

# FACULTY SITES WORDPRESS PROJECT

WordPress is a powerful Internet publishing platform and depending upon the choices you make, it can serve to help you create and maintain an attractive and professional web site... an electronic portfolio... a blog platform... a framework for an eBook... a news magazine... an organizational or course site, etc.

It is a powerful mobile communication's tool. You can create your own content, and incorporate multimedia (audio, video, photos, web 2.0 tools, PDFs, etc.) using various mobile devices, and content displays well on those same devices without you having to do extra work.

WordPress is both an application and a hosted service, WordPress.com. It is possible to install the WP application on something as small as a USB stick, or install it on a PC, or have it hosted by a 3<sup>rd</sup> party vendor.



I think knowing how to use WordPress to organize and communicate your thoughts should be a skill learned early during a person's college education, and put to use all during college, and displayed as a skills badge when seeking employment.

Since WordPress can be used to display text, images and embed videos, I think taking pictures with whatever device you have handy (smartphone, iPad, digital camera) should be part of your daily activity. And, store them where they are easy to access. If you experience a special event, then take a few photos.



If the train is coming into the station, stop and get 15 seconds of it. It is surprising how much deeper understanding can be shared with the viewer with 10 or 15 seconds of video, and sound. Learn how to search for YouTube videos and how to embed them into your postings/pages.

Your site can be as private or as public as you would like it to be, and individual parts of your site (the pages & posts) can be open to the public, or require login to your site before they are viewed, or each page can require a password to be entered before viewing. You can invite comments or sharing of your content with others, or you can remove those capabilities.



WordPress takes advantage of RSS (Really Simple Syndication) for pulling into your site, links to others' postings, and makes it easy for others to pull in links for your latest content.

You can create and assign one or more posting "categories" to each of the articles (posts) you create. The WP app automatically creates an RSS "feed" for each of the categories you create.

# TERMINOLOGY

## Page or Post

A “post” is content (a single article) which is organized chronologically from newest to oldest, by the date/time it was published. A “page” is content which is not organized chronologically, or by categories or tags.

A “category” is a broad classification for the content included in a post. You create the categories for your site, and then assign one or more categories to each of your postings. WordPress automatically creates an RSS “feed” for each category in your site. A feed is a chronological list of postings categorized by a single topic. If you assign two categories to one of your postings, that posting can appear in two different RSS feeds from your site. A tag is a more specific classification for content in your postings.

- Page / Post

A WordPress site, by default, has a “Search” function. You can look for specific words or phrases by using Search. If you assign categories and tags to each of your postings, you have additional means for searching for content on your site. Postings are also grouped by the month they were published, called an “archive.”

- Category

- Tag

- RSS

- Search

- Comment

You get to decide whether you want visitors to your site to read your posts and make “comments,” or not. Comments provide a means for promoting a dialogue about what you are writing. You can choose to moderate comments, not letting them display until you have reviewed them. You can choose to poll your visitors on various topics. A poll might be placed in a post or on a page.

- Poll

## Widget / Plugin

- Plugin/Widget

Widgets and plugins are small programs that provide additional functionality for WordPress. You may or may not be able to add widgets/plugins to your WP site depending on where it is being hosted.

- Embed

- Theme

## Embed

Embedding is a concept whereby you “copy-n-paste” coding into your WP post or page. This coding requests content from an external source (e.g. YouTube, Google Calendar, an RSS feed) and displays it within your page/post. The external source will provide you with the correct coding for WordPress.

## Theme

A theme forms the “look and feel” for your WP site. Think of it as the framework for displaying your content. There are plain themes, and there are fancy themes. Many themes are free, but some are “really cool” and provide extra features (usually the “Wow” factor) and you have to pay to use them. But, you decide whether the “cool, wow” is worth the extra cost. It takes a few seconds to select a different theme and activate it. As soon as it is activated on your site, the next person that visits your site sees your content displayed in the new theme’s layout.