

WordPress II

Lesson Plan

Building from skills acquired in WordPress I, a student learns how to create a basic website using the WordPress platform.

Lesson Objectives

At the end of the class, the student will be able to:

* Use WordPress to create a basic website.
* Promote their WordPress site via social media.
* Manage contributor roles and permissions.
* Manage their media library.

Lesson Prep Work

(30 min, at a minimum, prior to student arrival)

* get in early to test for technology failure, because it will happen :-)
* pre-sign into accounts
  + username:
  + password:
* pre-load any videos or web demos
* pre-save example documents
* print handouts

Lesson Prerequisites

* Comfort navigating the web
* A WordPress.com account or WordPress already installed
* WordPress I

Lesson Outline

The lesson is completed in one [120-minute] minute class session.

*(10) Introduction*

* Introduce instructor, students.
  + Ask students at introduction: anyone want to share what you did with your site?
* Let students know it’s okay to take phone calls, but ask them to put their phone on vibrate and answer calls outside the classroom.
* Inform students that they can sit back and watch if the class is too advanced.
* Inform students they can go to the bathroom, they don’t need permission.
* Show order in which class will happen. Explain scope of class.

*(100) Activities*

* Review
  + Log into WP Admin dashboard
  + Review WP Admin Dashboard and navigation
  + Themes
    - Selecting & Applying
      * Appearance -> Themes
    - Customizing Your Theme
      * Appearance -> Customize
      * Amount of customization depends on theme.
      * Header
      * Colors
      * Background Image
    - *Optional Discussion:* Mobile & iPad-friendly themes
      * Consider mobile functionality when selecting a theme.
      * Because mobile devices resize and rearrange things to fit mobile devices, some themes work better than others. E.g.: menus can cause problems.
      * Filter theme search by Responsive.
      * If you theme is not deemed mobile-friendly, WP offers Onswipe, which is the default mobile format from WordPress.
        + It has a simple/stark appearance.
        + I can be turned on/off: Appearance -> Mobile
    - Appearance -> Custom Design (annual cost)
  + Adding content (posts and pages)
    - *Demo then do:* Make some sample pages to be used later for menu exercise
      * Welcome
      * Contact
        + Create Contact form
      * What we do
        + The 1st thing we do
        + The 2nd thing we do
      * Blog (“news,” “updates,” etc.)
        + *Tip:* leave blog page blank
* Making your WordPress blog site into a basic website
  + Creating static a homepage
    - *Demo then do:* 
      * Settings -> Reading -> Front Page Displays or Appearance -> Customize -> Front: choose static page and select “Welcome” page as front page and “Blog” page as posts page.
  + Menus & Navigation: Creating a Custom Menu
    - *Demo then Do:*
      * Appearance -> Menus
      * Give your menu a name.
      * Structure:
        + Add from pages (“about,” “contact,” etc.), categories, or custom links.
        + Structure the menu hierarchy.
      * Set as Primary Menu.
      * Click Save.
* Managing roles and permissions for multiple site administrators
  + Add new user: Users -> Invite New
  + Manage user permissions: Users -> All Users
  + Types of users:
    - Administrator: An administrator has complete control of a blog, and can do absolutely everything. Only one administrator per blog is recommended!
    - Editor: An editor can view, edit, publish, and delete any posts/pages, moderate comments, manage categories, manage tags, manage links and upload files/images.
    - Author: An author can edit, publish, and delete their posts, as well as upload files/images. Authors do not have access to modify, add, delete, or publish pages.
    - Contributor: A contributor can edit their posts but cannot publish them. Once a contributor’s post is approved by an administrator and published, however, it may no longer be edited by the contributor. A contributor does not have the ability to upload files/images.
    - Follower: Your followers are the people who have signed up to receive updates each time you publish new content. They do not have any editing privileges. If your blog is public, anyone can follow it, but you may want to send out invitations to specific people who you’d like to share your blog with.
* Widgets & Plugins
  + Widgets
    - Tools or content you can add to sidebars
    - Appearance -> Widgets
    - Adding widgets: drag from “available widgets” to sidebar
    - Edit settings using dropdown on widget
  + Plugins
    - Available only for WordPress.org users.
    - They extend and expand the functionality of WordPress.
    - They must be installed (and sometimes configured) prior to use.
      * Dashboard -> Plugins -> (Search + Install)
    - Sometimes they automatically install an accompanying widget.
    - Jetpack is a very popular plugin that adds core WordPress.com features to WordPress.org sites (like Akismet).
* Promoting Your Site
  + Linking WordPress to social media
    - Settings -> Sharing: connect Facebook, Twitter, LinkedIn, etc. account(s) to WordPress for cross-posting.
  + Facebook Badges
    - Facebook “Like” Box:
      * Appearance -> Widgets: Select “Facebook Like Box.”
        + *Tip:* this only works with Facebook Pages (not personal accounts).
    - Facebook Badge:
      * http://www.facebook.com/badges/profile.php
      * Login to Facebook.
      * Click on Other.
      * Copy html text.
      * Go to WordPress dashboard and click Appearance - > Widgets.
      * Select Text widget.
      * Paste html code and click Save.
  + Embedding Twitter
    - Embed Twitter Timeline Feed on WordPress page
      * Appearance - > Widgets
      * Drag Twitter Timeline to sidebar.
      * Fill in required fields (size, # of tweets, Widget ID, etc.)
        + *Tip:* Follow the link to create a Twitter widget on Twitter’s site. You’ll need your Widget ID # to complete the WordPress widget.
      * Click Save.
    - Emedding Twitter button in posts/pages
      * WordPress Short Code
        + Follow button with your handle:[twitter-follow screen\_name='yourusername']
        + Just a follow button: [twitter-follow screen\_name='yourusername' show\_screen\_name='no']
        + Follow button with handle and a follower count:[twitter-follow screen\_name='WordPressdotcom' show\_count='yes']
* Managing Media (\*\*If time allows)
  + - Size limit
      * WordPress.com: 3 GB of storage space.
      * Additional space can be purchased.
    - Inserting images/media into posts
      * Review:
        + Posts –> Add New -> Add Media
        + Upload sample file
        + Edit image: crop, flip, and rotate image
      * Reminder: save space by using Insert URL
        + Insert from Flickr, etc.
        + Insert photos that you do own a copy of (links back to original site, which addresses copyright issues)
        + Some restrictions on editing.
      * Media -> Library
        + Images/media you’ve already uploaded
        + Manage stored media

Adding images

Resolution – 72 dpi

Limited files size

Alt tags

.jpg, .png, .gif

* + - * Reminder: audio or video?
        + Not without purchasing upgrade

*(10) Conclusion*

* Go over handout, review material, and emphasize contact info & further resources on handout.
* Any questions? Final comments?
* Additional help/resources: WordPress Happiness Hours, WordPress forums, YouTube, 1:1s, etc.
* Plug html/CSS classes.
* Remind to take survey.

What This Lesson Does Not Cover

* Customized website creation via WordPress.org (beyond the scope of these classes).
* HTML/CSS markup (covered in HTML/CSS classes).