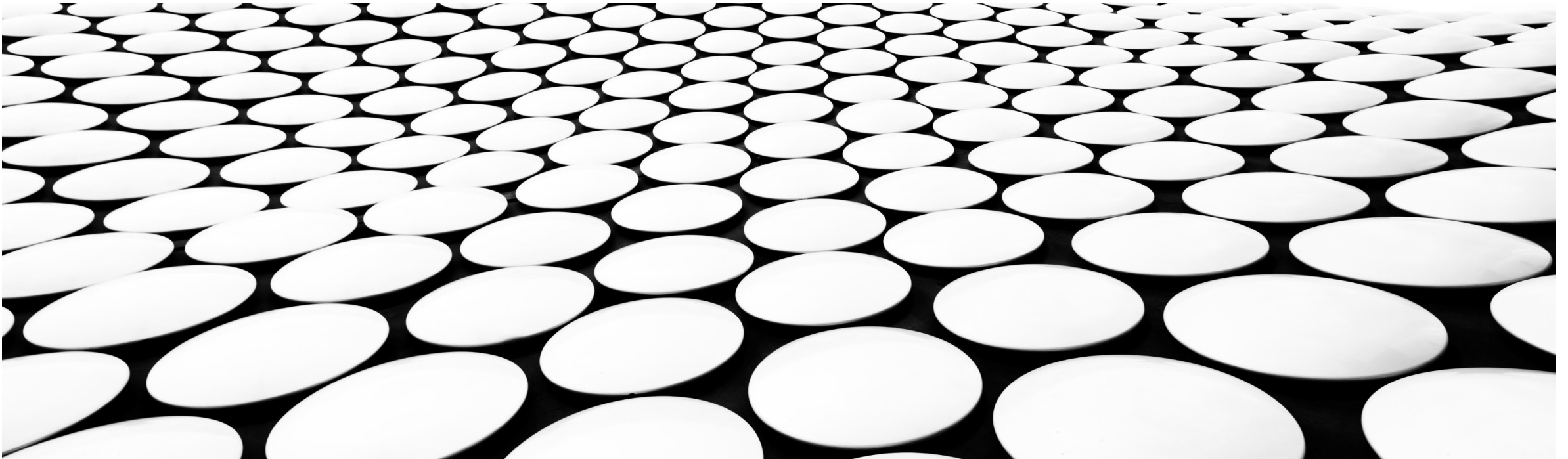# WORDPRESS TRAINING FOR NON-INSTRUCTIONAL STAFF

BEST PRACTICES FOR PUBLISHING CONTENT

MARCH 14, 2025

WHAT IS WORDPRESS?

Wordpress allows you to …

- edit your **website** on your website.

- create web **pages** and blog **posts**.

- upload **media** such as images and PDFs.

- create and display navigation **menus** (lists of links).

- place "**widgets**" in a sidebar.

- Control how your site looks with a "**theme**"

- activate "**plugins**" to add more features to WordPress. Elementor is a plugin.

WHAT IS ELEMENTOR?

Elementor…

- is a free "page builder" plugin available for WordPress.

- replaces WordPress' own page / post editing screen.

- can be used on single web pages / posts.

- shows you what your web page will look like on the editing screen.

- uses a **drag-and-drop** system to let you move content around on a page.

- has a wide range of **"elements"** to display a variety of content.

GOALS FOR TODAY

- Learn the best practices for posting various types of content online including:

  - Text

  - Links

  - Images

  - Documents (PDFs)

  - Videos & Presentations

- In short -- what to do & how to do it

DON'T STRESS

- We do our best with what we are given

- Issues on our websites are issues on most websites

- We scan our websites for errors and correct them "behind the scenes"

- Websites are living documents that can be readily corrected

WHAT IS WEBSITE ACCESSIBILITY?

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can:

- Perceive, understand, navigate, and interact with the Web

- Contribute to the Web

Web accessibility encompasses all disabilities that affect access to the Web, including:

- Auditory
- Physical
- Cognitive
- Speech
- Neurological
- Visual

TEXT

- Use correct spelling, grammar, and punctuation

- Only include student names if they are opted-in for public release

- No underlines except for links and book titles

- Use headings, bulleted / numbered lists, indentation as needed

- Up-to-date information on Pages, out-of-date is OK on Posts

  - Text on **Pages** should be true and **accurate for the whole school year**

  - Text on **Posts can include out-dated information** for historical purposes

HYPERLINKS

- Avoid…
  - Using the words "click here"
  - Displaying the web address (URL)
  - Applying different colors

- Make the link text descriptive but brief
  - If the link appears in a sentence, make it the direct object of the sentence
  - If someone were searching for your content, what would they type?

LISTS OF HYPERLINKS (NAVIGATION MENUS)

- Put links in groups up to 7

- Not possible?

    - Alphabetize the list

    - Sort by order of importance

IMAGES

- Dimensions
  - Avoid uploading very high resolution photos (nothing over 1400 pixels wide or tall)
  - Avoid scaling up the size of a small image (will look blurry)

- Image Content
  - Avoid displaying copyrighted images
  - Avoid displaying photos of students who have opted out of public release

IMAGES, CONTINUED

- Include alternative or "alt" text...

    - If the image isn't purely decorative

    - If the image contains text

    - If the image is important to understanding the web page

DOCUMENTS

- File format
    - Word documents (.DOCX) and spreadsheets (.XLSX) files are OK on Inside SJCSD
    - On public-facing sites, post as a web page or PDF

- Check for accessibility
    - In short -- would a screen reader be able to read the text content of your PDF?

HOW TO SPOT AN INACCESSIBLE PDF

- File name starts with "SKM_"

- Text appears blurry, especially when you zoom in

- Document appears tilted or crooked

- Text cannot be selected

Introduction

School Board Rule 6.83 contains the District's Accept
supplemental Acceptable Use Procedures and Guide
procedures and guidelines ensure the safety, reliabili
and security of the digital network and other district
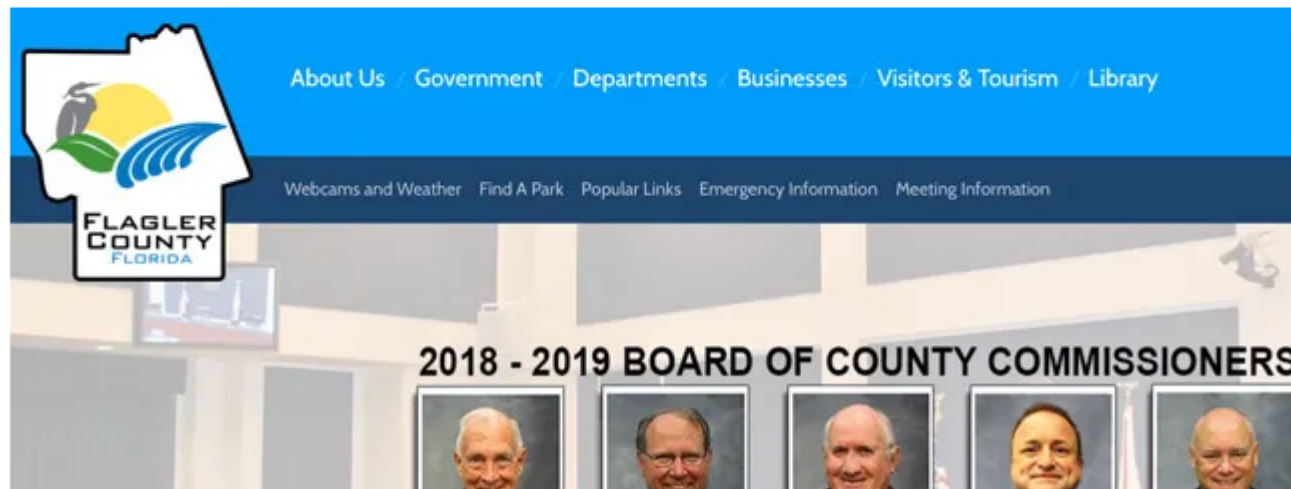students, staff and technology resources.

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WHAT'S WRONG WITH INACCESSIBLE PDFS?

Flagler Pays $16,000 to Settle Website Access Suit, and Much More to Become ADA Compliant

FEBRUARY 5, 2019 | FLAGLERLIVE | — 7 COMMENTS

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HOW TO FIX AN INACCESSIBLE PDF

Ideal Solution: Don't use it!

- If the PDF is mainly text, create a web page with the same information

- If making a web page is not an option, locate & open the original digital file (Word document, spreadsheet, etc.), then save it as a PDF

- If the document came from an outside organization, search for an accessible version of the PDF with Google. *add "filetype:pdf" to your search*

- Last, if you have Adobe Acrobat Pro, use the "Full Check" tool to resolve any accessibility issues
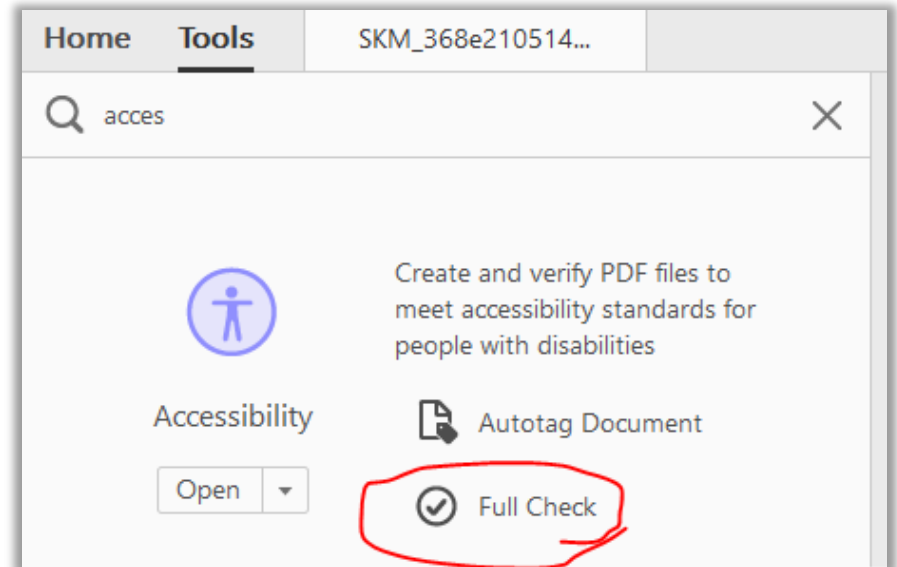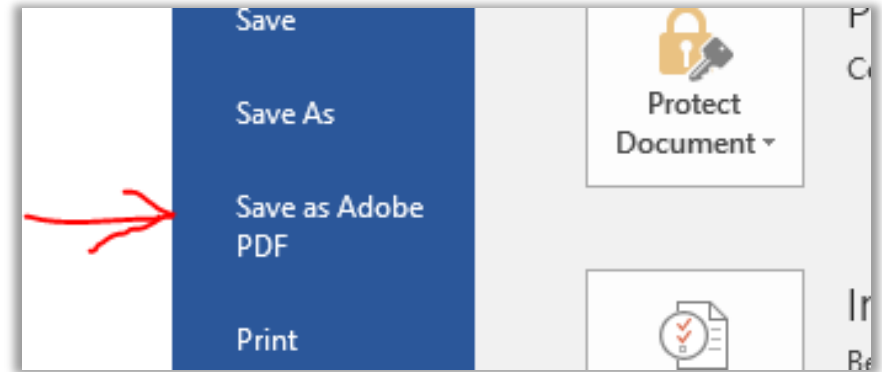
HOW TO FIX AN INACCESSIBLE PDF

Alternative Solution

- If an accessible version of the PDF cannot be saved or found online, use Adobe Acrobat Pro's "Recognize Text" tool, then save the PDF
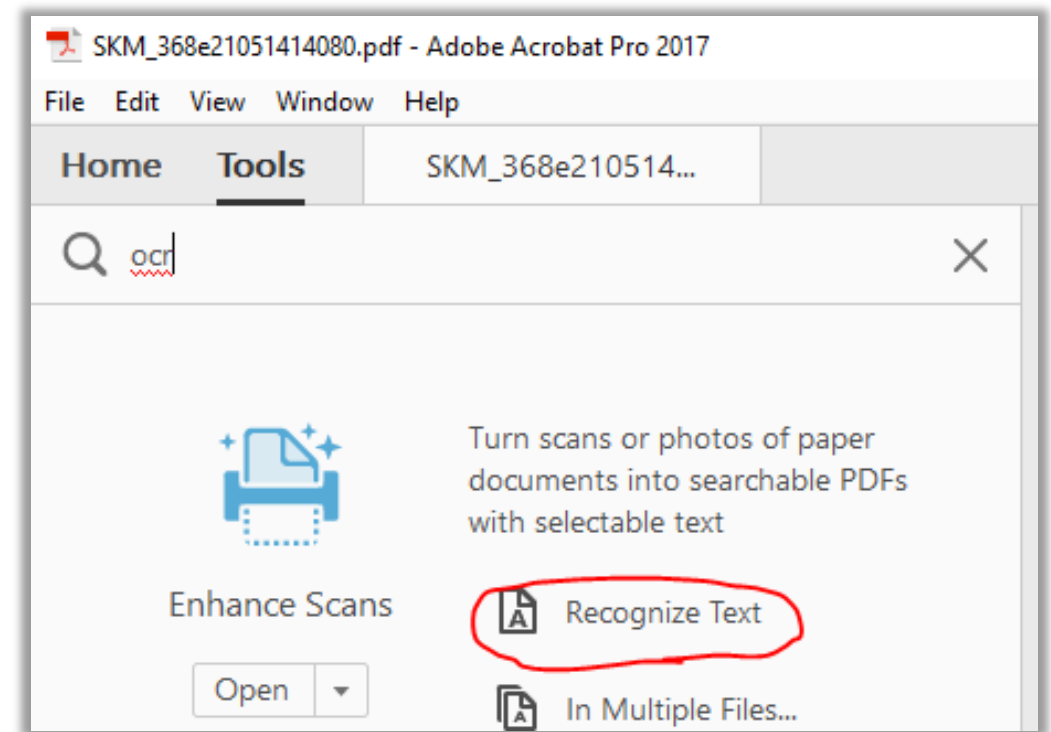
VIDEOS

- First, upload your video to a video streaming site:
  - YouTube (set as "unlisted" and "made for kids")
  - Vimeo

- Include accurate closed captioning
  - YouTube will attempt to auto-generate captions for free
  - Vimeo will only generate captions for paid users
  - SJCSD Video Production Staff can help!

- Copy the video's web address to embed it on your web page

Can't we use Microsoft Stream?

VIDEOS, CONTINUED

- Video content
    - Avoid publishing videos with copyrighted video or audio
    - Avoid displaying videos of students who have opted out of public release

PRESENTATIONS

- File format
    - PowerPoint (.PPTX) files are OK on Inside SJCSD
    - On public-facing sites, post as PDFs or videos

- Save as a video (.MP4)
    - If the presentation includes audio or important animations / transitions

- Save as PDF
    - If the presentation does **NOT** include audio or important animations / transitions

QUESTIONS?

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- Message me on Teams