

WordPress Editor Website Training

Logging In

- Access the admin side of your subsite by appending “wp-admin” to the URL (e.g., citadel.edu/engineering/wp-admin)
- Use the Microsoft login option with your Citadel credentials for single sign-on.
- If you run into issues, please email the Website Manager for a password reset.

Structure Changes

Subsites

- The WordPress platform is organized into subsites, compartmentalizing content by department.
- View a list of accessible subsites under the “**My Sites**” menu in the upper left of the dashboard.

Homepage Features

- Each subsite's homepage includes a few extras- a banner image, call-out buttons, and a news feed.
 - *Banner Image:* Added as a featured image on the “Front Page” in the admin panel.
 - *Call-out Buttons:* Can be added by the editor but must be implemented by the college's Website Manager.
 - *News Feed:* Generated from the Citadel’s newsroom categories or tags and added by the webmaster upon request.

Auto Generated Pages

- Certain pages are auto-generated, such as the Majors and Minors list, program pages, and Faculty/Staff pages.
- These pages list content created in other areas of the website.

Menus

- The left menu can be updated by the Website Manager at the editor's request. The “home” link is always on top but the other pages can be reordered and nested at the editor’s discretion.
 - *Primary and Secondary Menus:* Schools and departments have a special use case where there is a primary menu and a secondary menu. The primary menu has a specific order for content that is standard to a school or department. This set order maintains consistency across the college’s schools and departments, making it easier for users to navigate.
 - *Veteran and Active Duty Students Tab:* There is also a new tab for schools and departments that distinguishes programs for veteran and active duty students. This is another auto generated page that combines all programs for that school or department, as these students can enroll in any of our programs.

Media Management

Uploading Media

- Navigate to the Media tab on the lefthand side to upload files and images.
- Ensure file names are well-named without dates (so you can easily replace in future without having to change the name)
- If the file is an image you must add alt text for it.
- Maximum upload size is 1MB; compress files if necessary using recommended online tools. You can [compress jpegs here](#), [pngs here](#), and [pdfs here](#).
- If you intend to link a PDF into a webpage, you will need to use the URL from the media file within the media tab after uploading. Copy that URL and hyperlink it into your webpage content.
- For high-quality, brand-approved Citadel images, please contact the [Office of Marketing and Communications](#) to ensure your visuals align with the university's branding standards.

Replacing Media

- Replace files to ensure the most current version is used without changing links.
- Select the file, click "Upload a new file," on the right and upload the new file. Replacement Options should be "Just replace the file". When using this method, no need to change links on all the different pages. and replace the old version.
- This is why it is important to name your files appropriately to begin with. A file that is originally named *academic-calendar-2006.pdf* could be replaced by the most recent years, but the file name would remain the same causing confusion.

Content

Page Updates

- WordPress uses the "Block Editor" to update pages. This means that each piece of content, whether it is a paragraph, heading, image or something else, is considered a block. For an in-depth exploration of the block editor, see the [guide on the WordPress website](#).

Please note: some features may have been changed, disabled, or modified slightly in The Citadel's WordPress install and custom theme.

- To ensure that all content is optimized for search engines, uses relevant keywords and adheres to best practices, we have a dedicated **Content/SEO Specialist**.
 - Prior to making any large changes to a page, please consult with Hanalei Potempa (hpotempa@citadel.edu) to maintain consistency and improve search engine visibility.

Citadel Specific Notes

There are a few nuances to remember when utilizing The Citadel's version of WordPress.

Permalinks

- The structure of permalinks (the URL slug) for pages on The Citadel's website follows the convention where hyphens are inserted between words and small, unimportant words are removed.

- For example, a page for The Office of Communications and Marketing would have a URL slug of communications-marketing. We have removed *the*, *of* and *and*, while also removing *Office* as these do not provide additional value to the URL.

Featured Image

- The featured image is a special image that displays in the background of the gray title bar.
- To update the featured image, visit the righthand sidebar and select Page (or Post), scroll down to the featured image section.
- Every subsite homepage must have a featured image. Use a featured image to make a strong first impression and highlight key content.
- You may consider using featured images **selectively on important pages** to enhance visual appeal and user engagement. Only add a featured image if it brings value to the content.
 - *Key Considerations:*
 - Ensure the featured images follow a consistent style and quality.
 - Images will likely need to be resized to fit into the specific section.
 - Optimize all images for web to ensure fast load times.

Program Pages

- For academic schools and departments, you have the option to add pages for specific programs. Adding a program page automatically adds it to the department, school, and college-wide program listings.
 - When creating a new program it should be added at the department level. In special cases, programs can be added at the school level if the program does not belong to a specific department (eg. BS in General Business).
- Steps to Add a Program Page
 - To start, go to the appropriate department and add a new page under *Pages > Add New*.
 - Add the degree name as the title (eg. Bachelor of Science in Civil Engineering). Make sure to spell out the entire name, do not abbreviate degrees to B.S. or M.S. When in doubt, follow the syntax from other programs or departments.
 - In the Page settings panel on the right, change the URL slug to {abbreviated degree}-{hyphenated degree name}. So, the above example would be *bs-civil-engineering*. If it is a graduate certificate append *-cert* at the end. So, a Composites Engineering Certificate would be *composites-engineering-cert*. And for transfer programs append *-transfer*, like *bs-civil-engineering-transfer*.
 - Also under the Page settings change the *Page Attributes > Template* to *Program* and the *Parent Page* to the applicable programs page (eg. a major would have a parent page of Cadet Programs).
 - Now, save the page as a draft if you have not already.
 - Refresh the current page.
 - There should now be additional options at the bottom of the Page settings.
 - Choose the appropriate program type and whether the degree is offered online.
 - Optionally, add a featured image that will show on the program pages.
 - Finally, in the main content of the page write the information about the program.

- You can also add a few sub-pages to the program. If you make another page and set the parent page to the program it will show up in a small menu at the top of the main program page.

Faculty and Staff

- Faculty and staff pages are a separate page type and can be added/edited under the *Faculty / Staff* tab in the left menu. They can be added to any subsite and will automatically be placed in the appropriate spot on the site. If a site does not have a faculty and staff page, please contact the Website Manager, as it requires some setup before use.
- Adding a New Faculty / Staff Member
 - Visit the Faculty/Staff tab on the lefthand side
 - The title should be their full name with all appropriate titles (e.g., Dr. John Doe, PMP).
 - The main content should be their bio and other relevant information, such as list of degrees.
 - Fill in Faculty / Staff info (only last name and faculty / staff are required)
 - Last name- this is for alphabetizing the faculty / staff listing and is not shown anywhere. To move someone to the top of the list, such as a dean, add a letter "A".
 - Position- the person's position (i.e., Associate Professor)
 - Position type- either faculty or staff
 - Set the URL slug to the first and last name with a hyphen (e.g., john-doe)
 - Add a headshot.
 - For academic schools and departments, you have the option to add the person to another school or department if they perhaps teach in multiple areas. To do this, check the appropriate school under *Link to Other Sites*.

Please reach out to the Website Team- [Paige Kozane](#), Website Manager, and [Hanalei Potempa](#), SEO/Content Specialist, if you have any additional questions.