
## 5. How to respond to comments:

- o Hover below comment text and the following options will appear: **“Approve, Reply, Quick Edit, Edit, Spam and Trash”**
- o Click on **“Reply.”**
- o A **“Reply to Comment”** text box will appear below the comment.
- o Write your response in the text box.
- o Click on the **“Reply”** blue button when you are done.



## To Change Email Addresses to Receive Notifications

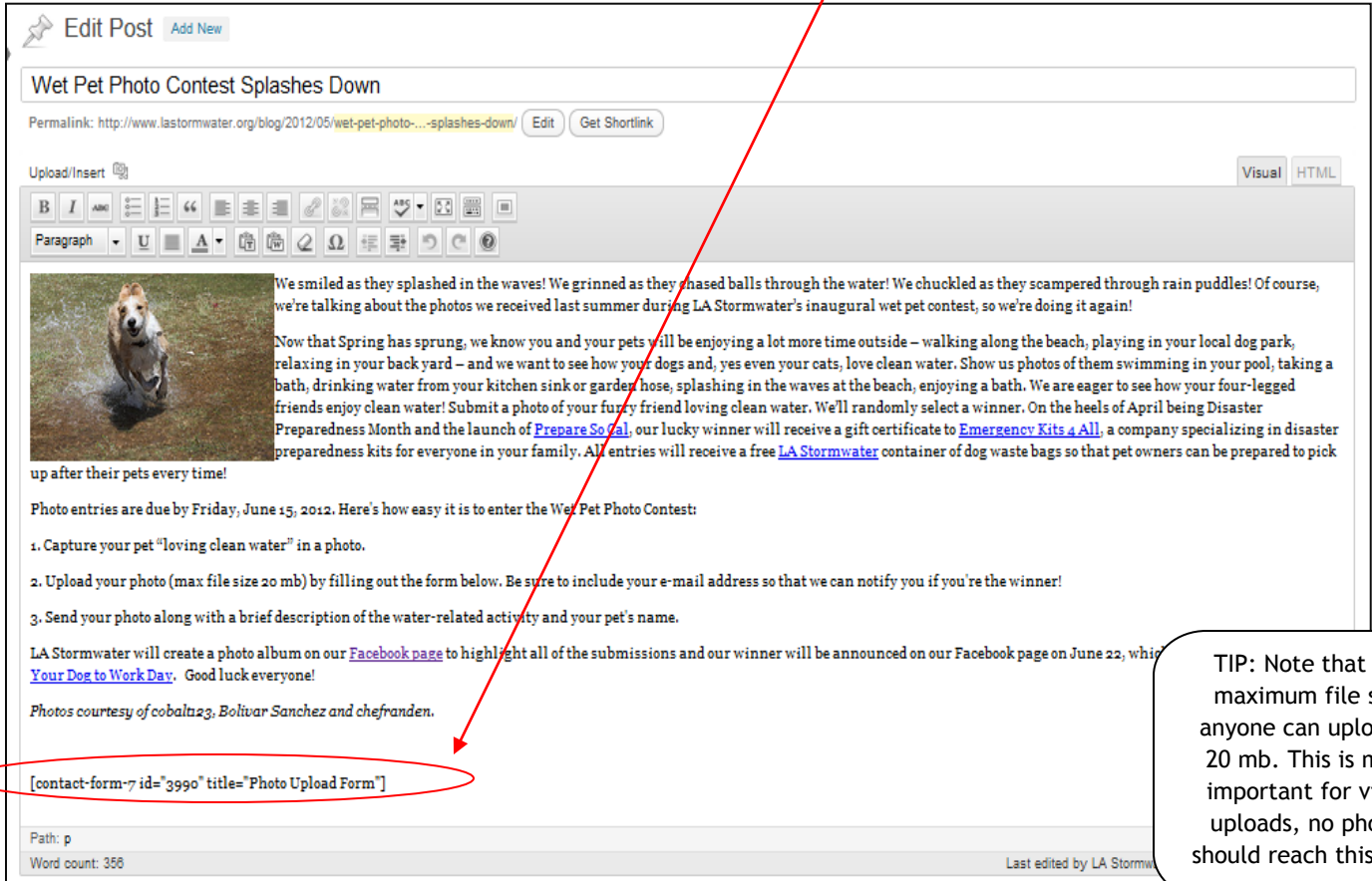
1. Click on the **“Settings”** option in the right sidebar.
2. A **“General Settings”** page will appear.
3. Change the email address.



## Photo Submission Forms

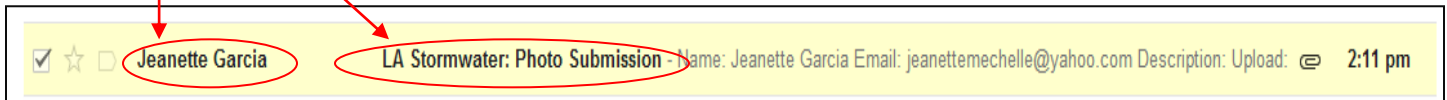
To include a photo submission form to a blog post for contests, copy the below code and insert into the desired post:

- o [contact-form-7 id="3990" title="Photo Upload Form"]
- o This code should be placed at the bottom of the desired post, after all of the text and images.



The screenshot shows a WordPress 'Edit Post' interface for a blog post titled 'Wet Pet Photo Contest Splashes Down'. The post content includes a photo of a dog splashing in water and text about a photo contest. At the bottom of the post content, the code snippet `[contact-form-7 id="3990" title="Photo Upload Form"]` is highlighted with a red oval. A red arrow points from this code to a speech bubble on the right that contains a tip: 'TIP: Note that the maximum file size anyone can upload is 20 mb. This is more important for video uploads, no photos should reach this size.'

- o All photo (or video) submissions will be sent to the [lastormwater@lacity.org](mailto:lastormwater@lacity.org) email address.
- o All Emails will be received showing the person's name who is submitting the photo.
- o The subject line of emails received through the photo submission form will read: "LA Stormwater: Photo Submission."
  - Make sure to keep an eye out for these emails when running photo/video contests on the blog.



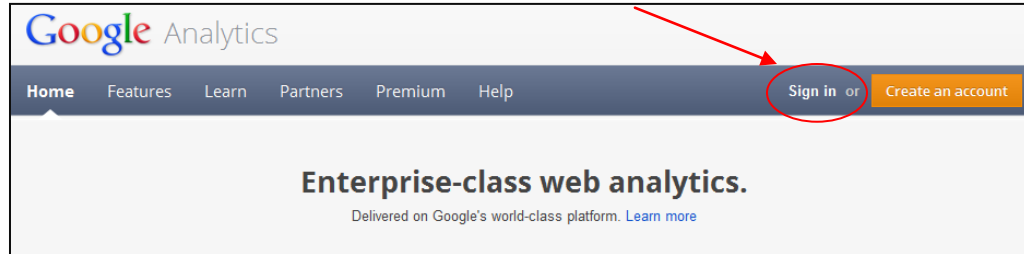
The screenshot shows an email inbox entry. The sender is 'Jeanette Garcia' and the subject is 'LA Stormwater: Photo Submission'. The email details include 'Name: Jeanette Garcia', 'Email: jeanettechelle@yahoo.com', 'Description: Upload:', and '2:11 pm'. Red arrows from the text above point to the sender's name and the subject line, which are both circled in red.

TIP: Record blog statistics consistently for the 1<sup>st</sup>-15<sup>th</sup> of the month and the 16<sup>th</sup> - last day of the month in order to track impressions.

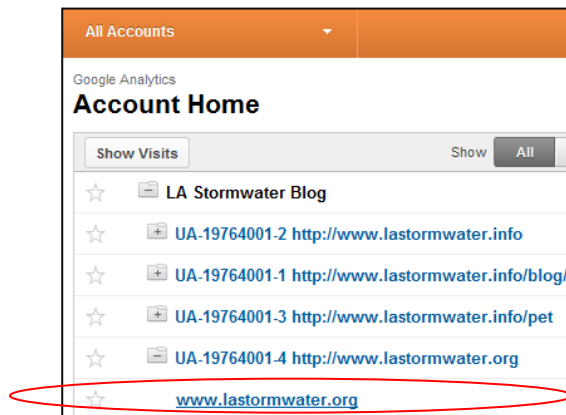
## Tracking Blog Statistics

To track the statistics for the blog, update the Social Media Tracking sheet found here: <https://docs.google.com/spreadsheets/cc?key=0Atvm2TAVCHdcdDIZVEVKZjN5T3MwaWt5SGFuWGpjQkE#gid=0>

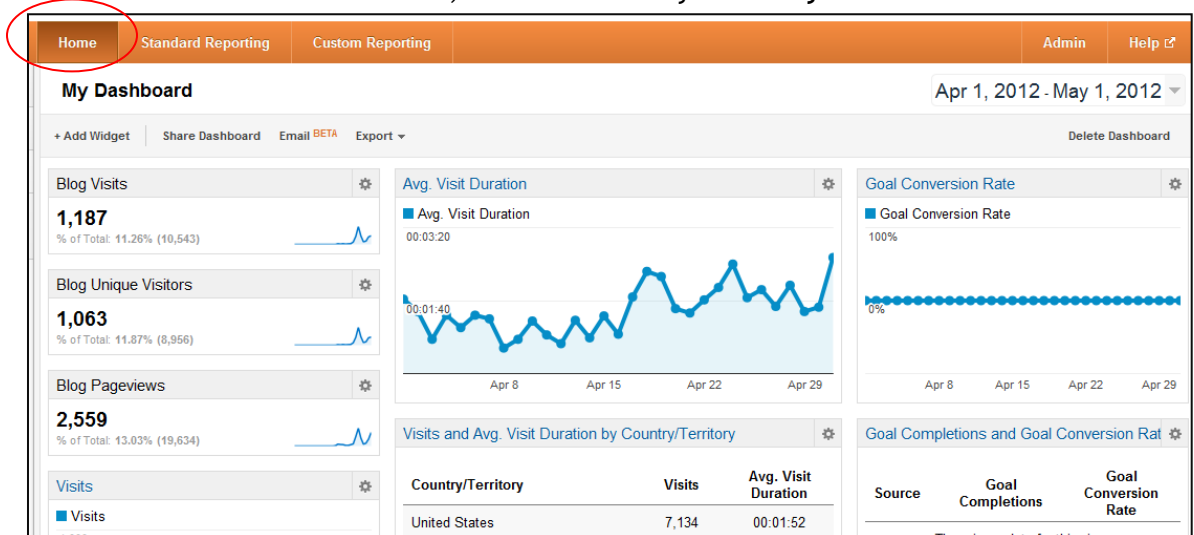
1. Go to Google Analytics: <http://www.google.com/analytics/>
2. Sign into Google using the [lastormwater.program@gmail.com](mailto:lastormwater.program@gmail.com) account.



3. Under “Account Home,” click on “<http://www.lastormwater.org>”
  - o Then click on the “[www.lastormwater.org](http://www.lastormwater.org)” link.



4. A “Visitors Overview” Page will appear.
  - o Click on the “Home” tab, which will take you to “My Dashboard.”



5. Change the date range by clicking on the box in the upper right hand side with the dates.
  - o A calendar will appear. Click on the days you want to obtain the statistics from, and then click on the “Apply” button.

Google Analytics

Make this version default | Old version | lastormwater.program@gmail.com | Settings | My Account | Sign Out

http://www.lastormwater.info/blog/ - http://www.lastormwater.info/blog/ ...

Home Standard Reporting Custom Reporting

ADVANCED SEGMENTS EXPORT ADD TO DASHBOARD

Visitors Overview

100.00% of total visits

Dec 5, 2011 - Jan 4, 2012

Date Range: Custom

Dec 5, 2011 - Jan 4, 2012

Compare to past:

Apply cancel

827 people visited this site

994 Visits

6. Once you click “Apply,”
  - o Record the number of “Blog Visits, Unique Visitors & Pageviews.”

Home Standard Reporting Custom Reporting Admin Help

My Dashboard

Apr 16, 2012 - Apr 30, 2012

+ Add Widget Share Dashboard Email BETA Export Delete Dashboard

Blog Visits

1,022

% of Total: 14.83% (6,891)

Blog Unique Visitors

929

% of Total: 16.01% (5,801)

Blog Pageviews

2,067

% of Total: 14.40% (14,357)

Visits

1,000

Avg. Visit Duration

00:02:30

Goal Conversion Rate

100%

0%

Visits and Avg. Visit Duration by Country/Territory

Country/Territory	Visits	Avg. Visit Duration
United States	4,936	00:02:03

Goal Completions and Goal Conversion Rate

Source	Goal Completions	Goal Conversion Rate
There is no data for this view.		

## Blog Support

WordPress Forums: <http://wordpress.org/support/>

Things you need to know about WordPress: [http://codex.wordpress.org/Main\\_Page](http://codex.wordpress.org/Main_Page)

## List of Blog Tags

Below is a list of blog tags to use when tagging blog posts, they are listed in alphabetical order:

Aerial Art	Friends of the LA	Penmar
Application	River	Pesticides
Aquarium of the	Garden	Pet
Pacific	Green Alleys	Pilot Program
Awards	Green Driveway	Planter Box
Bacteria	Green Streets	Plastic Bags
Ballona Creek	Guest Blogger	Pledge
Beaches	Handbook	Pollution Prevention
Beautification	Heal the Bay	Proper Disposal
Booth in a Box	Homeowners	Proposition O
Calendar	Implementation Plan	Rain Barrel
California Bill	Improvement	Rainwater Harvesting
Campaign	Projects	Reusable Bags
Cash for Grass	Instructor	Revitalization
Catch Basins	Interview	Riverdale
Ceremony	KCET	School Presentations
Children	Kids Ocean Day	Sherri Akers
City Council	Kids Ocean Science	Stormwater
City of Los Angeles	LA Creek Freak	Story
Clean Streets	LA River	Students
Clean Water	LA Stormwater	Sun Valley
Cleanup	Program	Surfrider Foundation
Coastal Cleanup Day	LA Team Effort	Sustainability
Coastal Interceptor	LA Zoo	T-Shirt
Sewer	Landscape Guidelines	Tips
Community	Los Angeles Dodgers	TMDL
Construction	Low Flow Diversion	Tour
Contest	Low Impact	Tree Planting
Department of Water	Development	Trivia
and Power	Machado Lake	Urban Runoff
Doggie Waste Bags	Malibu Foundation	Venice
Dominguez Channel	Map	Ventura County
Earth Day	Mar Vista	Video
Echo Park Lake	Meeting	Volunteer
Eco-friendly	Native Plants	Water Conservation
El Nino	North Atwater Creek	Water Quality
Elmer Ave Green	North Hollywood	Watershed Projects
Street	Alley Retrofit	Waterways
Environment	Ocean Friendly	Westside Park
Events	Garden	Project
Facebook	Ordinance	Workshop
Facts	Oros Green Street	YouTube
Fires	Outreach	
Floods	PCH	