

# NECC WORDPRESS EDITORS GUIDE

# Table of Contents

<b>Log into WordPress Content Management System</b>	<b>3</b>
Browser Support.....	3
<b>Dashboard</b>	<b>4</b>
The Header.....	4
Account and Log Out.....	4
The Sidebar .....	5
Page - Definition .....	5
Post - Definition .....	5
Media - Definition.....	5
<b>Editing Web Pages</b>	<b>6</b>
Searching and Sorting through Pages in WordPress.....	6
Searching Pages with the Search Box.....	6
Sorting Pages by Filtering.....	6
Find a Page by Navigating the Website.....	6
Formatting Page Content .....	7
The Edit Page Tools .....	7
The Editing Toolbar.....	8
Writing and Structuring Web Page Copy .....	9
Previewing Changes before Updating .....	10
Headings .....	11
Using Headings on Web Pages .....	11
To Apply a Heading Style: .....	11
Use Hierarchical Structure .....	11
Heading Style Considerations.....	11
Links - Adding or Editing Links on a Page.....	12
Using Link Text .....	12
Include File Types in Links .....	12
Including '(Opens in a new window)' in a Link.....	12

Add a Link to a Page .....	13
Editing Links or Link Text .....	13
Add an Email Link.....	14

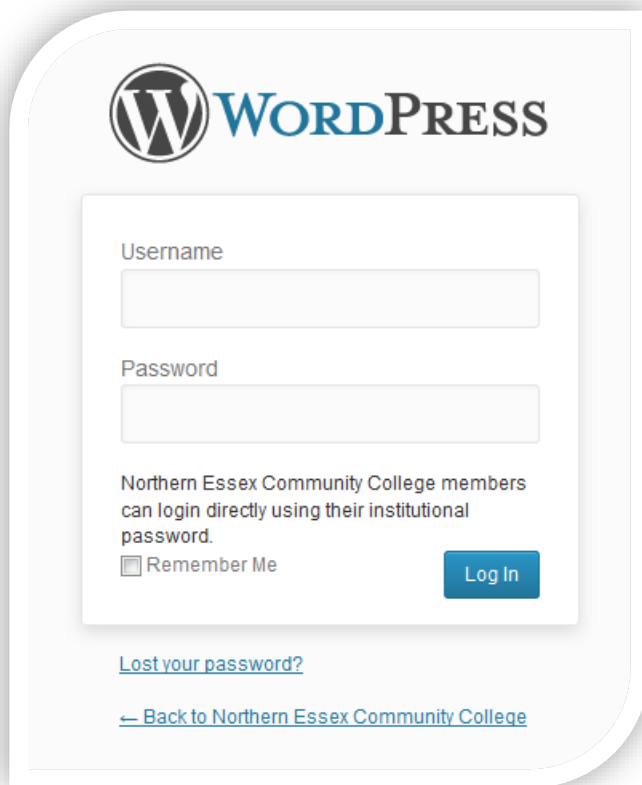
## **Media (Images & PDFs) 15**

The Media Library .....	15
Naming Media Files.....	15
Searching through Media.....	16
Filtering or Sorting Media .....	16
Important Notes about Adding Images to Web Pages.....	17
Images.....	17
Add a New Image to a Page.....	18
Adding an Image that is Currently in the Media Library to a Page .....	22
PDFs: Replace PDF Documents .....	24
Adding New PDFs to a Page .....	25
Removing Media and Pages.....	25
To Remove Media:.....	26
To Remove Pages:.....	26
Attach a Media File .....	26

## **Appendix 27**

Account Profile .....	27
Account profile option - Changing the color scheme (For multi-sites) .....	27
Important Notes to Read before Working with Media:.....	28
Screen Options.....	28
Change of Position or Employment.....	29
Questions .....	29
Contact/Additional Resources.....	29

# Log into WordPress Content Management System



The image shows a screenshot of the WordPress login interface. At the top left is the WordPress logo, a 'W' inside a circle, followed by the word 'WORDPRESS' in a blue, serif font. Below the logo is a white rectangular box containing the login form. Inside this box, there are two input fields: 'Username' and 'Password'. Below the password field, there is a line of text: 'Northern Essex Community College members can login directly using their institutional password.' Underneath this text is a checkbox labeled 'Remember Me' and a blue button labeled 'Log In'. At the bottom of the white box, there are two links: a blue link that says 'Lost your password?' and a blue link with a left-pointing arrow that says 'Back to Northern Essex Community College'.

Open your browser and go to:

- <http://www.necc.mass.edu/wp-admin> (for the NECC public website)
- [facstaff.mass.edu/wp-admin](http://facstaff.mass.edu/wp-admin) (for the Faculty and Staff website)

Your **Username** and **Password** are the same as your employee computer login credentials.

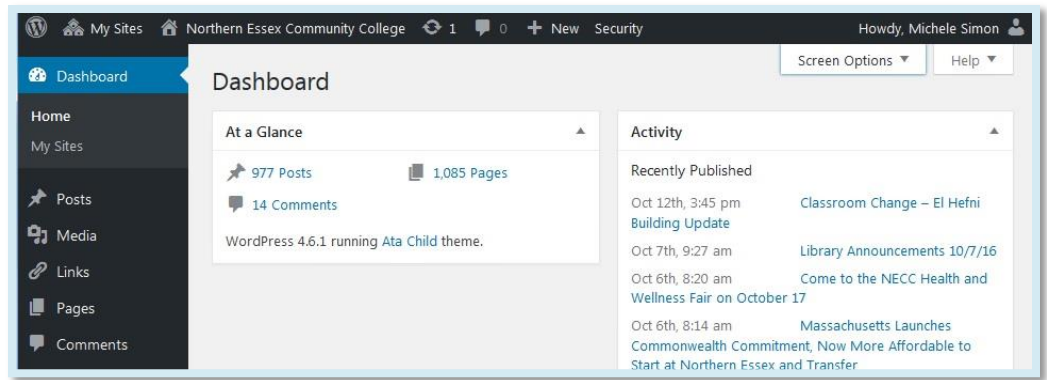
**TIP:** Instead of remembering the full URL, you can go to any WordPress site's homepage and simply enter wp-admin or redprows after the main URL to access the log in screen for that WordPress site. This may help you in the future when managing multiple WordPress sites.

## Browser Support

Please use Google's Chrome or Mozilla Firefox. Because of multiple issues with editing in WordPress please do not use Internet Explorer, or Safari on a MAC.

# Dashboard

Once you are logged in, the first screen you will see is the **Dashboard**.



## The Header

The header is the menu at the top of the Dashboard. It will be there the entire time you are logged into to WordPress on the Main website, including when you navigate through the website.

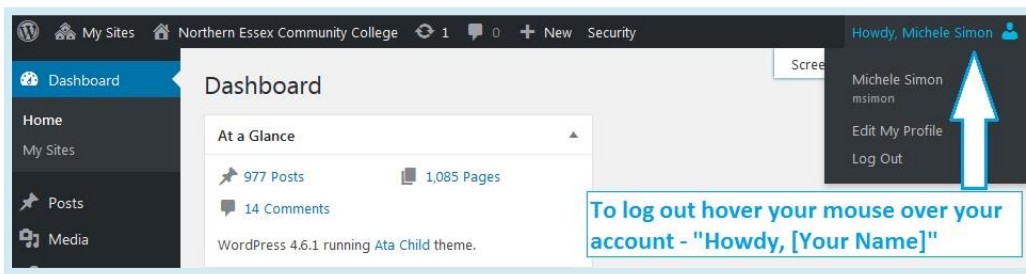
The header provides you with:



- a. A Link to view and switch sites: **"My Sites"** (If you have been made an editor on more than one site you will need to use this.)
- b. A link to visit your website as the rest of the world sees it: **"Northern Essex Community College"** While logged in, you may use this to go to the website and navigate through it to find the page you want to edit (click edit while on the page).
- c. A drop down list of quick links for adding content to your website **" + NEW"**
- d. A link to your profile: This is **"Howdy, NECC Editor"** in the image above, but for you it would say **"Howdy, [YOUR NAME]"**

## Account and Log Out

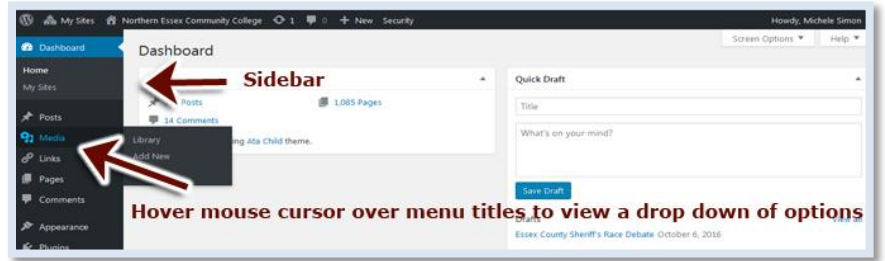
Your Account Information and logout can be found in the top right of the Header. When you hover your mouse over your name you will see options to edit account and logout. Please remember to logout when you are finished editing in WordPress.



**Please Note:** Additional information on options in the Header, such as your [Account Profile](#) and changing the layout of the screen through [Screen Options](#), can be found in the appendix.

# The Sidebar

The **Sidebar** on the left is a toolbar that allow you to perform functions in the WordPress Content Management System (CMS). Each set of tools is grouped with sub-menu options. The tools that appear in the sidebar depend on your level of permissions you have been given, and the area that you will be editing on the website. Some menu items that you may see in the toolbar are; **Pages, Posts** or **Media**.

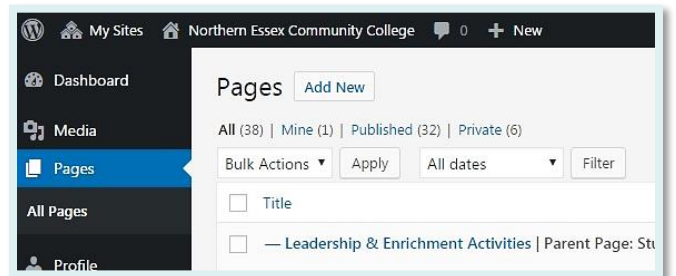


Each of the three sections; **Pages, Posts,** and **Media** is a library of the files that are on our website. If you think of it as a library, it will help you to remember that it needs to be kept clean and orderly in order to find things. Items in the library are easier to find if they are unique and named appropriately to describe the content. Images and PDF Files need to be named appropriately before uploading them. Please take responsibility for deleting old Images, PDFs, and pages that are no longer in use. Do this when you remove them off the web page you are editing so you don't forget. Just removing them from a webpage does not delete the file in the server, and people may have access to these old files through search engines or desktop bookmarks.

When you want to edit pages, or (if you have been given permission) when you want to add, edit or delete posts or media that are on the website, click on a title in the sidebar, such as "**Pages**" will bring you to the section that contains those files. Most of your editing will be done on the **Pages** section.

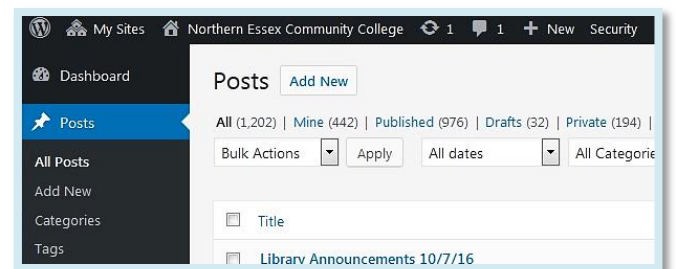
## Page - Definition

A "**Page**" is a web page that will show on our website once it is published. You can access a list of all the pages you have access to edit by clicking on the **Pages** link in the sidebar.



## Post - Definition

A "**Post**" is a term for a classic blog type of web page. We use posts for our calendar and some special formatting pages. Most NECC WordPress editors do not add or edit Posts. If you have been given permission to edit or create posts you can access the listing of posts by clicking on the "**Posts**" link in the sidebar. There is an additional WordPress Guide that covers making posts.



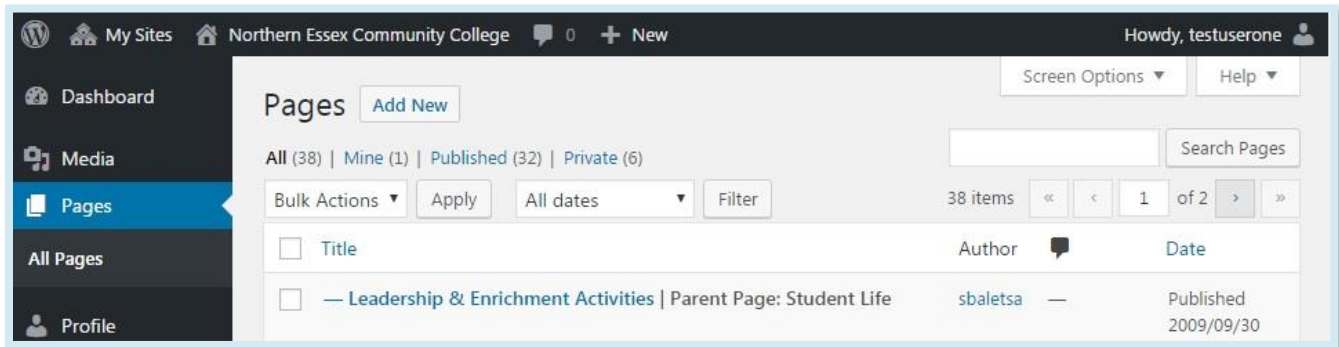
[Contact Online Communications](#) for more information.

## Media - Definition

Media for our purposes is considered **images** and **PDF** documents. You can access a list of all the media you have access to edit by clicking on the **Media** link in the sidebar.

# Editing Web Pages

To edit a web page on our website, click on **Pages** in the sidebar. WordPress will load the Pages library in the center of the screen. You will see a list of all the **Titles** of all the pages you have access to edit.



If you have many pages that you work with, use the search tools to find the Page you wish to edit.

## Searching and Sorting through Pages in WordPress

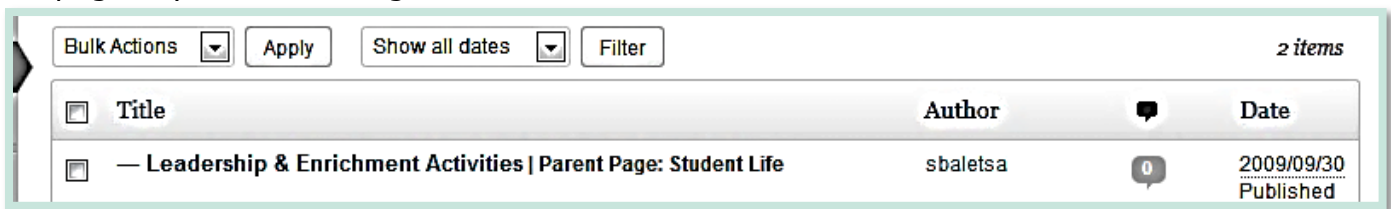
### Searching Pages with the Search Box

In the upper right-hand corner of the Pages screen is a search box. You can **Search Pages** for specific pages by entering the Page Title in the search box. The search box requires exact spelling. If you can't find your page, try searching with fewer words, partial words, or eliminating hyphens, apostrophes and other punctuation.



### Sorting Pages by Filtering

To search for a specific date range, select the **Show All Dates** drop down menu, choose a date, and press the **Filter** button. You can also click on the Headings: **Title**, **Author**, or **Date**, to sort the pages by those headings.



### Find a Page by Navigating the Website

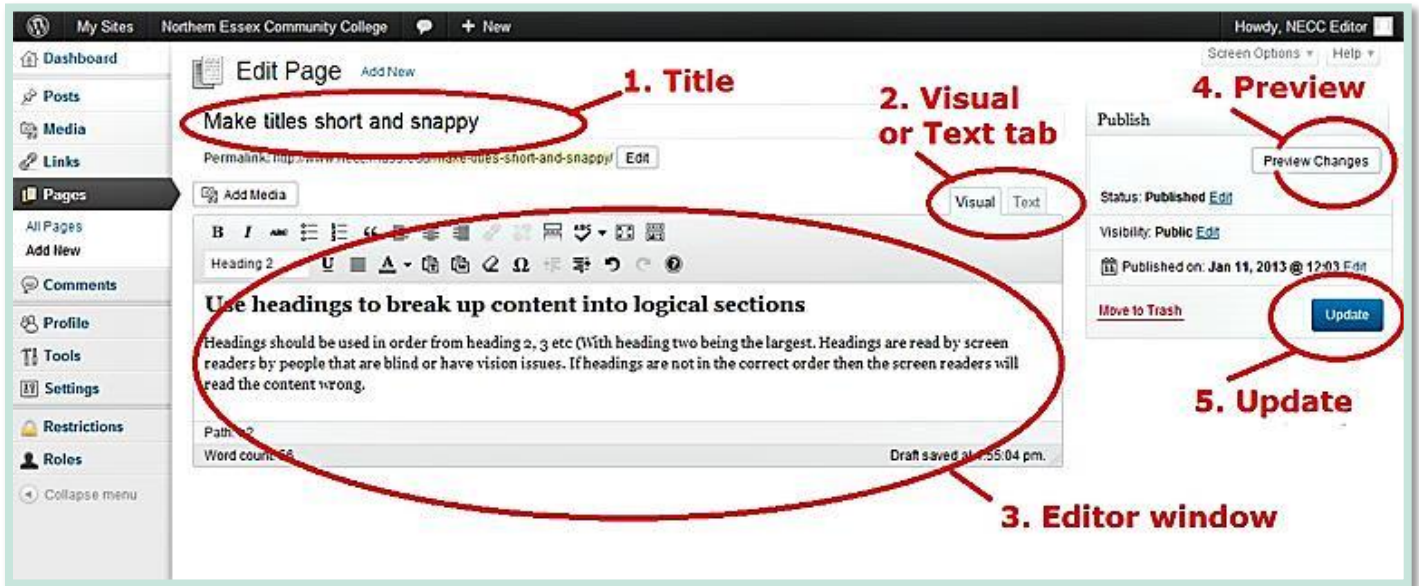
You can also click on the website name in the **Header** (see page 3) and then navigate through the website to the page that you want to edit. If you are logged in, and have permission to edit the page, you will see the option "*Edit Page*" in the Header and, "*Edit this page*" at the bottom of the page. Click on one of those options and the Edit Page screen will open (see image below).



# Formatting Page Content

## The Edit Page Tools

Once you have located the page you wish to edit in the WordPress Pages Library, and clicked on the Title of the page, WordPress will load the **Edit Page** screen.



The tools you will use to edit existing content on a page are:

### 1. Title field:

The field at the top of the screen is the web page title. Do not change the title of the page. When the page is first created the title determines the link name. Changing a page title will not change the link name and that may cause confusion to visitors on our site. If you need to change the page title contact [Online Communications](#) to change the link name also and fix any broken links that may result.

### 2. Visual/Text tabs:

The **Visual** tab allows you to simply type in the Editor Window to add or make edits to the content for your page, and use the toolbar to format the content. The **Text** tab allows you to edit your content in HTML code. (If you do not understand HTML, you should make your edits in the **Visual** tab.)

### 3. Editor Window:

The large text field below the page title contains the content of the page which you can edit. Use the tool bar above it to properly format the text.

### 4. Preview:

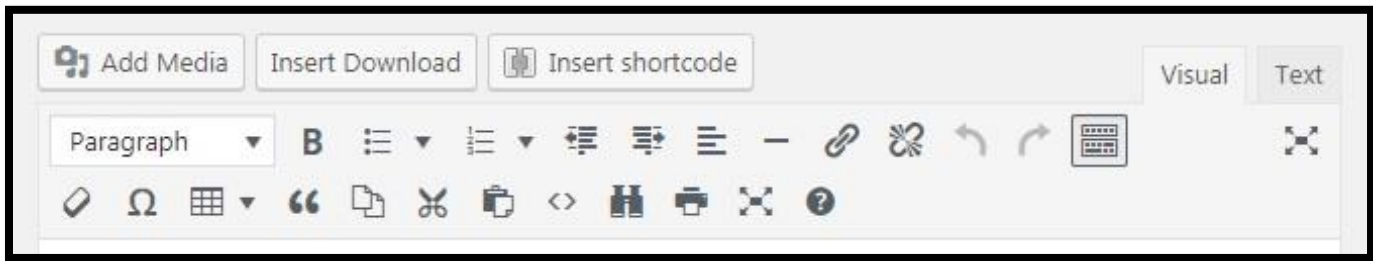
To preview your changes prior to publishing, click on the **Preview Changes** button in the upper right side of the editing screen. The preview will open in a new browser tab and will give you a preview of how your page will appear on the site.

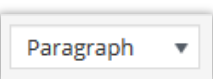



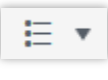
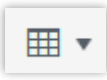



















### 5. Update:

Once you have made all of your changes, click on the blue **Update** button on right side of the **Edit Page** window.



## The Editing Toolbar



	<b>Drop down menu with text &amp; heading formatting</b>		<b>Removes formatting from selected text.</b>
	<b>Bold</b> - Makes text you have selected bold		<b>Special Characters</b> - Allows you to insert custom characters such as diacritics.
	<b>Unordered list</b> - Creates an unordered list		<b>Table</b> - Table Tools menu
	<b>Ordered list</b> - Creates an ordered list		<b>Blockquote</b> - Inserts a large preformatted left quote symbol and text in the blockquote is also
	<b>Remove Indent or bullet Tier.</b> Removes the indent from a paragraph, or moves bullet list left - back a tier.		<b>Copy</b> - same as Control C
	<b>Indent paragraph or Tier a list-</b> Indents a paragraph, or tiers a bullet list right		<b>Cut</b> - same as Control X
	<b>Aligns text left</b>		<b>Paste</b> -- same as Control V, pastes content from your clipboard.
	<b>Line</b> - Inserts a preformatted line		<b>Source Code</b> - allows you to view the HTML source code without changing the tabs view
	<b>Insert/edit Link</b> - Create a hyperlink		<b>Find and Replace</b>
	<b>Remove Link</b> - Removes a hyperlink		<b>Print</b> - Print the contents of the editor window
	<b>Undo</b> - undos the last thing you did in the Editor		<b>Fullscreen</b> - Sets the editor into full screen mode
	<b>Redo</b> - this reverses the undo		<b>Keyboard shortcuts</b> - Opens a pop up dialogue box with some Keyboard shortcuts
	<b>Toolbar Toggle</b> Shows the additional buttons available		

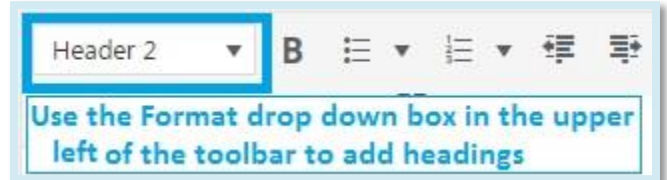
## Writing and Structuring Web Page Copy

The written content on the page should be brief, and use simple language. Please remember that many of our visitors to the site may be high school students, parents without a college education, or older learners, and they may not yet understand college terminology.

When writing web page content, you must use the toolbar buttons to create the proper web structure with code that can be understood by screen readers. In the visual text editor (which most editors use) you will not see the code, but it is there. If you click on the 'Text Tab' you will see the content surrounded by the HTML tags.

### Create Headings

Use the drop down box in the upper left of the tool bar to add Headings to your content. Visitors to web pages average only 6 seconds on a page and will scan with their eyes for topics that interest them. For that reason, headings are the most important structure on the page, and they should be properly structured (see page 11.) Make sure Headings are only used in a hierarchical structure. Headings should never be used to make large text for emphasis.



### Add Links

Include links. Links are an important feature of the Internet and are usually found on most webpages. [See page 11 for instructions on including links.](#)

### Add Lists

Adding bulleted lists can break up long amounts of text, help make the page easier to scan with the eyes, and therefore they can make your page easier to read.

### Add Images

Images are a great way to attract attention on a page, but only add them if they are appropriate to the content (writing) on the page. If students are in the images make sure you have written permission to put them on the website. If you are not sure about photo permissions [contact Online Communications.](#)

## Experience College for a Day



**Wondering what it would be like to be a student at Northern Essex?**

Come and experience College for a Day on **Wednesday, April 13, 2016 from 8:00 am to 2:00 pm.**

Start your day on campus in the lobby of the Behrakis One-Stop Student Services Center on the [Haverhill Campus](#), 100 Elliott Street. Check in begins at 8:00 am, but drop by any time until 2:00 pm.

**Join us and you will be able to:**

- Sit in on a college class
- Talk with current students
- Meet our admissions staff
- Take a campus tour
- Have fun at Spring Jam

**Schedule and Courses Offered**

View the [Schedule of Activities and Course Offerings](#) for 2016.

**RSVP and More Information**

To RSVP, or for more information, or to request a sign language interpreter, call 978-556-3721 or email [admissions@necc.mass.edu](mailto:admissions@necc.mass.edu).



[See page 14-16 to learn more about adding images.](#)

## Important Notes about Creating Emphasis

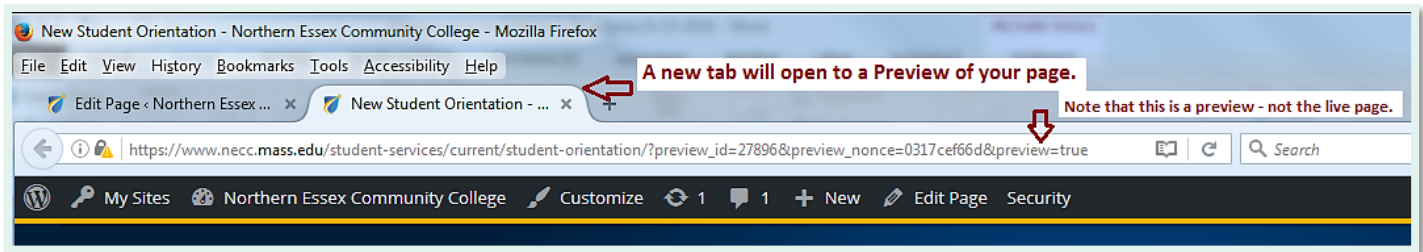
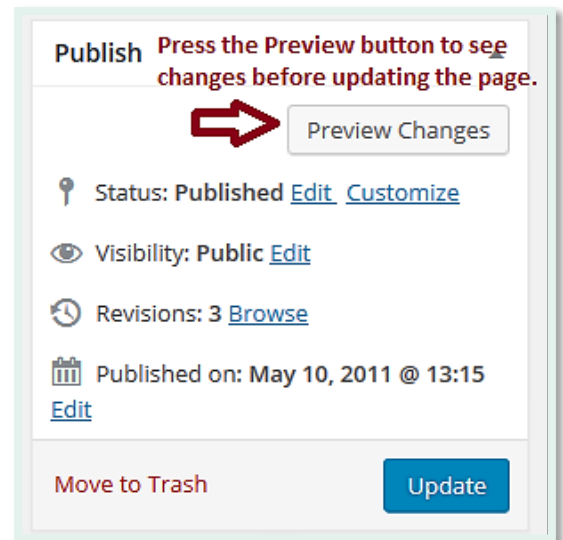
Even though the bold, underline, and italic tools are in the toolbar avoid using these unless needed for AP style (such as book titles). Using too much bold or underline can denote anger or 'yelling' which is not acceptable on our website. Also using bold to denote emphasis does not tell a visually impaired person using a screen reader that it is important. If you use bold for emphasis you must also use words such as important or please note. In some cases adding a heading above the important not will give it even greater emphasis.

## Previewing Changes before Updating

When you make changes to the page you are editing you can preview those changes as they would appear on the page before you finalize and make your changes live on the website.

Press the **Preview Changes** button this. You can find the Preview button in the Publish Box on the right side of the WordPress Edit Page screen.

WordPress will open a new tab with a preview of your page with the changes on it.



Previewing your changes are important because:

1. Headings may appear differently on the live web page than they appear on the Edit Page Screen in WordPress. They may be too long or wrap in an awkward way
2. Images may look different on the live web page than they appear on the Edit Page Screen in WordPress.
3. Links are occasionally added without http:// before them or duplicate http://http:// in the URL. This will cause a broken link.

# Headings

## Using Headings on Web Pages

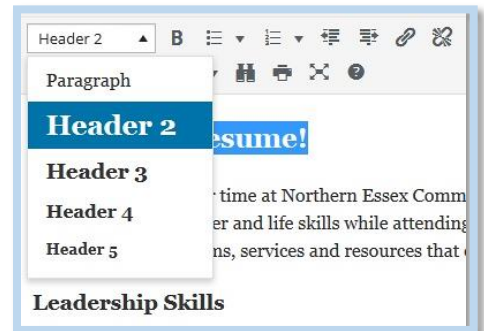
Headings make a web page more usable for everyone and will allow screen reader users to navigate through the page easily. A good heading structure is probably the most important accessibility consideration in web pages and PDF documents.

Many people do not use true styles to create headings. For example, when creating a heading, they simply make it bold. If this is done the page has no real coded structure that can be discerned by a screen reader.

The correct way to provide structure is to use WordPress Heading Styles.

## To Apply a Heading Style:

1. **Type the text** for the heading in the editor then **press the enter key** to make a paragraph space beneath it.
2. **Highlight** the text.
3. In the top left of the editor tool bar **select the text format box** to view the drop down choices of heading styles. Select the proper style based on Hierarchical structure of main topics and subtopics. (Do not select a heading based on size.)



## Use Hierarchical Structure

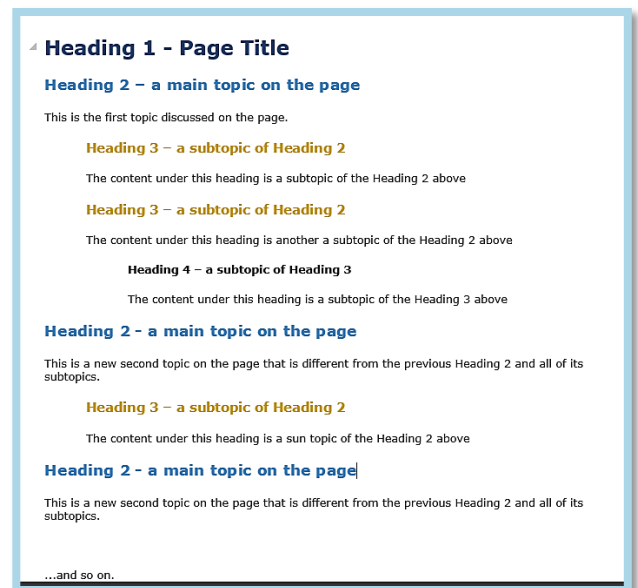
Headings should be created in a web page using proper hierarchical structure, using the Heading 1, Heading 2, Heading 3, Heading 4, and Heading 5 styles as indicators of section headings and subheadings within the document.

- Heading 1** is reserved for the page title.
- Use Heading 2** for main topics on the page.
- Use Heading 3** for major sub-topics under Heading 2.
- Use Heading 4** for major sub-topics under a Heading 3.
- Use Heading 5** for major sub-topics under a Heading 4.

## Heading Style Considerations

Heading styles such as color and size are predetermined by the web design of the page. They have been designed for quick scanning of structure and meaning of the content. They are not meant to be used to apply emphasis. Do not use text formatting such as bold to give the visual appearance of headings - use actual heading styles for all content headings. Assistive technologies and other browsers rely upon the literal markup of the page to determine structure. Items that are bolded or display in a bigger font are not interpreted to be structural elements.

The headings styles should not be circumvented in the html. Do not skip heading levels. For instance only using a heading 5 directly under the heading 2. If you feel like a heading is too large, you may be using too many words. Headings should be brief and succinct.



## Links - Adding or Editing Links on a Page

Links are an important feature of websites and should always be included in pages where they make sense. When creating links, they must include Link Text, file types if the link is a document, and when appropriate a message that it opens in a new window. Before creating links on your web page make sure you understand the three topics below.

### Using Link Text

Hyperlinks placed on web pages must be constructed using text to describe to people (especially people with disabilities, or others using screen readers), what the link is about and/or where they will be going to if they click it.

Example Using Link Text:

**Good:** NECC is now a member of the [Kryterion International Testing Network](#).

**Bad:** NECC is now a member of <https://www.kryteriononline.com/Locate-Test-Center>.

Links should make sense out of context. **DO NOT use phrases such as:**

- click here
- more
- read more
- click for details
- any single letter or number such as 'A'

Examples:

**Good link text:** Learn more by reading an [article about the Knights in the NECC Newsroom](#)

**Bad link text:** If you want to learn more about this, [click here](#).

Keep link text brief. Do not be overly wordy by describing every detail about a link destination.

### Include File Types in Links

If the link is a document, it must include the file type, such as PDF, within the link text.

Example: [Application to NECC \(PDF\)](#)

### Including '(Opens in a new window)' in a Link

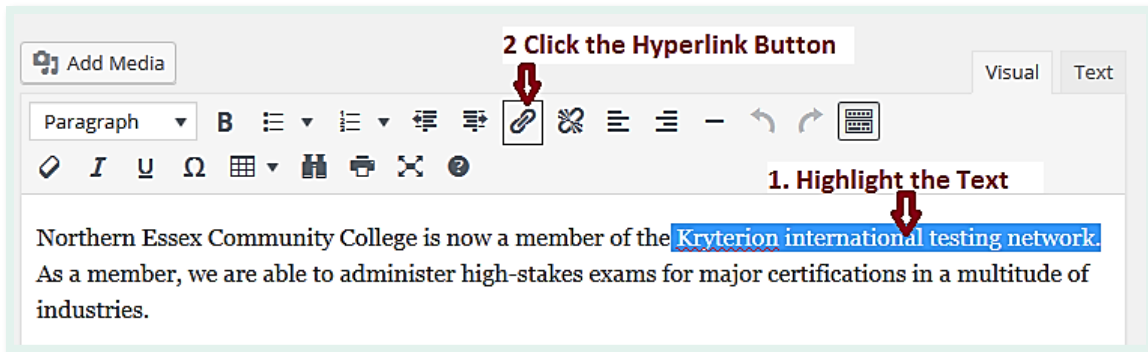
In general links should never open to a new window, but for the occasional link to an outside website, if it opens in a new window you **must** include within the Link Text the exact phrase with parenthesis "(opens in a new window)" This announcement should be placed at the end of the link. This will allow people using screen readers to understand what will happen if they click the link.

Example: [State of New Hampshire \(opens in a new window\)](#)

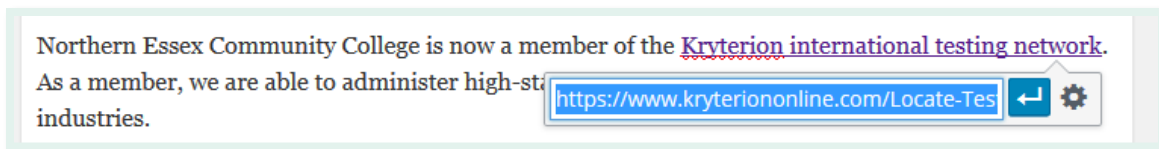



## Add a Link to a Page

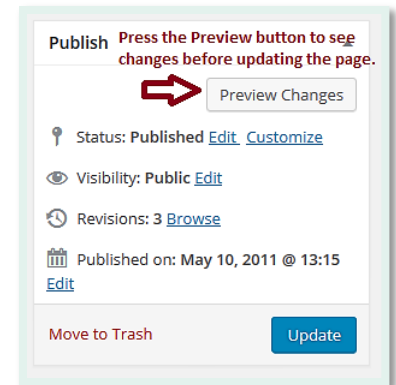
1. To add a link to a web page first type the proper text that you would like to use for your link (see [Using Link Text](#)) and highlight the text that you want to use as link text for your hyperlink



2. Click on **Insert/Edit** hyperlink button (see image above). A pop up window will appear next to the text. In the field, paste your URL that you're linking to. Make sure the URL has begins with http:// or https://



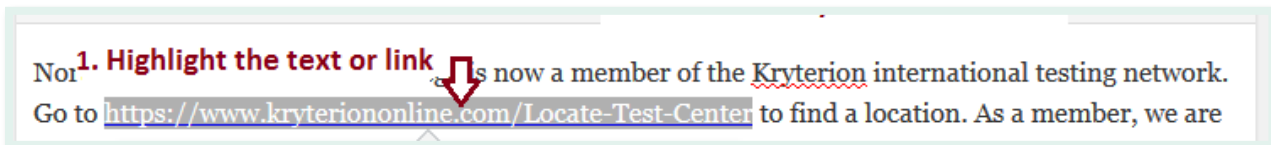
3. Press the blue return button  to the right of the field to create the link.
4. Press the **Preview Changes** button. You can find the Preview button in the Publish Box on the right side of the WordPress Edit Page screen. (see image on right)
5. WordPress will open a new tab with a preview of you page with the changes on it. Test the link in the Preview window.
6. Press the Update button to finalize the changes on the web page.



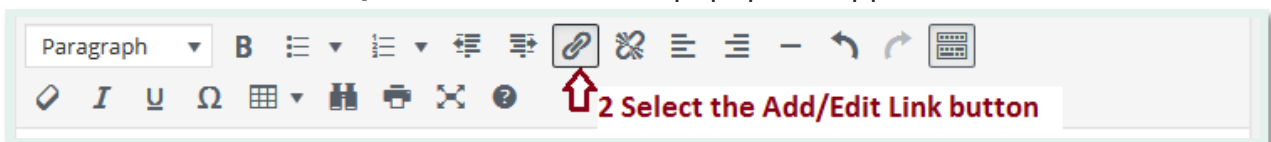
## Editing Links or Link Text

To edit a link on your page or post:

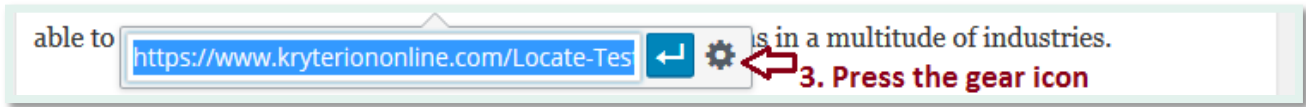
1. Highlight the Link Text of the link (or poorly formatted link) that you want change.



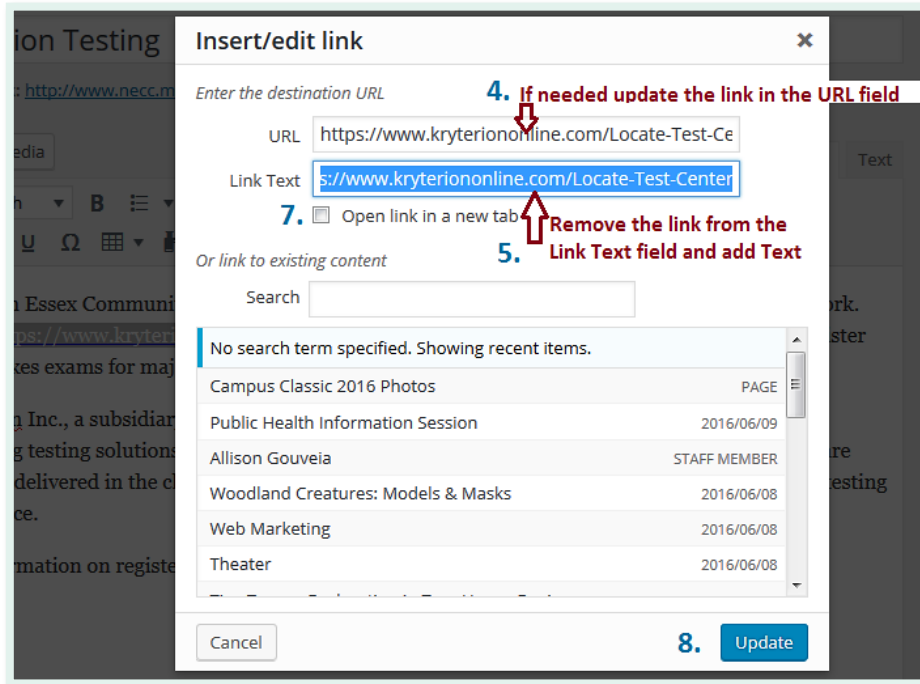
2. Then click on the **Insert/Edit link** button. A popup will appear near the link.



3. Press the gear icon to open the Insert/Edit Link settings window.



4. In the Insert/Edit Link Settings window, if the URL needs to be corrected highlight it and replace with a new one.



5. If a hyperlink is in the **Link Text** field remove it and [add appropriate text that should show for the link](#).
6. If the Link is to a document [include the file type \(such as PDF\)](#) at the end of the text in the **Link Text** field.
7. If the ['Open link in a new tab' check box is checked uncheck it](#).
8. Press the 'Update' button to close the window.
9. Select the 'Preview' button in the right sidebar. A preview window will open in a new tab. Test the link and close the Preview window.

---

**Important Note:** Always look at the **"Open link in a new window/tab"** checkbox. If the box is checked, and you are adding/editing an internal link or document on our website then uncheck it.

---

## Add an Email Link

To add an Email link, follow the steps above for editing links. In the **URL** box delete [http://](#) and enter [mailto:](#) then insert the email directly after it with no space. Example:  
mailto:webdeveloper@necc.mass.edu



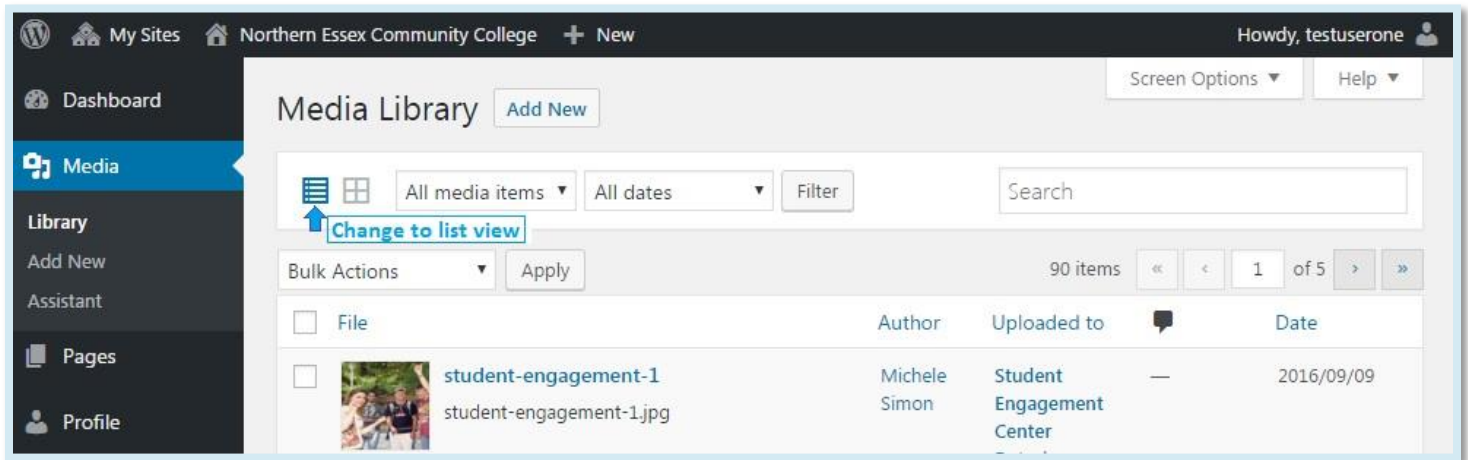
# Media (Images & PDFs)

Media, for our purposes, is considered Images and PDF documents. If you would like to add any other type of media to the website, such as video or PowerPoint, please contact Online Communications.

All media should be [attached to a page or post](#). If you upload through the Media library, follow the steps to attach the media.

## The Media Library

You can find the **Media Library** by hovering your mouse over **Media** in the left sidebar and clicking on **Library** in the dropdown.



The Media Library is a list all the images and PDFs files on the server that have been added to the website and you have access to. This is where you will find your files to delete them. Please remember to delete the files from the server when you remove them from a webpage. The action of deleting a file from a webpage does not delete it from the server and people may still have access to the old file from bookmarks, or through Search engine cached files.

## Naming Media Files

Before uploading a media file (PDF or image) please pre-name it to something that will be easy to find in the file system and explains the file.

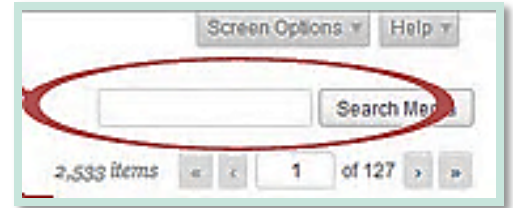
Constructing Media File names:

- Use whole words
- Avoid putting dates in the media file name, as you may want to replace the file later but you will not be able to if it has an old date in the file name. For example, if you were to add a transfer agreement for Emerson College, and you titled it TA Emerson 2013, next year you would have to find and delete the file. By naming it TA Emerson, in the future you can just simply replace the document and you won't have to worry about duplicates with old content. You can read more about this in [Replacing a PDF Document](#).
- Add an abbreviation such as TA for transfer agreement or IRP for Intuitional Research & Planning. This will help you search for a group of documents in the future.
- Be brief and succinct. You can add more information such as a date or photographer in the description box once the file is uploaded.

- The media file name will become the WordPress Media Title for it once it is uploaded. Do not change the title after uploading or while editing the Media file later. Changing the title of a media file will change the name in the library, so be careful when you are editing to not change the title to something like January 2013. When you later look for the file to replace or delete it, January 2013 is not a descriptive enough search name to find what you want.

## Searching through Media

In the upper right-hand corner of the Media Library you can **Search Media** in the search box. The search box requires exact spelling. If you can't find what you want try searching with fewer words, partial words, or eliminating plurals, hyphens, apostrophes, and other punctuation.



To search by file name, in the **"search media"** box paste in the file name that you want to find e.g. **"sl-photo-id-schd"** (the file name) This can be found at the end of a link: (<http://www.necc.mass.edu/wp-content/uploads/2010/02/sl-photo-id-schd.pdf>)

## Filtering or Sorting Media

**Search**

**Sort Media by: click headings**

**Hover your mouse cursor under the file to bring up options**

File	Author	Uploaded to	Date
Region Baseball Tourney info – 2013 PDF	Michele Simon	NJCAA Region XXI Baseball Tournament Playoff Game, 2013/05/10	2013/05/10
parmassus JPG	Michele Simon	Parnassus Release Party and Open Mic, 2013/05/07	2013/05/07

If you have a lot of images and documents on your page, you can use the **Filter** button to narrow down your search by date. Click on the drop down box "Show all dates" and choose a date by month and year. Then click the **Filter** button

You can also click on the Headings: **File**, **Author**, **Uploaded to**, or **Date**, to sort the Media.

# Images

## Important Notes about Adding Images to Web Pages

- All the images you add will become a part of the Media Library and you *must* understand how you will find, edit, replace, and delete media files after you have added them. Part of your job as an editor is to remove old images and documents so people do not have access to incorrect information
- Before adding new images, please [search the Media Library](#) to make sure you are not adding a duplicate. If you need to add an image to multiple pages, upload it once then link to it on the other pages. This is important because when that image needs to be replaced you will only have to find and update one file in the Media Library. Also multiple copies may lead to forgotten old content with misinformation that is available to the public
- Before uploading a new image rename the image on your desktop. See [Naming Media](#) files. Improperly naming images can make finding them very difficult in the future.
- All images should adhere to Accessibility legal requirements. For instance, Images should have alt text added to them for people using screen readers, and if captions are applied captions and alt text should not be duplicate. If you are unsure of accessibility requirements, [contact Online Communications](#)
- The maximum file size allowed for upload is 4 megabytes, but on any website the minimum file size is always preferred (while still making the image clear). Large images may take longer to load and may frustrate users. If you need help with converting images for the web, please speak to your department head or [contact Online Communications](#). If your file is above 4 MB, please contact us to discuss your options.
- All images should be preformatted for the web to 72 dpi before they are uploaded. If you need help with formatting images, [contact Online Communications](#).

## Add a New Image to a Page

### Step One: Preparing and Uploading an Image

1. On your computer before uploading, open your image editor software. Resize your image, and check that the DPI is 72. If you don't have image editing software, contact the Help Desk to discuss your options.

#### Image sizes in the three column template

If an image is added [with text wrapping around it](#), the maximum width is 500px wide (roughly half the width of the main text area). You can choose to add a larger image up to 1920px wide that people can see when they click on it, but you will have to resize the image to fit properly in the website for the web page.

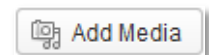
If an image is to be added as [a full width header image](#) before the content it should be 1028px wide × 480px height. Do not add images of only text—this is an accessibility law!

#### Image sizes in the two column template

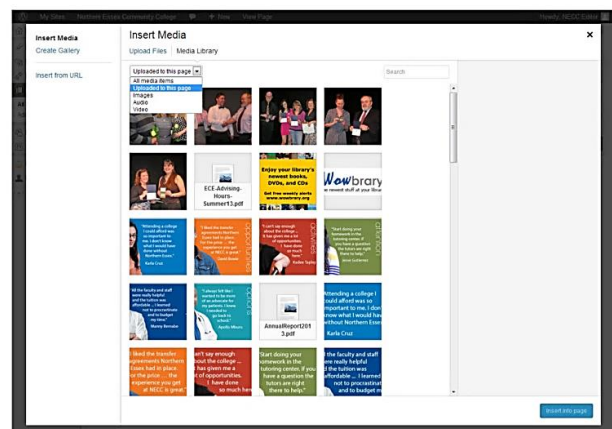
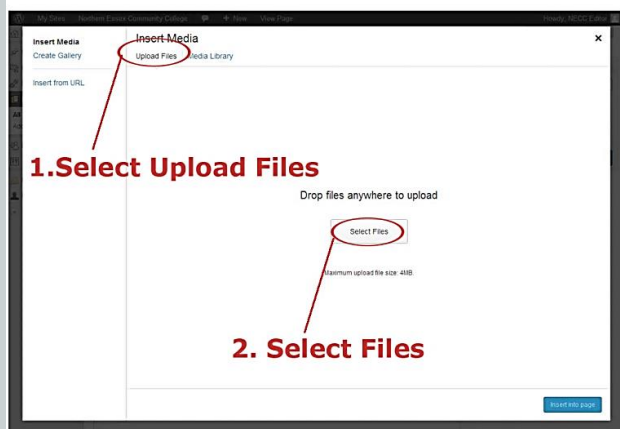
If an image is added [with text wrapping around it](#), the maximum width is 700px wide (roughly half the width of the main text area). You can choose to add a larger image up to 1920px wide that people can see when they click on it, but you will have to resize the image for the web page.

If an image is to be added as [a full width header image](#) before the content it should be 1400px wide. Do not add images of only text, this is an accessibility rule!

2. On your computer before uploading, give your image [a proper name](#) to be found by other NECC employees working as Editors, by Search Engines such as Google, and also to be found and replaced or deleted later.
3. Login to WordPress, find the page you wish to add an image on, and select **Edit Page**.
4. In the Editor Window ([see page 7](#)) place your cursor at the beginning of a paragraph on the left side of the screen approximately where you wish an image to appear. Do not be concerned about placement of the image (left, right, or on its own line) at this time. You will have additional options to position the image after the image is uploaded.
5. Select the **Add Media** button that is above the Editor Window toolbar.
6. Clicking on the **Add Media** button will bring up the **Insert Media** pop up dialogue box. This box will show either the *Upload Files* window (image on left) or *Media Library* window (image on



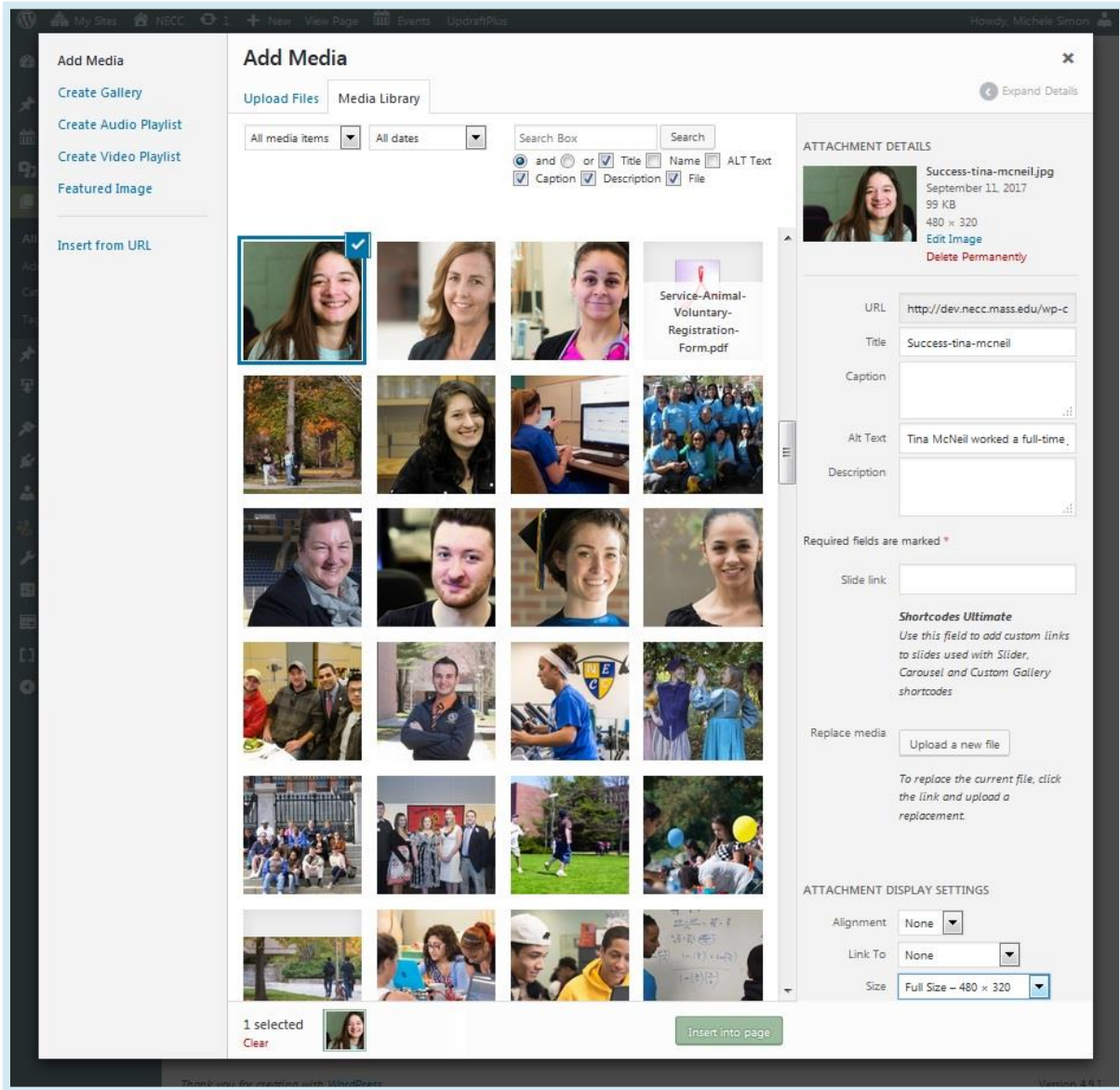
#### Insert Media Window - Upload Files    Insert Media Window - Media Library



right) depending on how you added media the last time. To upload a new image, you will need the **Upload Files** window. If needed select the **Upload Files** tab.

7. Click the **Select Files** button.
8. Navigate on your computer to the image that you wish to upload and click open. (**PLEASE NOTE:** Once you click "Open" that file has already been added to the WordPress Media Library. If you made a mistake you need to delete the file you just added. Clicking X to cancel will not delete the file.)

Your new image will appear as an icon with a blue check mark, in the grid of media files.



9. Proceed to **Step Two** on the next page (do not close the Add Media Pop-up window)



## Step Two: Edit Image 'Attachment Details'

After following Step One above to upload a new image you will need to add the **Attachment Details** and **Attachment Display settings**. You can find these on the right side of this screen in the Insert Media Window:

### a. Title:

WordPress generates the **Title** using the image file name. You should take out the hyphens to make it more accessible to screen readers, but otherwise **leave the title the same.** (The **Title** is the name of the file that you will search for in the Media Library when you later want to replace or delete the Image.)

### b. Caption:

You have the option of adding a caption under the image. This is not required. The caption should not be the same as the title or alt text. Captions should contain new or interesting information that draws the reader's attention.

### c. Alternative Text (Alt Text):

This is mandatory. In the **Alt Text** field add a description of the image for people that use screen readers (Blind or people with low vision). This is not the same as a caption: Think about what you would tell people about the image if they could not see it. Do not make the **Caption, Title** and **Alt Text** the same.

### d. Description:

If you feel there is more that needs to be described about the document, such as photographer, add it here. This is not required. This does not show on the web page. Please make it brief and legible.

## Step Three: Apply Image 'Attachment Display Settings'

### e. Alignment:

In the drop down menu choose 'Left' or 'Right' to align the image to the left, or right side of the page and have text wrapping around it. If you want the image to have no text wrap select 'None'. Do not choose 'Center', because 'Center' often leads to problems with text wrapping in an awkward way around the image.

### f. Link to:

If you're using the full size of the image select **None**. If you are using a smaller than full size, or thumbnail size, of the image on the page but want to have people be able to view it full size, select **Media File**. Do not select Attachment page.

### g. File URL:

Below the "Link to" drop down menu is a box that has the file URL (link) for the image. If you would like to add this image to other pages you can copy the link at this time. If the 'Link To' (see f above) says none, this field will be blank.

### h. Size:

If available, you may select a full, medium, or thumbnail size.

Once all the appropriate fields have been filled in, click the **Insert into page** button.

The image shows a screenshot of the WordPress 'Attachment Details' and 'Attachment Display Settings' panels. The 'Attachment Details' panel includes a small image thumbnail, the file name 'Success-Jenny-Nunez.jpg', the upload date 'September 11, 2017', and the file size '98 KB' and dimensions '480 x 320'. Below this are fields for 'URL' (http://dev.necc.mass.edu/wp-c), 'Title' (Success-Jenny-Nunez), 'Caption', 'Alt Text' (Jenny Nunez stands in a hospi...), and 'Description'. The 'Attachment Display Settings' panel includes 'Alignment' (None), 'Link To' (Media File), 'File URL' (http://dev.necc.mass.edu/wp-c), and 'Size' (Full Size - 480 x 320). There is also a 'Replace media' section with an 'Upload a new file' button and a note about replacing the current file.

### Step Four: Adjust the Image

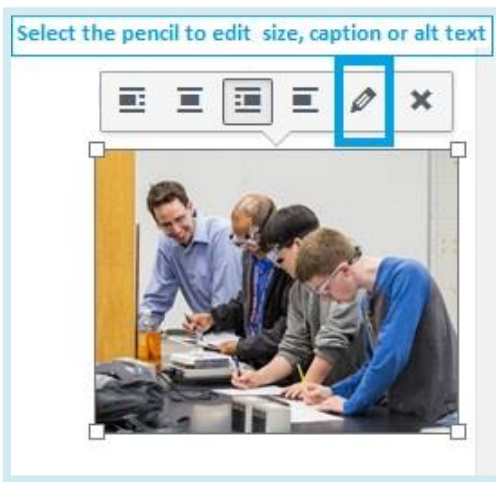
When you have added the image to the page following steps one through three above, the image will appear in the Editor Window. Before you update the webpage, [preview the webpage](#) with the new image, because it will not appear exactly as it looks in the WordPress editor.

If you don't like the alignment or size, close the preview window and"

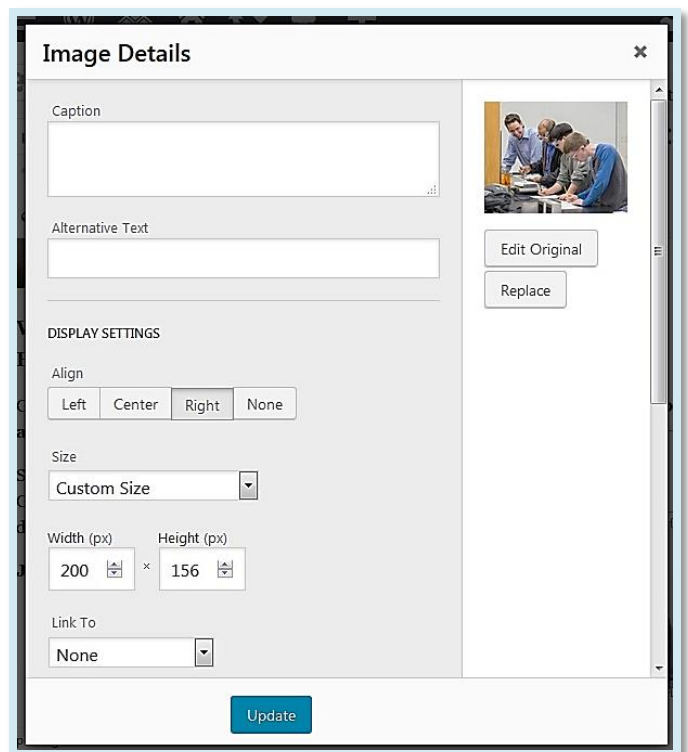
1. Click on the image. A set of tools will appear above the image.
2. To change the alignment click on the Left, Right or None. Then preview the page again.



3. Click on the pencil to change the size of the image. The Image details box will open.



4. In the **Image Details** pop-up box change the size, caption, or alt text.
5. Click **Update**
6. **Preview** the page again to make sure the image now appears as you want it.





## Adding an Image that is Currently in the Media Library to a Page



### IMPORTANT

All media should adhere to Accessibility legal requirements. For instance, Images should use alt text, and if captions are applied captions and alt text should not be duplicate. If you are unsure of accessibility requirements, [contact Online Communications](#)

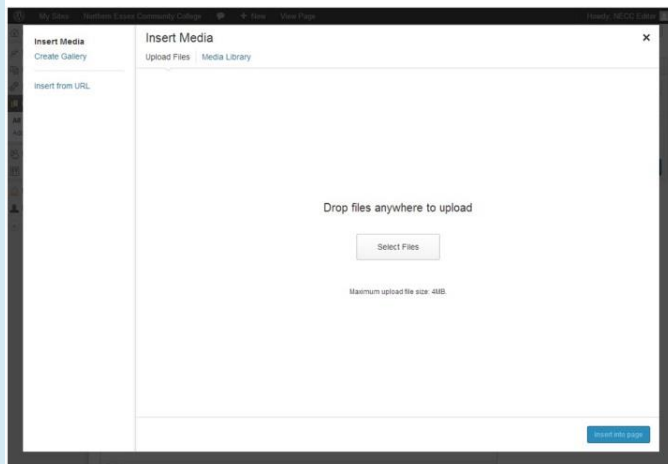
To add an image that has already been uploaded to the **Media Library**:

1. Login to WordPress and open the Page you wish to edit.
2. In the Editor Window ([see page 7](#)) place your cursor at the beginning of a paragraph on the left side of the screen approximately where you wish an image to appear. Do not be concerned about placement of the image (left, right, or on its on line) at this time. You will have additional options to position the image after the image is uploaded.

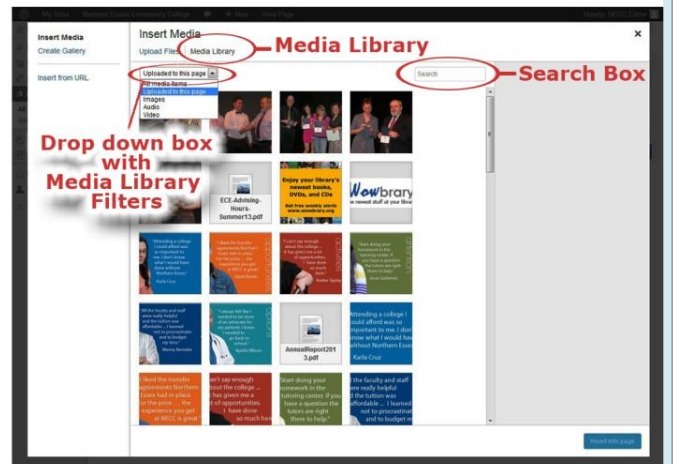


3. Press the **Add Media** button.
4. The **Insert Media** pop up dialogue box will open. Depending on what media you added last this box will show either the *Upload Files* window or *Media Library* window (See images below). Select the **Media** Library tab.

### Insert Media Window - Upload Files

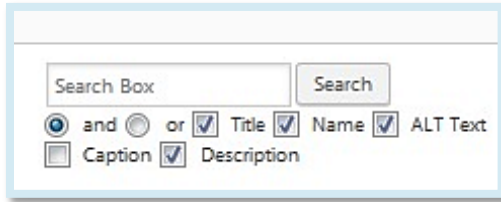


### Insert Media Window - Media Library



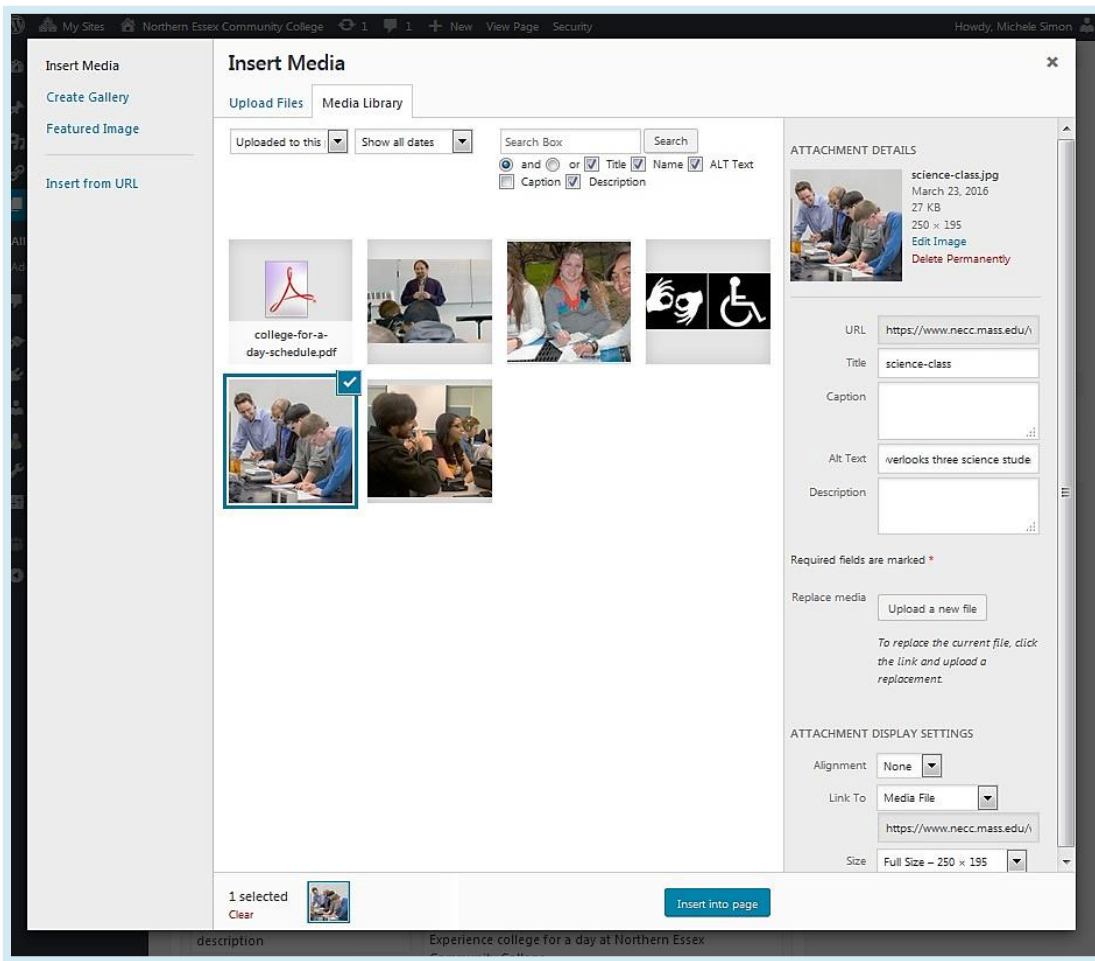
5. Search for the existing document or image in the Media Library by using any of these three methods:
  - a. Narrowing down the search by using the filters in the drop down menu (*see image on page 21*), and selecting either:
    - All media items
    - Uploaded to this page
    - Or Images

- b. Or, use the **Search** box (see image below). If you have difficulty finding a file with the search box read [Searching through Media](#).



- c. Or, scroll to find the media file you wish to use. At any time you can click on an Icon to view the details.

6. Once you have located the file you wish to use, click the Icon to make the **Attachment Details** show on the right side of the page (see image below).



7. Make the changes to the **Attachment Details** and **Attachment Display settings** (see [pages 17-18 Steps Two, Three and Four](#)) that you will need for the image to display correctly on this page.

Important Notes:

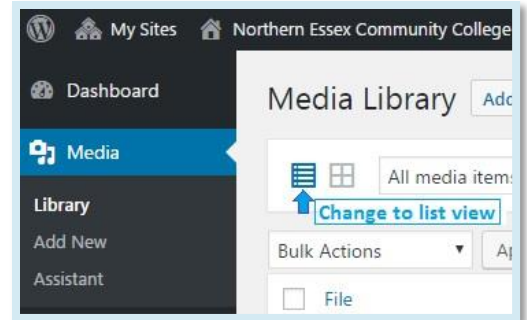
8. **Do NOT change the title.** The title of the Image is used for finding it in the Media Library files. The person who originally uploaded the image will have set the title to what they required.
9. **If there is already a caption** and you do not want one to appear on your page please move any needed information from the caption box to the description box before you delete the caption.

10. Always add Alt text. If there is none in the Alt Text box, please add it.

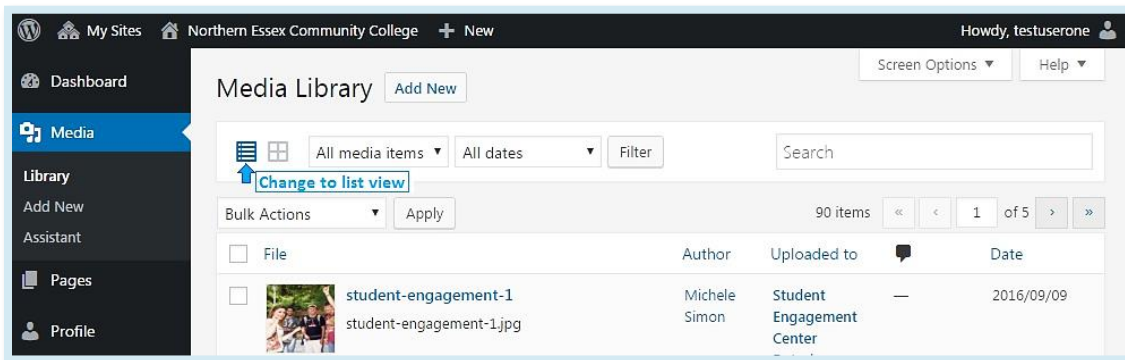
11. Click "Insert into page".

## PDFs: Replace PDF Documents

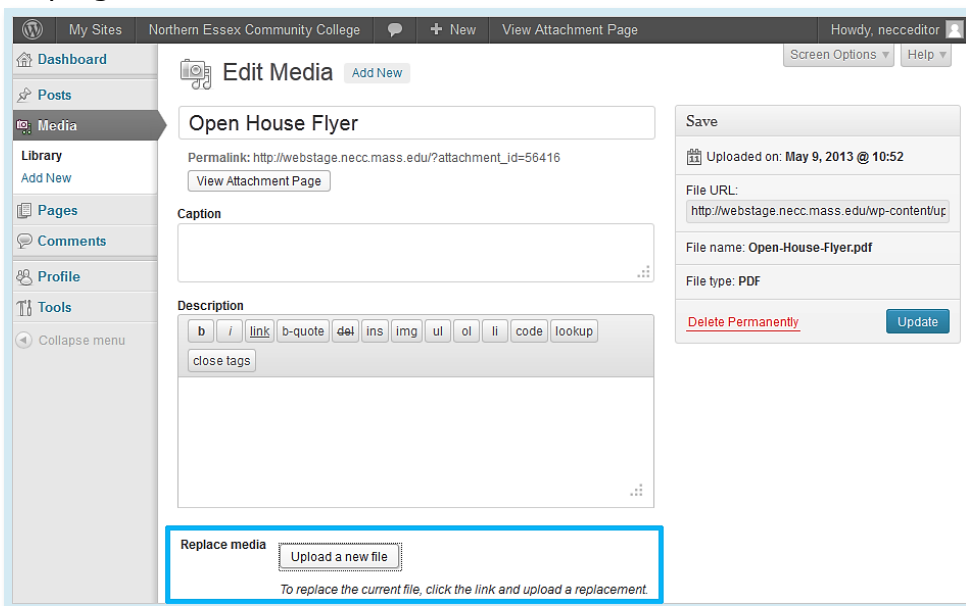
There may be a PDF document on your web page that you want to update. The proper way to do this is to 'Replace the PDF'. 'Replacing a PDF requires you to find the document in the **Media Library**. You can access the **Media Library** from the **Dashboard**. Hover your mouse over **Media** in the left-sidebar navigation and select **Library**.



Search the media library for your file. You can type keywords into the search box to find the file you wish to update. If you have difficulty finding a file with the search box read [Searching through Media](#). Once you have found the document or image, click on the title of the file.

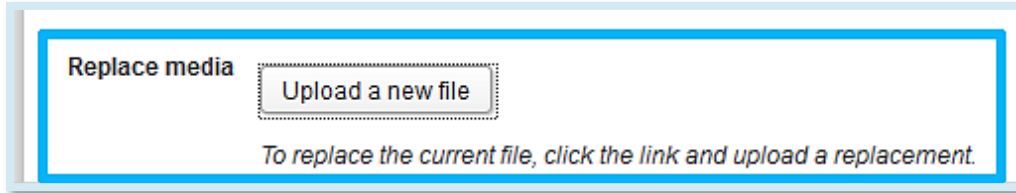


WordPress will open the **Edit Media** screen, which is where you can replace the PDF while keeping the current file name and link.

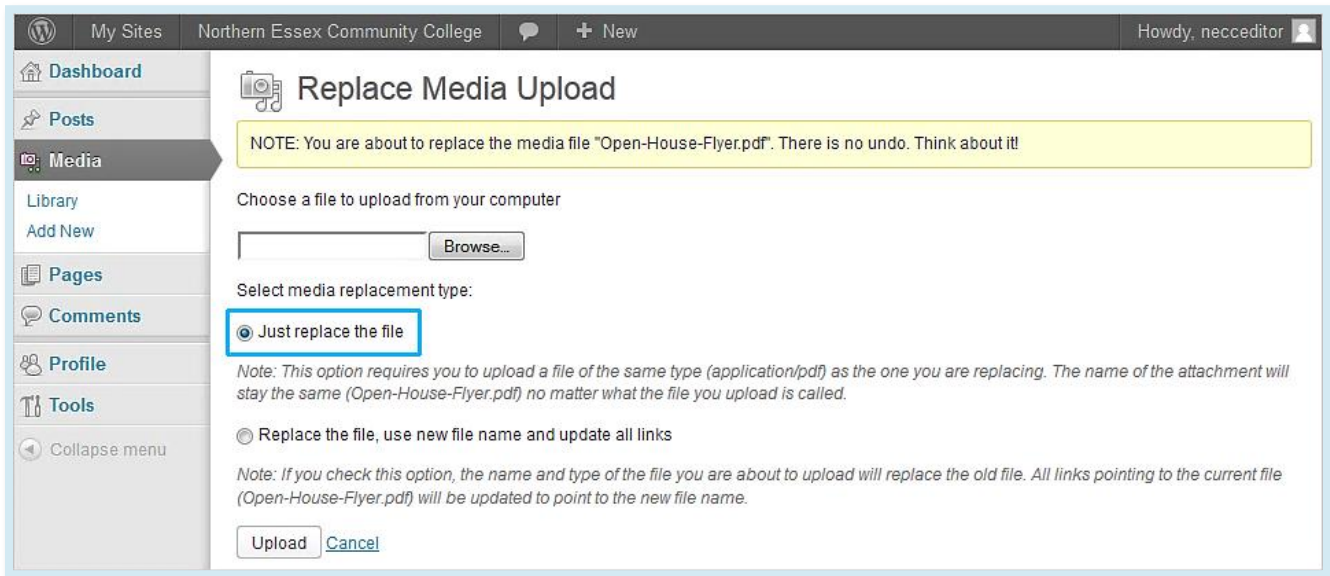


To replace a PDF:

1. Select **Upload a new file** at the bottom of the window (see image above).



You will then be taken to the **Replace Media Upload** window.



2. Make sure the **Just replace the file** option is selected – this is essential.
3. Then Browse to your new file on your computer, and Click **Upload**.

After you hit upload you will be taken back to the **Media Library**. You do not have to change any links on Pages. The document will be changed for all Pages where the link appears.

---

**Please Note:** In order to see the updated version of PDF, you will need to refresh your browser and clear your cache/browsing history if you attempt to view it immediately on the website.

---

## Adding New PDFs to a Page

Adding New PDFs to the website requires special training in making accessible documents. [Contact Online Communications](#) if you would like additional training or had it and need the Accessible Media Guides and/or WordPress PDF Guides or Quicksheets.

## Removing Media and Pages

Removing old and outdated Media and Pages is an important job of website editors. Search engines such as Google may cache websites and links to documents, and people may use

bookmarks and not clear their cache, because of this it is important to remove old and outdated Pages and documents and images.

## To Remove Media:

Choose **Media** in the left sidebar and select **Library** in the drop down. [Search the Media Library](#) for the PDF or Image. When you find it, hover your mouse under the PDF or image title and the options will show up. If you are not certain who has the original file please make a copy before deleting. Choose "**Delete Permanently**".

## To Remove Pages:

Choose **Pages** in the left sidebar. [Search through the Pages](#) for the one you wish delete. When you find it, hover your mouse under the Page title and the options will show up. Choose "**Trash**".

---

**Please note:** If you cannot find the options to Delete Media or Trash pages please [contact Online Communications](#). Some Editors do not have that role.

---

## Attach a Media File

When a media file is "Attached" it is directly associated with its parent page or post. This association allows you to find the media files quickly while editing the page it is attached to, and helps editors understand more about the file and its importance to our site. A PDF document or image will automatically be attached to a page if you upload it while you are editing the Page in the Edit Page screen. If you upload the file through the Media Library you must take an extra step to manually attach the file to associate it with a page.

To attach the media file in the Media Library:



1. If you need to, search for and find the media file.
2. Go to the "Uploaded to" column to attach the media to a Page or post. Under the word (Unattached) click **Attach**. The **Find Posts or Pages** dialogue box will appear.
3. In the **Find Posts or Pages** dialogue box use the "Search" box to search through the posts or Pages. Type in the exact title of the page you want to attach it to. The search requires exact spelling. You can also search by keyword but many pages may have similar titles.
4. Select the Page or Post you want to attach the media to.
5. Click the **Select** button.



# Appendix

## Account Profile



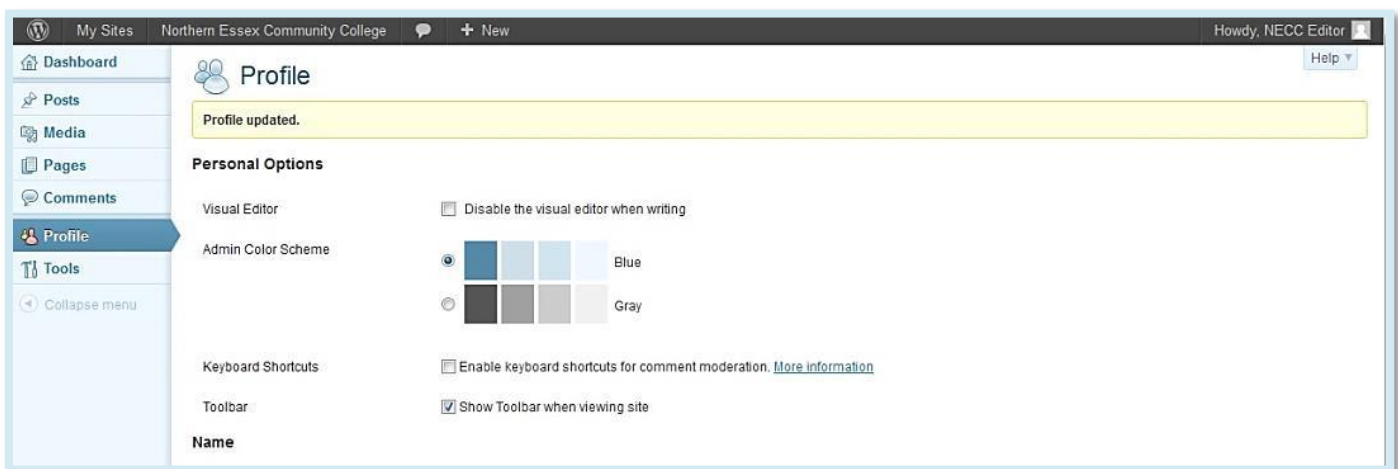
Your account, also called a profile, includes your name, and email. As an NECC employee, these are set up for you based on your NECC account and password. You **cannot** change your password through the WordPress account profile. If you feel you need to change your WordPress password, change your NECC password in the normal way: <https://selfhelp.necc.mass.edu/pm/>

### Account profile option - Changing the color scheme (For multi-sites)

If you are working in more than one site, for instance if you work on the NECC Main website and the Faculty Staff Website, you may want to choose a different color scheme for the different sites to help you recognize which one you are editing.

To choose a color scheme for your WordPress:

- Click on your Account Profile "Howdy, [YOUR NAME]" in the header. You can also click on "Profile" in the left sidebar.
- In your profile, under **Personal Options** you'll find *Admin Color Scheme*.
- Choose your color scheme. At this time you can only choose blue or grey.



## Important Notes to Read before Working with Media:

- If you have been given permissions to add, replace and delete media, when adding a **new** PDF you must contact Online Communications to confirm whether the PDF should be added as a document or a new web page. A new web page is preferable in most cases.
- All Media you add will become a part of the Media library and you *must* understand how the Media Library works, e.g. how you will find, edit, replace, and delete media files after you have added them. Part of your job as an editor is to remove old documents so people do not have access to incorrect information
- Improperly naming images and PDF files can make finding them very difficult in the future.
- Do not add duplicates. Images and PDF files should only be added once to the Media Library. If you need to add a PDF or image to multiple pages you should link to the already existing file that is in the Media Library. This is important because when that PDF or image needs to be replaced you will only have to find and update one file in the Media Library. Also multiple copies of a document may lead to forgotten old content with misinformation on it that is available to the public.
- All media should adhere to Accessibility legal requirements. For instance, PDFs should use hierarchal headers, alt tags for images and graphs, tables only used for data which include proper headers, etc. If you are unsure of accessibility requirements [contact Online Communications](#)
- If you want to add a form, we use Wufoo to create web forms. PDF forms can be very difficult to make accessible, and creating accessible web documents is your responsibility. Contact Online Communications to create your Wufoo form.
- ALL documents on the public site **MUST be in PDF format** to ensure all site visitors have universal access to the documents and to ensure readability.
- The maximum file size allowed for upload is 4 megabytes, but on a website the minimum file size is always preferred (while still making the image or document clear and legible). Large images or documents may take longer to load and may frustrate users. If you need help with converting images or documents please speak to your department head or [contact Online Communications](#). If your file is above 4 MB, please contact us to discuss your options.
- All images should be preformatted for the web 72 dpi before they are uploaded. If you need help with formatting images [contact Online Communications](#).

## Screen Options

On the right side of the Dashboard below the Header, are "Screen Options." You will not be using these frequently, but if you find you are missing options, or you want to turn on or off widgets that you see in the center or right side of the screen you can do it here.

To change your screen options:

1. Click "Screen Options" to expand and view the options.





2. Under **Show on screen** select, or deselect the options you want.
3. Click "Screen Options" again to collapse the options box.
4. These Screen Options only affect your account.



**Note:** When you are working in different area of WordPress, such as Media or Pages, there may be different options for that area.

## Change of Position or Employment

If an editor changes positions within NECC, or leaves the college you **must** notify [Online Communications](#).

## Questions

### Contact/Additional Resources

For more information and available resources, please contact [Online Communications](#) in the Marketing & Communications Department.