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- Part 2** What is the Dashboard? Selecting themes. Creating pages and posts.
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WordPress.com is a cloud-hosted service that runs WordPress where you can set up your own free blog or website without having to worry about web servers or updates and security.

So, if you're looking for a hassle free way to get started blogging or to make a basic website, and you don't worry about apps and you don't want full control, then wordpress.com is the simple solution you can go with.

You can build a site on wordpress.com and then move it to a self-hosted solution down the road if need be. And you can also do the opposite. WordPress is incredibly flexible in all aspects.

## Interesting Facts about WordPress

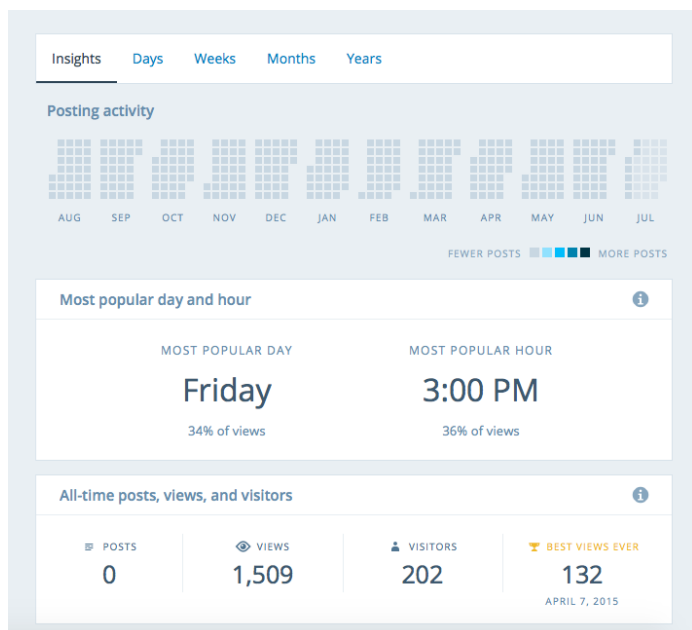
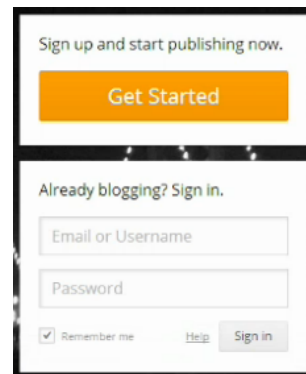
- WordPress is free and open source, meaning it's developed by the people who use it.
- In its 10-year history, 82 feature updates have been released, and four major updates were released in 2013 alone.
- WordPress powers a full 24% of all websites online today, and one in every four new websites created runs WordPress.
- Sweden created their national website on WordPress.
- WordPress has become a popular platform for businesses because it's so easy to change its appearance.
- You can use it to create anything from a basic blog to an advanced website, and you can even make sites that can switch between being blogs and websites at the touch of a button.
- WordPress is often perceived as being a simple blogging application, but in reality it's so much more.

Sources throughout:  
[lynda.com](http://lynda.com), [wordpress.com](http://wordpress.com)

## Part 1

# Getting around WordPress

1. To start a blog or website on wordpress.com, you first need to set up an account. Because wordpress.com is a free service, you can set up as many accounts as you like, and you can also hold as many wordpress.com sites under one account as you like.
2. Set up an account with an email address that you have access to and can verify.
3. Set up a user name and password.
4. Set your blog address. This will become the URL for your site. So the address you would put into your address bar.
5. Create and Activate your blog. You can set up a tagline if you want.
6. Like most web software, wordpress.com consists of a front end visible to everyone, and a back end or admin area where you can manage your content.



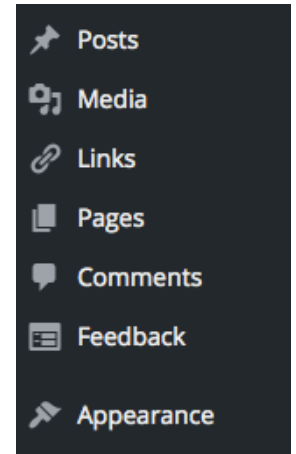
### Notes:

- If your neighborhood association doesn't have an email address, it might be helpful to set one up and use that when setting up your WordPress site.
- Read the terms of service before you sign up. You're giving them all of your content: images, ideas, text, pictures, etc.
- You can upgrade your domain later. So instead of wordpress.com, you can get .co, .me, .com, .org or .net for a fee.
- You don't have to always go to the website and log in to post. There is a WordPress mobile app you can post from, or even by email!

### Notes:

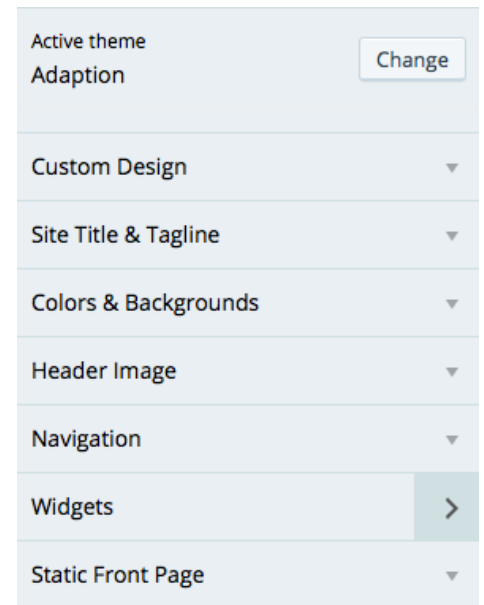
# The Dashboard

1. When looking at your own site, you can either go to the name of your site and select Dashboard or go to your own name on the right, hover over the name of your blog and click Dashboard. Or you can simply go to the address bar put in your URL and slash and then wp-admin. This is also how you would access your site if you logged out.
2. You have a toolbar here on the left that has links to all the main features. When you have a feature selected, like dashboard, you get a breakdown of all the sub features under it. If you select a different feature, let's say Posts, you'll see you get a fly-out with all the different options.
3. When a panel has a gray bar and an arrow on the side, you can collapse it by clicking on the arrow. You can also grab the panel and move it around. This makes the interface extremely flexible.
4. Anytime you change something, it'll be saved for your login so that the next time you come in, the configuration will be the same as the way you left it.



## Part 2 Setting up a theme

1. A theme is what defines what your site looks like, and you can change your theme later to make your site look like something completely different.
2. Wordpress.com comes with a set of free themes that you can install and you can also buy premium themes that cost different amounts of money, depending on how fancy that theme is.
3. If you don't like the themes you get offered immediately, you can click Show More Themes and it will keep showing more themes until you find something you really like.
4. If you want to change to a different theme later you can.
5. You can "Customize" your theme now, or wait until later.



### Notes:

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# Pages & Posts

**Posts** are what you expect to see anytime you visit a blog or a magazine or a news site. It's those frequently updated items that appear at the top of the front page and also in indexes.

- Posts are easy to identify because the most recent post always appears at the top and pushes older posts down.
- Posts can also be organized by date, author, categories and tags, etc.
- Posts can have comments and social media links.

**Pages** are usually permanent information like "About" or "Contact" pages.

- Generally, you'll think of pages as things that inform the visitor about the site, rather than the content of the site itself.
- Pages are organized in parent, child relationships. So, you can have a parent page like an "About" page, and then several child pages maybe about each of the board members or other information about the site.
- You can usually identify parent, child relationships by looking at menus. If you have pages with parent, child relationships, you will find the parent page in the main menu, and then the

drop-down will show you the child relationships, indented in the side bar menus.

- Pages are usually made available through menus because pages don't appear in the blog stream unless you provide an actual link to the page.
- The usual place of providing links to pages are either in the main menu, in the sidebar menu, or in the footer.
- Pages usually don't have comments but can if you want them to.

Custom **menus** are used throughout WordPress.com for a lot of different things. The primary use of a Custom menu is to put it in your theme.

- To create a menu, you first have to go to the Dashboard. Under Appearance, and Menus, open the Custom Menu Editor.
- The first time you open the Custom Menu Editor, it automatically creates a menu for you based on all the pages you have on your site.
- Menus are usually at the top of the site or at the bottom of the site, or in some cases both. But you can also use Custom menus to place menu items in the site bar to create custom link lists.



In the past, communication on the web was usually one way. You would write content and publish it, and then other people would read it.

Now because of comments and social links, when people read it, they can provide more information.

They can take part in the conversation by adding comments. And they can also share your content through social networks, and then communicate with other people about the content on social networks.

- Once you have pages you can change them, either by grabbing a page and moving it up and down in the structure, or grabbing a page and indenting it under another page. When you do so, you actually change the menu structure.
- Remember to always save the menu after you've made changes.
- You can choose to have this menu automatically add new pages as you create them. That may be more helpful for sidebar menus than top menus.

## Notes:

## Part 3 Adding Content

Pages will be more useful to you than posts, for the purposes of a neighborhood association website, so that's our focus here.

- To create your own About page with information about your organization, the easiest way to do so is to simply edit the About page that appears by default.
- From the Dashboard, you can go and look at all your pages, add a new page, and copy an existing page.
- Hover over the About page to directly to edit it. You can also select Edit. You can select Quick Edit to change features for the page. You can trash it and you can view the page on the front end of your site.
- You can type a title and content in the editor similar to Word.
- Click Publish when you're done, or Update if you make changes. You can also "View" your page from the link at the top.
- There are no categories or tags like a post would have. Instead, there are page attributes and featured image.
- Pages are not organized based on categories or tags or even the author. They're only organized in parent child relationships. But to see that organization you have to have several pages added.
- Here you can add in images, a video, or whatever else you want.
- You can align images and text.
- You can use preset styles for your text to make sure you have a consistent look throughout your site.
- You can add links to external content. Copy the link from your browser address bar to paste it in WordPress. You can make links that open in a new tab or not.
- At the bottom of the page there are check boxes you can toggle for discussion, comments, track backs, and ping backs off.
- If you have a discussion activated you may receive comments, and you can respond to them directly from here.
- But when you want to activate or deactivate the ability to comment on a post or page you can do it by activating discussion and changing the discussion settings.
- Revisions allow you to go back in time and look at different versions of your page.
- It also means if several people are working on the same article you can go back and look at the revisions other people have made.
- Scroll to the bottom to the Revisions tab. There's a list of all the revisions that are available for a particular page.

**Publish**

Preview Changes

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Revisions: **10** [Browse](#)

Published on: **Aug 28, 2014 @ 01:24** [Edit](#)

Move to Trash [Update](#)

**Page Attributes**

Parent

(no parent)

Order

0

Need help? Use the Help tab in the upper right of your screen.

### Notes:

- If you want a blog on your site, you create, edit, and publish posts almost exactly the same way as pages.

### Notes:

# Your Media Library

Adding images to your text will greatly enhance your content, either by explaining things, by illustrating things, or by simply bringing more life to your content.

- Place your cursor where you want an image to be and click the Add Media button.
- This allows you to insert media, either from WordPress itself, so media you've uploaded, or you can upload new files by clicking Upload Files.
- Then click Select Files, find an image that I want to upload and select it.
- You can also grab a file from your file browser and drag it into WordPress as well.

- Your image(s) will then be automatically uploaded into your media library.
- You can now add further information to that image like a title, which is automatically set to the name of the file or you can change it.
- Captions are very helpful, especially if you need to cite a source for an image.
- Alternate text is meant to display in cases where the image does not display, so it has to be descriptive. That can either happen because the image doesn't display in a

regular browser, or because the person visiting the site is using a text-to-speech browser, or another browser that doesn't display images. In this case you want to provide a description that describes the content of the image.

- If the image has any kind of relational or informational value then you want to describe the image.
- If the image is clickable and points somewhere else on the web, you want the alternate text to describe where that link is heading.
- If the image is purely for decoration and has no informational value at all you leave alternate text blank.
- You can edit the image later to change text, the alignment, or where it is on the page.
- You don't need to upload the same picture twice. If an image is in your library it will stay there until you delete it. So, you can insert an image from your library again if you removed it from your page or you can insert the same image into multiple pages.
- You get 3.0GB of media storage for free with WordPress.

Dashboard

Store

Posts

Media

Library

Add New

## Media Library

Add New

You are currently using 1.1 GB out of 3.0 GB upload limit (36%).

Did you know that you can upload videos and embed them directly on your blog with VideoPress included in our [Premium Plan?](#)

All media items ▾

All dates ▾

Bulk Select

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## Part 4

# Social Sharing

WordPress.com comes with a set of sharing tools that are constantly evolving to help you make pushing your content to social media easier.

- The Press This and Like buttons relate to WordPress.com, and the rest of the buttons are standard social media networks.
- You can reconfigure this button row to add more buttons or to change the order of these buttons from within the WordPress dashboard. This is also where you can hook your WordPress.com to the social media networks you use.
- From your Dashboard, scroll down to Settings, and find Sharing.
- To hook a network to WordPress.com, select the network (e.g. Twitter) authorize the app, and then click OK.

- Now every time you post new content, it will automatically be pushed out.
- Once you've added a set of social media network connections, you can always choose which one of the connections you want to use when you want to publicize each individual post, or page, or other item that you post on your site.
- One option allows you to select where you want to show the sharing buttons. You can show them on the front page or in the archives.
- You can show them on posts, on pages, and on media. By default it's set to Posts and Pages.
- Remember to click Save!



SEO or Search Engine Optimization is important, but it's handled by workers.com, so you don't have to worry about it.

Social media sharing is more important than SEO these days.

Most of the traffic you'll get on your WordPress.com site is likely to come from social media sharing and from WordPress.com itself.

## Sharing Buttons

Add sharing buttons to your blog and allow your visitors to share posts with their friends.

### Available Services

Drag and drop the services you'd like to enable into the box below.

[Add a new service](#)



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Dashboard

Store

Posts

Media

Links

Pages

Comments

Feedback

Appearance

Themes

Customize

Widgets

Menus

Header

Edit Menu

Manage Locations

Edit your menu below, or [create a new menu.](#)

Pages

Most Recent

View All

Search

☐ Survey

☐ Senior Activities

☐ Kid's Activities

☐ Access to Information

☐ Neighborhood Identity

☐ Police Presence

☐ Cultural Awareness

☐ Housing and Employing Ex-

Select All

Add to Menu

Menu Name

Default

Save Menu

Menu Structure

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

About

Page

Executive Summary

Page

Planning Process

Page

Plan Components

Page

[illegible]



## Additional Notes:

