



U.S. Mission Website Platform User Guide

GPA

U.S. Mission Website Platform Program



Table of Contents

Revision History..... 7

Introduction..... 9

 About the U.S. Mission Website Platform..... 9

 About WordPress..... 9

WordPress Logins..... 10

 Logging In 10

 Implement Single Sign-On 13

 Lost Passwords 13

WordPress Overview..... 14

 The WordPress Dashboard 14

 Toolbar..... 15

 Main Navigation..... 15

 Work Area..... 16

 Footer..... 17

Posts and Pages..... 17

 Posts 17

 Screen Options Tab 18

 Categories and Tags..... 19

 Setting Screen Options 20

 Creating a Post..... 21

 Automated Video Thumbnail 26

 Blog Templates..... 26

 Category Listing..... 31

 Show All Button 31

 Content Commons Article and Video Embed 32

 Pages..... 34

 Setting Screen Options 36



Page Templates	36
Creating a Page – General Guidelines.....	43
Creating a Page – Default Template	46
Creating a Page – Ambassador Template.....	50
Creating a Page – Featured Event Template.....	51
Creating a Page – Holiday Template.....	54
Creating a Page – Image Video Template	55
Creating a Page – Listing Template	58
Creating a Page – People Template	60
Creating a Page – Locations Blurb Template.....	61
Using Language Templates.....	63
Creating a New Language Page	63
Creating a Translation	63
Deleting a Translation	64
Sidebars.....	65
Overview and General Guidance.....	65
Adobe Reader.....	65
Countdown Clock.....	65
Google Maps.....	68
Google Maps Embed in Post/Page Body.....	68
Link List.....	69
OpenOffice	69
Related Posts.....	70
RSS Feeds	70
ShareAmerica RSS Feeds.....	71
Social Links	73
Shortcodes.....	74
Text Box.....	75
TextBox Image.....	76



Textbox Image Full.....	77
Twitter Feed	78
POTUS, VPOTUS, and Secretary Feeds.....	78
Facebook Feed.....	79
Facebook Individual Post Embed.....	79
Instagram Feed	80
Flickr Feed.....	81
Video	84
Facebook Video Sidebar Element / Embed.....	84
Podcast/Audio Sidebar Element.....	84
Embed Youko Video in Post/Page Body or Shortcode.....	85
Creating and Managing Pagination.....	86
Creating Pagination.....	87
Add Child Pages	88
The Media Library.....	89
Overview	89
Add Media Categories	90
Add Media Category to Library.....	90
Add a Category to an Existing Media File.....	91
Add a Category to a New Image	92
Viewing Categories to Locate Images.....	92
Uploading a File	93
Editing a File.....	93
Edit Image Details.....	93
Edit Image.....	95
Flickr Integration	96
Add a Local Flickr Library.....	96
Image Requirements	97
Supported File Types	97



Photo Sizes	97
Pages	97
Posts	97
Miscellaneous.....	98
Managing PDF Files.....	98
Uploading a PDF	98
Edit PDF Details	98
Home Page Slides	99
Overview	99
Adding a New Slide.....	101
Editing Slides.....	103
Embed a Facebook, YouTube, Vimeo or Youku Video in the Slideshow	104
Plugins	105
Event Calendar	105
Re-direct.....	109
Shortcodes.....	110
Podcast/Audio Embed.....	111
Yoast SEO Premium	113
White Label Courseware	117
Facebook Pixel.....	117
Additional Information.....	118
Editing Pages and Posts	118
Editing a Page.....	118
Editing a Post	119
Bulk Editing	120
Deleting, Restoring and Purging Pages and Posts.....	120
Deleting Pages & Posts	120
Restoring Pages & Posts	122
Purging Pages & Posts	122



Cloning Pages and Posts	123
Using the Visual / Text Editor	124
About Travel Advisories, Notifications, Alerts & Messages.....	127
Contacts	129
Appendices.....	129
Resources.....	129
Cables.....	129
Glossary	130
Additional Services and Information.....	136
Language Content	136
Forms	136
Customer Support Services.....	136
Training Services.....	136

Revision History

Revision	Description	Author	Peer Review	Release Date
v0.2.0	Complete overhaul of user guide, adding new functionality and removing obsolete functionality.	Rhonda Urbanczyk	Niki Deanda	11/20/2015
v0.2.1	Updated Canonical URL instructions – Added instructions for Shortcode Plug-In.	Rhonda Urbanczyk	N/A	11/20/2015
v0.2.2	Updated multiple sections based on latest production release notes.	Rob Kuczynski	Niki Deanda	01/19/2016
v02.3	Updated multiple sections and added new functionality based on latest production release notes.	Rob Kuczynski		6/08/2016
v02.4	Updated based on release notes.	Rob Kuczynski		06/23/2016
v02.5	Corrected Versioning, Added Language Templates, Exclude Featured Image, Automatic Video Thumbnail, Facebook Video Sidebar, Podcast/Audio Sidebar and ShareAmerica Sidebar. Removed “Excerpt”	Rhonda Urbanczyk		
v2.6	Added Post/Page Expiration, Alert Message, Flickr Gallery to Remote Media Library and new Social Media icons. Re-added Excerpt.	Rob Kuczynski		08/19/2016
v2.7	Updated multiple sections and added new functionality based on latest production release notes.	Rob Kuczynski	Rhonda Urbanczyk	10/25/2016
V2.8	Updated multiple sections and added new functionality based on latest production release notes.	Rob Kuczynski	Rebecca Jenkins	11/17/2016
V2.9	Added Holiday Page date format and exclude keywords from ShareAmerica functionality.	Rob Kuczynski		01/05/2017
V2.10	Minor updates based on latest production release notes.	Rob Kuczynski		01/25/2017
V2.11	Added new Event Calendar plugin instructions, ShareAmerica feed embed options and updated Holiday Calendar instructions.	Rob Kuczynski	Rhonda Urbanczyk	02/23/2017
V2.12	Added updates to Alerts, Accordion, Holiday Calendar date format, Related Posts sidebar, Flickr gallery page body embed, Youku video embed and minor updates.	Rob Kuczynski	Rhonda Urbanczyk	03/24/2017
V2.13	Republished for latest production release.	Rob Kuczynski		04/27/2017
V2.14	Minor updates based on latest production release.	Rob Kuczynski		05/18/2017
V2.15	Added OpenOffice Viewer and Accordion Image Size limits.	Rob Kuczynski		06/21/2017
V2.16		Rob Kuczynski	Rhonda Urbanczyk	07/26/2017
V2.17	Added Yoast Cornerstone Content.	Rob Kuczynski	Rhonda Urbanczyk	08/23/2017
V2.18	Added notes on Exclude and Exclude All Categories.	Rob Kuczynski		08/28/2017

V2.19	Added Yoast Premium features.	Rob Kuczynski		09/28/2017
V2.20	Added public post and page preview.	Rob Kuczynski	Rhonda Urbanczyk	10/31/2017
V2.21	Updated Redirection instructions.	Rob Kuczynski	Rhonda Urbanczyk	11/29/2017
V2.22	Updated Notification messages, Travel Advisories, Alerts & Messages, Added new Locations – Blurb page template, shortcode featured image options.	Rob Kuczynski	Rhonda Urbanczyk	01/05/2018
V2.23	Updated Alerts & Messages sections, Facebook slider, Notifications expiration feature.	Rob Kuczynski	Rhonda Urbanczyk	02/06/2018
V2.24	Added white label courseware instructions.	Rob Kuczynski	Rhonda Urbanczyk	03/06/2018
V3.0	Annual document audit – all sections reviewed and updated as necessary. Added Dual Clock sidebar item.	Rob Kuczynski	Rhonda Urbanczyk, Rebecca Arliss, Cindie Jones, Suzanne Peroustianis, Jono Ruelas	04/04/2018
V3.1	Minor formatting edits.	Rob Kuczynski	Rhonda Urbanczyk	05/03/2018
V3.2	Added Accordion panel linking functionality.	Rob Kuczynski	Rebecca Arliss	05/30/2018
V3.3	Minor formatting edits.	Rob Kuczynski	Rebecca Arliss	06/28/2018
V3.4	Added Google Maps creation/post/page embed guidelines.	Rob Kuczynski	Rebecca Arliss	07/25/2018
V3.5	Added new Facebook feed code and updated Yoast section based on 8.0 release.	Rob Kuczynski	Rhonda Urbanczyk	08/21/2018
V3.6	Minor formatting edits.	Rob Kuczynski	Rhonda Urbanczyk	09/18/2018
V3.7	Update to Twitter embed code process.	Rob Kuczynski	Rebecca Arliss	10/15/2018
V3.8	Added Content Commons article and video Post embed instructions. Updated Flickr feed sidebar embed instructions.	Rob Kuczynski	Rhonda Urbanczyk/Rebecca Arliss	10/29/2018
V3.9	Added Giphy sidebar element, updated screenshot to reflect removal of Google Maps from events, minor Yoast updates reflecting change from keyword to keyphrase.	Rob Kuczynski	Rebecca Arliss	01/22/2019
V4.0	Updated Help Desk email. Updated screenshots to reflect new State Dept. Seal image.	Rob Kuczynski	Rebecca Arliss	02/19/2019
V4.1	Updated IMO Social icon.	Rob Kuczynski	Rebecca Arliss	03/20/2019
V4.2	Updated Flickr sidebar embed instructions.	Rob Kuczynski	Rebecca Arliss	4/19/2019
V4.3	Updated edit image field order and screenshot. Updated for GPA branding.	Rob Kuczynski	Rebecca Arliss	06/12/2019
V4.4	Updated Yoast section to reflect new field order.	Rob Kuczynski	Rebecca Arliss	06/17/2019
V4.5	Updated Yoast section to reflect new tabs format.	Rob Kuczynski	Rebecca Arliss	07/16/2019
V4.6	Updated IIP Flickr references to GPA Flickr.	Rob Kuczynski	Rebecca Arliss	07/23/2019
V4.7	Updated Yoast screenshots to reflect updated tabs format.	Rob Kuczynski	Rebecca Arliss	08/14/2019
V4.8	Updated Travel Advisory section to reflect new number/color level system.	Rob Kuczynski	Rebecca Arliss	10/29/2019
V4.9	Updated Zalo icon.	Rob Kuczynski	Rebecca Arliss	03/03/2020

V5.0	Updated Service desk email.	Rob Kuczynski	Rebecca Arliss	06/12/2020
------	-----------------------------	---------------	----------------	------------

Introduction

About the U.S. Mission Website Platform

The primary purpose of the U.S. Mission Website Platform (MWP) is to provide content management, web hosting, search, and web reporting tools for U.S. Missions world-wide. This project is the vehicle by which GPA’s core mission is delivered: “To get the right information, to the right people, at the right time.” The Office of Digital provides the delivery platform and infrastructure that facilitates the development, maintenance, and hosting of a centralized multilingual content management system to streamline the creation and delivery of high-quality information for both print and web content for Embassy and GPA international audiences.

About WordPress

WordPress is a free and open source blogging tool and a Content Management System (CMS) based on PHP Hypertext Preprocessor (PHP) and MySQL. WordPress:

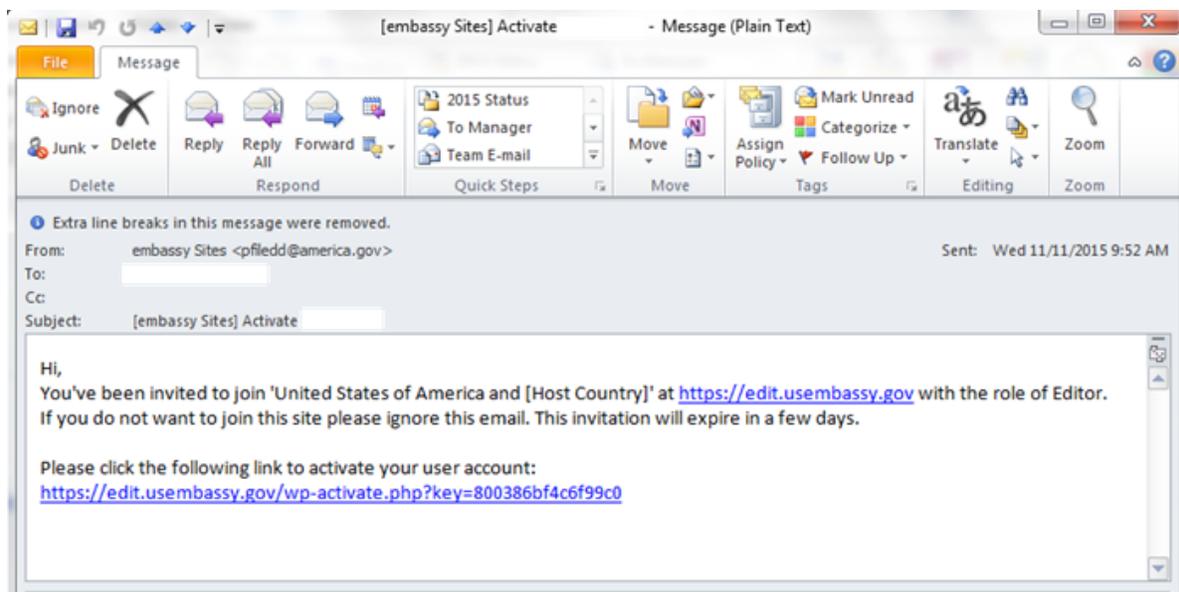
- Uses a template system consisting of themes that allows users to change the look, feel, and functionality of their website without altering the site’s information content or structure. There are thousands of WordPress themes available, via open source or commercial developers. Users may also create and develop their own custom themes, if they have the expertise to do so.
- Uses plugin architecture that allows users to extend WordPress functionalities. There are currently over 35,000 plugins available for WordPress, offering customizable functions and features that enable the user to enhance their sites to their specific needs.
- Supports the use of widgets, small blocks of code that perform a specific function from within a WordPress sidebar.
- Supports mobile native applications for WebOS, Android, iOS (iPhone, iPod Touch, and iPad), Windows Phone, and BlackBerry. Learn more at WordPress.org

WordPress Logins

Logging In

In order to access the edit site, an America.gov e-mail account is required. If a user does not have an America.gov e-mail, they must contact support@america.gov to request one. Please provide the following information: Full Name, Location and State.gov e-mail address.

All WordPress account information is automatically generated by the server. This means that when an account is created, the user will receive an e-mail notification informing them of their new account, and they will be required to activate the account.



An Activation E-mail Example

Complete the following steps to Log in to a new site for the first time:

1. **Open** the Activation e-mail (pictured above) and Click the 2nd link. A confirmation will display. **PLEASE NOTE, THAT IF THE USER IS NOT CURRENTLY LOGGED IN TO THEIR AMERICA.GOV E-MAIL ACCOUNT, THEY WILL BE PROMPTED TO DO SO.**

United States of America and [Host Country]

[Host Country]

Your account is now active!

Username:

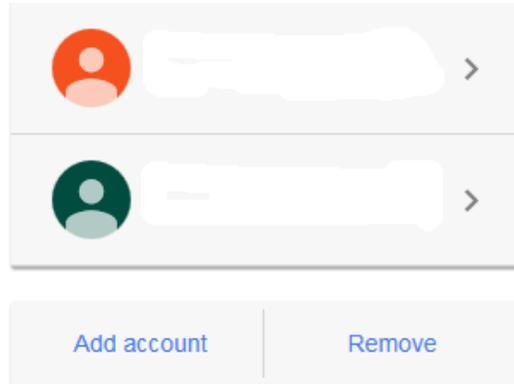
Password:

Your account is now activated. [Log in](#) or go back to the [homepage](#).

Activation Confirmation



Choose an account

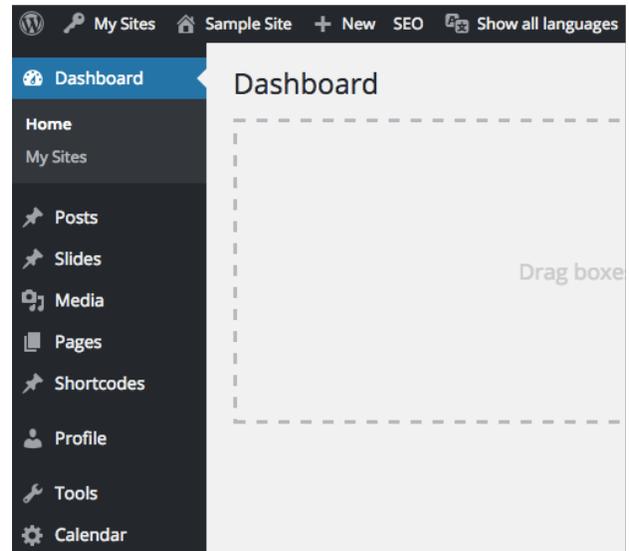


Prompt to Log in to America.gov E-mail

2. **Use** the password provided to **Log in** to WordPress for the first time.



The Login Screen



Location of Profile Settings

3. After logging in, **Navigate** to the **PROFILE** section of the site and **Complete** the following:
 - a. **FIRST NAME** field.
 - b. **LAST NAME** field.
 - c. **DISPLAY NAME PUBLICLY AS:**
 - i. From the dropdown, **Select** the correct display (typically First Name Last Name)
 - d. **Click UPDATE PROFILE.**

Implement Single Sign-On

SSO works with your America.gov account, and enables a user to access their edit site without entering a user name and password. To implement Single Sign-On:

1. **Log in** to the WordPress U.S. Mission website with the existing username and password.
2. **Navigate** to **EDIT MY PROFILE** by **Clicking** name in the top-right corner of the dashboard and selecting **EDIT MY PROFILE**.
3. **Scroll down** to the **CONTACT INFO** section.
4. In the **EMAIL** (required) field, **Enter** the America.gov e-mail address.
5. **Scroll** to the bottom of the page and **Click UPDATE PROFILE**.
6. The **LOGIN WITH GOOGLE** option will appear next time the site is accessed.

PLEASE NOTE: IF NOT LOGGED INTO AMERICA.GOV IN THE CURRENT BROWSER, A LIST OF AVAILABLE GOOGLE ACCOUNTS WILL APPEAR AND CAN BE SELECTED.

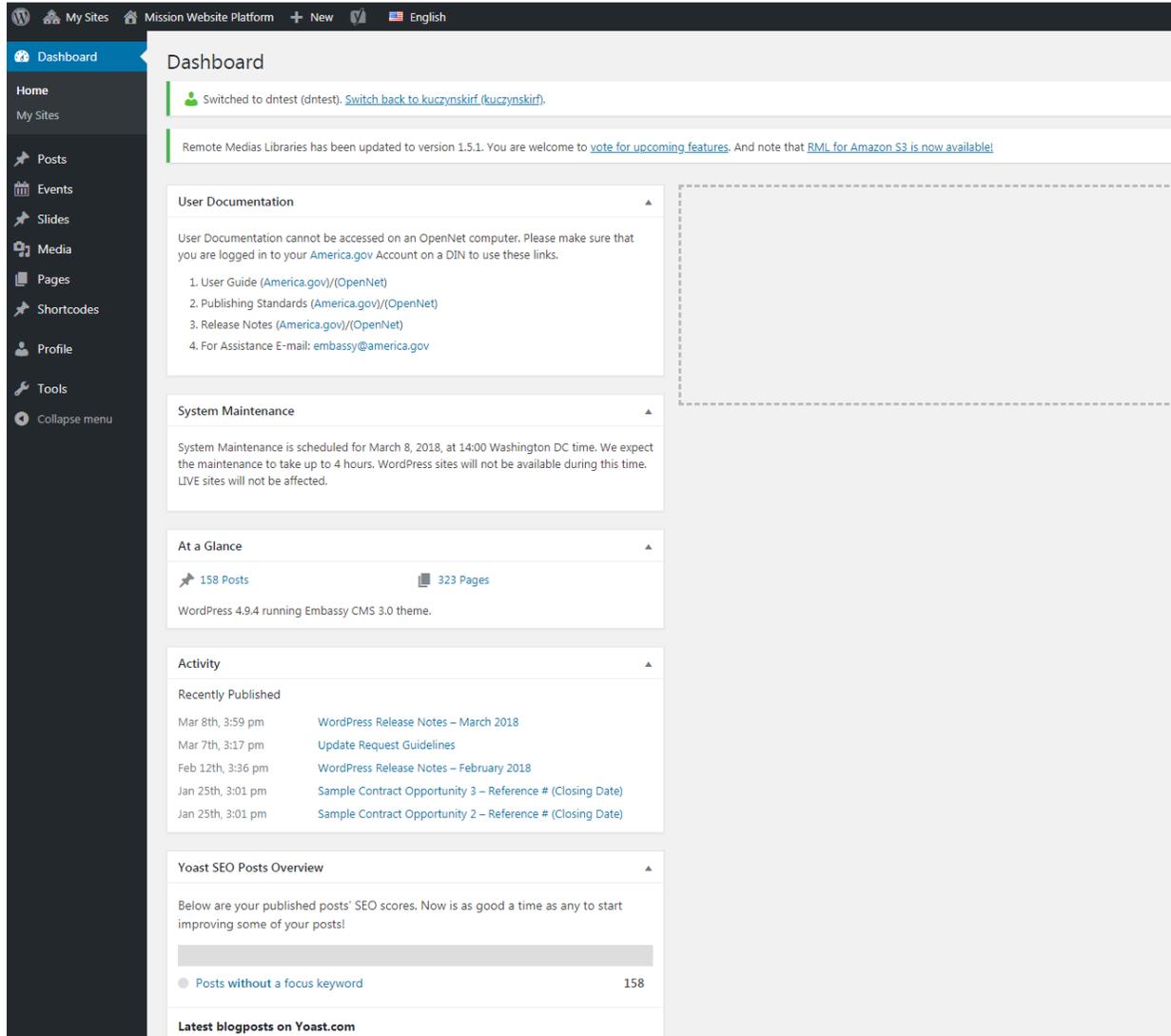
Lost Passwords

If a user loses their password, they can select the **LOST YOUR PASSWORD?** link from the **LOGIN** screen and they will receive further instructions for a password reset.

WordPress Overview

The WordPress Dashboard

The WordPress Dashboard is where users access the control features of the WordPress application. The Dashboard is divided into three (3) sections: the Toolbar (1), the Main Navigation (2) and the Work Area (3).



The screenshot displays the WordPress Dashboard for a user named 'dntest'. The interface includes a top navigation bar with 'My Sites', 'Mission Website Platform', '+ New', and 'English'. A left sidebar contains navigation options: 'Dashboard', 'Home', 'My Sites', 'Posts', 'Events', 'Slides', 'Media', 'Pages', 'Shortcodes', 'Profile', 'Tools', and 'Collapse menu'. The main content area is titled 'Dashboard' and features several widgets: a notification about switching to 'dntest', a message about Remote Medias Libraries update, 'User Documentation' (with a note about OpenNet access), 'System Maintenance' (scheduled for March 8, 2018), 'At a Glance' (showing 158 Posts and 323 Pages), 'Activity' (listing recently published posts), 'Yoast SEO Posts Overview' (showing 158 posts without a focus keyword), and 'Latest blogposts on Yoast.com'.

The WordPress Dashboard

Toolbar

The **TOOLBAR** provides links to various administration functions, and is displayed at the top of the **DASHBOARD**. **TOOLBAR** links expand (fly-out) on hover to display more information. The items available in the **TOOLBAR** are (from left to right):

1. **WordPress Link** – This provides the user with quick access to various WordPress sites.
2. **My Sites** – Any sites to which a user has access will appear in this dropdown. This enables the user to easily switch from one site to another.
3. **Current Site** – “United States of America and [Host Country]” Clicking this link directs the user to the “view” version of the website.
4. **+ New** – Allows the user to create new pages, posts, slides, shortcodes and to upload new media. This is especially useful if working in the “view” version of the website.
5. **SEO** – Allows the user to get search insights by providing access to Keyword Research.
6. **Edit User** – “Howdy [Name]” provides access for users to update their profile and log out of the site.
7. **Show All Languages** – Allows user to access all languages on the site.

Main Navigation

The Main Navigation provides links that enable the user to update the website and edit their profile.

1. **Dashboard**
 - a. **Home** – Returns the user to the **DASHBOARD** landing page.
 - b. **My Sites** - Any sites to which a user has access will appear on a page. Sites can be selected from this page for editing.

2. Posts

- a. **All Posts** – Lists all Posts in the Website.
- b. **Add New** – Enables the user to create a new Post.
- c. **Tags** – Enables the user to create and search tags.

3. Slides

- a. **All Slides** – Lists all Slides in the Website.
- b. **Add New** – Enables the user to create a new Slide.

4. Media

- a. **Library** – Opens the media library for the site.
- b. **Add New** – Enables the user to upload new media (PDFs and Images)
- c. **Media Categories** – Enables the user to create and search media categories.
- d. **Remote Libraries** – Enables the user to view and search Remote Media libraries.

5. Pages

- a. **All Pages** – Lists all Pages in the Website.
- b. **Add New** – Enables the user to create a new Page.

6. Shortcodes

- a. **All Shortcodes** – Lists all shortcodes on the Website.
- b. **Add New** – Enables the user to add a new shortcode.

7. Profile – Enables the user to edit their profile.

8. Tools

- a. **Redirection** – Enables the user to view and add website redirection URLs.

9. Event Calendar **(optional plug-in activated by request)** – Enables the user to view and add events to the website calendar.

10. Collapse Menu – Minimizes the Main Navigation.

Work Area

Screen Options – A dropdown which enables the user to determine what sections display in the Work Area.

Help – WordPress Help Resources.

Announcements – Latest Release Notes and updates to features and functionality.

User Documentation – Latest versions of the User Guide, Publishing Standards and Release Notes.

System Maintenance – Details on scheduled system maintenance.

At a Glance – WordPress site statistics, such as number of pages and number of Posts.

Activity – Most recent posts display here.

Yoast SEO Posts Overview – SEO Scores for published posts and pages.

Footer

The footer displays the version information for WordPress.

Posts and Pages

Posts

Posts are items that usually contain semantically and chronographically arranged information such as news, events, speeches, and other dated materials. The semantic structure is defined by **CATEGORIES** and **TAGS**, which aid visitors in navigating the site and provide data to help search engines understand the content of the site, thus improving the relevance of search results.

The **Posts** panel provides users with the ability to view, add, edit, or delete **Posts**.

By default, the **ALL Posts** page opens after selecting **Posts** from the **MAIN NAVIGATION**.



The screenshot shows the 'All Posts' page interface. Red callout boxes are placed over the following elements:

- 1:** 'Add New' button in the top left.
- 2:** 'Screen Options' tab in the top right.
- 3:** 'Help' icon in the top right.
- 4:** 'February 2018' dropdown menu.
- 5:** Search input field.
- 6:** 'Bulk Actions' dropdown menu.
- 7:** 'Filter' dropdown menu.
- 8:** A row of post data including title, author, categories, tags, date, and expiration.

All Posts Page

Within the **ALL POSTS** page, users can perform several routine tasks:

1. Add new posts.
2. Customize the displayed information using the **SCREEN OPTIONS** tab.
3. Review the Help file information related to this panel.
4. Review the various statuses of all posts. The user may select to view all posts, posts that are in draft and posts in the trash.
5. Search for specific posts.
6. Perform Bulk Actions on posts including editing and moving posts to the trash.
7. Filter the displayed posts by Date, Categories, and SEO Scores.
8. Review the Title, Author, Categories, Tags, Date, Expiration Date, Internal links, SEO Score, Readability Score, information related to a post.

Screen Options Tab

The **SCREEN OPTIONS** TAB enables a user to determine what appears on the **ALL POSTS** page. Users may **Select** or **De-select** any item on this tab to customize their display. They may also **Select** how many posts should display on each page.

The screenshot shows the 'Screen Options' tab with the following settings:

- Columns:**
 - Author
 - Categories
 - Tags
 - Español
 - English
 - Comments
 - Date
 - Expires
 - # links in post
 - SEO score
 - Readability score
 - SEO Title
 - Meta Desc.
 - Focus K1
- Pagination:**
 - Number of items per page:
- View Mode:**
 - List View
 - Excerpt View
- Apply** button

Screen Options Tab

Categories and Tags

CATEGORIES and TAGS aid visitors in navigating the site and provide data to help search engines understand the content of the site, thus improving the relevance of search results. When creating Posts, it is important to think about the target audience and which categories and tags would allow them to more easily find the content in which they are interested.

Categories

CATEGORIES are permanent buckets in the website that provide a broad topic for the content. For example, “News” is a broad topic that could contain many different types of articles. Each POST should be associated with a CATEGORY.

NOTE: THE “EXCLUDE” CATEGORY IS USED TO PREVENT A POST FROM DISPLAYING ON THE HOME PAGE. THE “EXCLUDE ALL” CATEGORY PREVENTS A POST FROM DISPLAYING ON THE HOME PAGE, NEWS AND EVENTS PAGE AND UBERMENU.

It is important to note that in the Modernization effort, a standard taxonomy has been developed by GPA in order to maintain consistency enterprise-wide. Editors in the field may not add new CATEGORIES; however, they may e-mail the help desk (gpadigitalhelp@state.gov) if they have a recommendation or suggestion. If the recommendation is approved, the category will be added to the site.

Tags

Tags provide editors with the ability to narrow post topics to more specific parameters. Multiple tags may be used in a Post in order to provide the visitor with more ways in which to discover new content on the site. For example, if the Ambassador delivers a speech regarding the release of the newest Human Rights Report, the Post could be Categorized as “Ambassador” with tags for “Human Rights Report” and “2014 Speeches”.

Editors may create new tags at any time; however we strongly recommend that users track the tags that are being used to prevent redundancy. For Example, a “2016 Olympics” tag and an “Olympics 2016” tag are treated individually. It is best for SEO and to help your visitors find content if tags are managed regularly.

Setting Screen Options

Before creating the first Post, we recommend that editors set their screen options for the Add New Post screen. This is done by clicking the “Screen Options” tab in the top right corner of the screen.

Boxes

Sidebar Options Excerpt Send Trackbacks Discussion Slug Author Yoast SEO Premium Languages

Categories

Tags Expiration Post Template Featured Image Notification Message Parallax Background Hide Featured Image Featured Image Yoast internal linkin

Layout

1 column 2 columns

Additional settings

Enable full-height editor and distraction-free functionality.

Screen Options

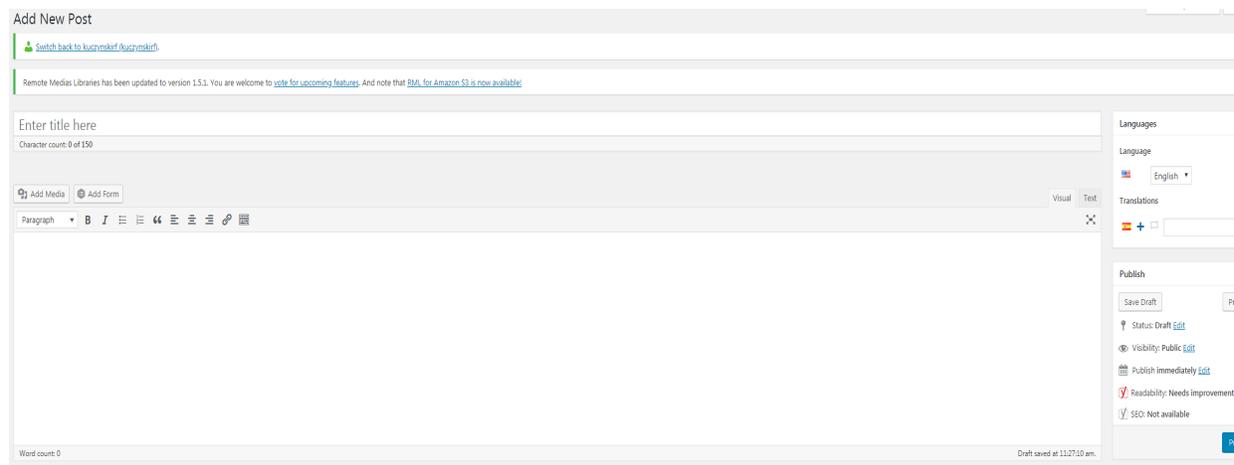
- We recommend editors periodically review Screen Settings to ensure optimal configuration for their specific needs.
- Unless the editor is familiar with the concept of Slugs, it is not necessary to display this field; WordPress will automatically generate a slug.
- **Screen Layout** can be set to the user’s preference. A two-column display typically works best.
- We recommend leaving the last option “Enable full-height editor and distraction-free functionality” selected.

NOTE: ALL ELEMENTS ON THE PAGE CAN BE RE-ORDERED BY USING DRAG AND DROP. FOR EXAMPLE, USERS CAN DRAG THE EXPIRATION SECTION TO DISPLAY DIRECTLY UNDER THE PUBLISH SECTION.

Creating a Post

To create a new Post, the user can select to do so from several locations within the interface:

1. **+ NEW > POST** in the **HEADER**.
2. **POSTS > ADD NEW** in the **MAIN NAVIGATION**.
3. The **ADD NEW** button on the **ALL POSTS** page.

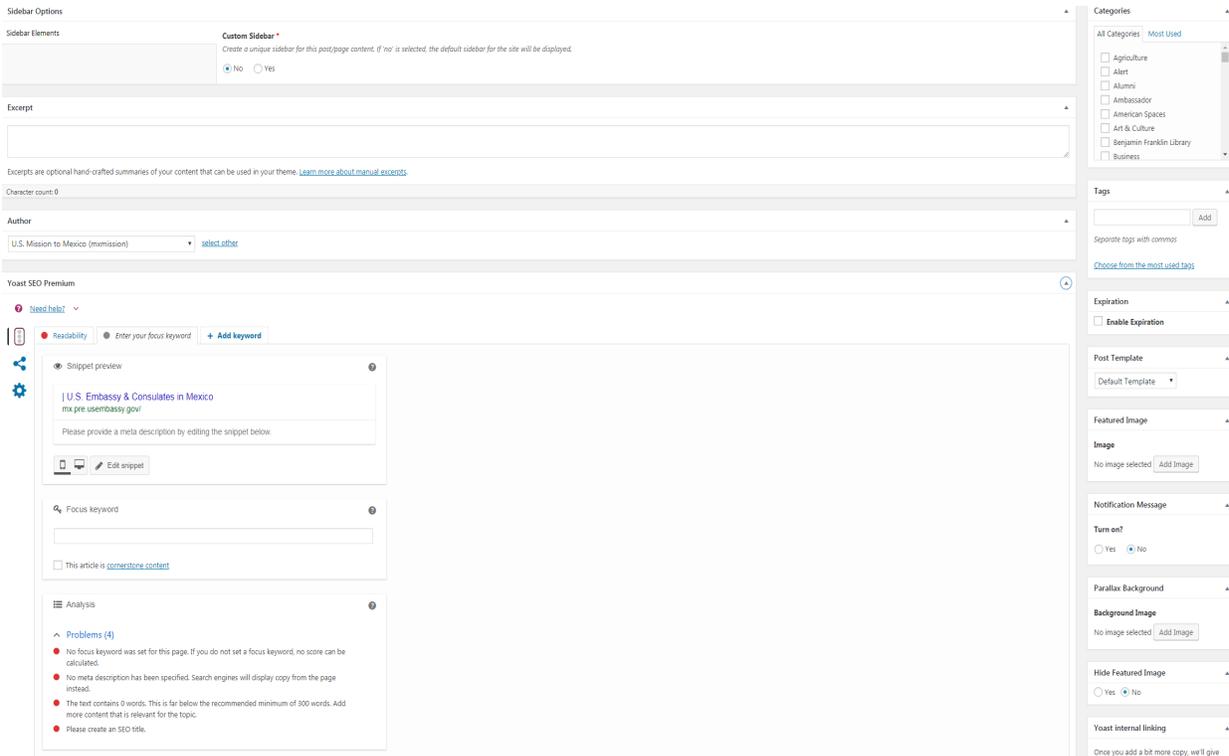


First Section of Post Creation

To create a Post, **Complete** the following fields:

1. **Title** – **Enter** the title of the **Post**.
2. **Language** - Before creating a post, **Determine** in which Language the post should display.
NOTE: MOST POSTS ARE CREATED IN ENGLISH AND THEN TRANSLATED. IF A POST SHOULD BE CREATED IN A LANGUAGE OTHER THAN ENGLISH, SELECT THE APPROPRIATE LANGUAGE FROM THE DROPDOWN.
3. **Content** – **Enter** and **Format** the content. For additional information on the Visual and Text Editors, see the appropriate [in-depth overview](#) in this document.
4. **Complete** the **PUBLISH** section.

- a. **Status** – an Editor can select either “Draft” or “Pending Review” – this is determined by the workflow guidelines at each location.
 - b. **Visibility** – **Select** one of the following. The default is “Public” and this is the typical visibility for pages and posts.
 - i. **Public** – Once Published can be viewed by any visitor to the website.
 1. **Check** the Sticky box to stick the post to the front page.
 - ii. **Password Protected** - (this feature is not functional and should not be used.)
 - iii. **Private** – Once published, may only be viewed by the editor.
 - c. **Publish immediately** – This may be changed to publish a Post with a date in the past or it may be used to schedule a Post to publish at a particular day and time.
 - d. **Public Post Preview** – This feature is only available after a post is saved to draft. It is used to send a preview link of a draft post to another user who does not have to be logged into OpenNet or America.gov. Check **ENABLE PUBLIC PREVIEW** box to access preview link.
NOTE: PREVIEW LINK EXPIRES AFTER 48 HOURS.
5. **Excerpt** – This feature is used to specify the descriptive blurb to appear on the Home Page Blogroll and News and Events Landing page. **EXCERPT** box must be checked in **SCREEN OPTIONS** to appear. Enter desired summary in Excerpt box before publishing Post.
6. **Yoast SEO Premium** – This provides an overview of the SEO for the Post. Clicking the “Check” button will direct the user to the Yoast section of the page for further guidance. For more detailed information on Yoast and how to best utilize it in the site, please see the appropriate [in-depth overview](#) in this document.



Second Section of Post Creation

7. In the **CATEGORIES** section, **Select** a category.

THE “EXCLUDE” CATEGORY IS USED TO PREVENT A POST FROM DISPLAYING ON THE HOME PAGE. THE “EXCLUDE ALL” CATEGORY PREVENTS A POST FROM DISPLAYING ON THE HOME PAGE, NEWS AND EVENTS PAGE AND UBERMENU.

8. In the **TAGS** section, **Add** or **Select** a Tag.

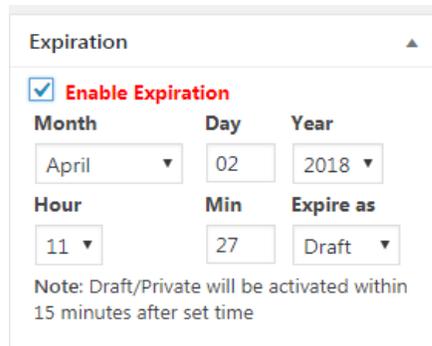
- a. **Type** the Tag into the text field, more than one tag may be entered if they are separated with commas.
- b. **Click** the **ADD** button.
- c. To select from most-used tags, **Click** the “Choose from the most used tags” link.

9. If desired, set an expiration date for the post (post will automatically be removed from the site).

- a. From post in **EDIT** mode, **Check** **ENABLE EXPIRATION** box.
- b. **Select** expiration day and time using the dropdowns and text boxes.
- c. **Select** whether the post will expire as a **DRAFT** OR **PRIVATE**.

NOTE: DRAFT/PRIVATE WILL BE ACTIVATED WITHIN 15 MINUTES AFTER SET TIME.

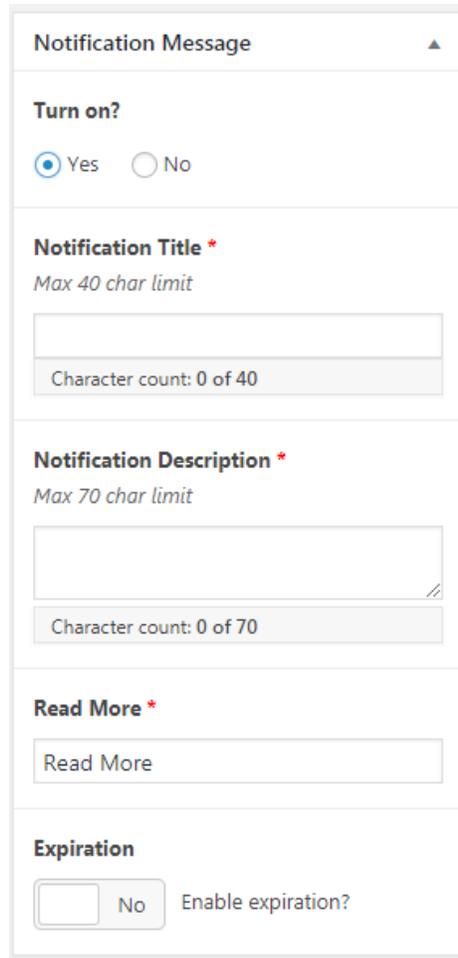
- d. **Click PUBLISH OR UPDATE.**
- e. The post or page will now expire on the selected date and time.



Sample of post/page expiration feature.

10. In the **POST TEMPLATE** section, Select a template from the dropdown:
 - a. Default
 - b. Full- Width Image
 - c. Parallax Image
 - d. Transparent Image
11. If desired, set a Notification Message to appear in the header of the site.
 - a. From post edit mode, **Select YES** under **NOTIFICATION MESSAGE – TURN ON?**
 - b. **Enter** text in the **NOTIFICATION TITLE** and **NOTIFICATION DESCRIPTION** text boxes.
NOTE: ALERT TITLE HAS A 40 CHARACTER LIMIT AND ALERT DESCRIPTION HAS A 70 CHARACTER LIMIT.
 - c. If desired, edit the **READ MORE** hyperlink text.
 - d. If desired, **Click** the **ENABLE EXPIRATION** button to set an expiration time.
 - e. **Click PUBLISH OR UPDATE.**

NOTE: ENGLISH NOTIFICATIONS OPERATE INDEPENDENTLY FROM LANGUAGE NOTIFICATIONS.



Edit Notification Message section.

12. In the **FEATURED IMAGE** section, **Set** the featured image.
 - a. **Click** the “Add Image” button.
 - b. **Upload** a new image to use as the featured image or **Select** an existing image from the Media Library. For more detailed information on the Media Library and how to best utilize it in the site, please see the appropriate [in-depth overview](#) in this document.
 - c. **Click SET FEATURED IMAGE.**

13. In the **HIDE FEATURED IMAGE** section, **Click Yes** if the featured image should be suppressed on the Post.

14. If desired, **Set** the background image in the **PARALLAX BACKGROUND** section.
 - a. **Click** the “Add Image” button.

- b. **Upload** a new image to use as the featured image or **Select** an existing image from the Media Library. For more detailed information on the Media Library and how to best utilize it in the site, please see the appropriate [in-depth overview](#) in this document.
 - c. **Click SELECT.**
15. In the **AUTHOR** section, **Select** the appropriate author from the drop-down list.
16. If desired, **Complete** the **YOAST SEO PREMIUM** section. For more detailed information on Yoast and how to best utilize it in the site, please see the appropriate [in-depth overview](#) in this document.
17. **Navigate** back to the **PUBLISH** section and **Click** the appropriate button
 - a. **SAVE DRAFT** – Saves the work, but does not publish to the **LIVE** site.
 - b. **PREVIEW** – Allows the user to see how the Post will look when it is published.
 - c. **PUBLISH** – To publish the Post immediately or to publish a back-dated Post.
 - d. **PUBLISH IMMEDIATELY**– To set the time for the Post to publish in the future.

Automated Video Thumbnail

An automatic video screenshot thumbnail will now be generated when a video is embedded in a post and no feature image is selected or featured image is hidden using functionality above in “Hide Featured Image” section. This thumbnail will appear in the blogroll and in the Megamenu.

1. **Open** the desired post in **EDIT** mode.
2. **Enter** video URL to embed in post body.
3. Make sure no **FEATURED IMAGE** is selected or the **HIDE FEATURED IMAGE - YES** checkbox is selected.
4. **Update** or **Publish** the post as usual.

Blog Templates

Parallax Image Post: In this template, the image spans the entire width of the page, and the post content overlaps the image. Make sure to pick an image with the focal point in the bottom half of the graphic. The top half will be cropped off. An additional featured image is needed for this template that will be displayed on the blog roll.

The idea of parallax design is simply an awareness of movement. Parallax background effects are created when users scroll between the page content and a background that moves when scrolled past. Make sure to make the blog pages usable yet still creative by following these guidelines for the featured images when using the new parallax backgrounds templates:

- Use high-quality images that tell the story rather than distract from it.
- The focus of the image should be in the top center of it. Clearly illustrate the point.
- Content is the center of the story. Parallax backgrounds are used to highlight the post key message in an engaging fashion and should not overtake the content.
- Consider the audience’s bandwidth. The parallax effect can sometimes result in a very image-heavy website design. This can be a show stopper for users with a slower internet connection.
- Mobile Audience. Our websites are responsive, when the tablet or mobile viewport is detected; the static version of the post is loaded instead of the parallax version.

NOTE: THE BACKGROUND IMAGE SIZE MUST BE AT LEAST 1200 X 560 PIXELS.



Parallax Image Post

[Home](#) / [Blog](#) / [Parallax Image Post](#)

Categories

- [Alert](#)
- [Ambassador](#)
- [Art & Culture](#)
- [Events](#)
- [Featured Event](#)
- [News](#)
- [Policy](#)
- [Security & Emergency Messages](#)
- [Travel & Tourism](#)
- [U.S. Citizen Services](#)
- [Uncategorized](#)
- [Visas](#)

Recent Posts

[Example Post for Featured Post](#)

Example of Parallax Image Post.

Parallax Transparent Post: In this template, the image becomes the background for the Post and content scrolls over. Be sure to select an image where the focal point is in the lower center of the photo. The top and sides of the image will be cropped by the template. An additional featured image is needed for this template that will be displayed on the blog roll.

The idea of parallax design is simply an awareness of movement. Parallax background effects are created when users scroll between the page content and a background that moves when scrolled past. Make sure to make the blog pages usable yet still creative by following these guidelines for the featured images when using the new parallax backgrounds templates:

- Use high-quality images that tell the story rather than distract from it.
- Clearly illustrate the point.
- Content is the center of the story. Parallax backgrounds are used to highlight the post key message in an engaging fashion and should not overtake the content.
- Consider the audience’s bandwidth. The parallax effect can sometimes result in a very image-heavy website design. This can be a showstopper for users with a slower Internet connection.
- Mobile Audience: Our websites are responsive, when the tablet or mobile viewport is detected, the static version of the post is loaded instead of the parallax version.

NOTE: THE BACKGROUND IMAGE SIZE MUST BE AT LEAST 1772 X 827 PIXELS.



Example of Parallax Transparent Post.

Full Width Image Post: In this Post, the Featured Image spans the width of the page, and the content and sidebar items begin below the image.

Make sure to make the blog pages usable yet still creative by following these guidelines for the featured images when using the new parallax backgrounds templates:

- Use high-quality images that tell the story rather than distract from it.
- Clearly illustrate the point you're trying to make.
- Content is the center of the story.
- Consider the audience's bandwidth.

NOTE: THE FEATURED IMAGE SIZE MUST BE AT LEAST 940 X 439 PIXELS.



Full Width Image Post

[Home](#) / [Blog](#) / Full Width Image Post



This is an example of a Full-width Image Post. The Featured Image spans the width of the page, and the content and sidebar items begin below the image.

Categories

- [Alert](#)
- [Ambassador](#)
- [U.S. Culture](#)

Example of Full Width Image Post.

ShareAmerica Feeds: Users may embed ShareAmerica feeds on an internal page, which displays in the News & Events dropdown. To implement in your site, send a ticket to gpadigitalhelp@state.gov with the desired feeds (up to 5). Don't forget, you can exclude up to 3 key words or phrases by following the instructions below.

Visas	U.S. Citizen Services	Our Relationship	Business	Education & Culture	Embassy & Consulates	News & Events
-------	-----------------------	------------------	----------	---------------------	----------------------	---------------

<ul style="list-style-type: none"> News Press Releases Featured Event Latest from ShareAmerica 	 <p>For small farmers in East Africa, a new tool for getting to market</p>	 <p>Do sanctions work?</p>	 <p>Diaspora voices: People of Africa to share their stories</p>	 <p>Canada's Trudeau, Ivanka Trump encourage businesswomen</p>
------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------

Example of ShareAmerica feed under News & Events.

Category Listing

Identify the slug of the category to be used.

1. **Navigate** to the category page by clicking the category on the News & Events page in the Topics sidebar.
2. Review the URL, the Category Slug is located immediately after the word “Category” In the URL (highlighted in yellow):
3. <https://sample2.usembassy.gov/category/press-releases/>
4. **Create** the page in which the content should appear.
5. **Add** the following shortcode to the main body of the page: [display-list category="SLUG" posts_per_page="15" include_date="true" date_format="F j,]
6. **Replace** slug (in yellow) with the category slug identified in step 1 (i.e. press-releases). For Example: [display-list category="press-releases" posts_per_page="15" include_date="true"]
7. **Complete** the rest of the page, using the options and sidebars desired.
8. **Click PUBLISH.**

Show All Button

Users may implement a properly styled “Show All” button for use on their text-based category listing pages. Follow the instructions below to add a “Show All” button:

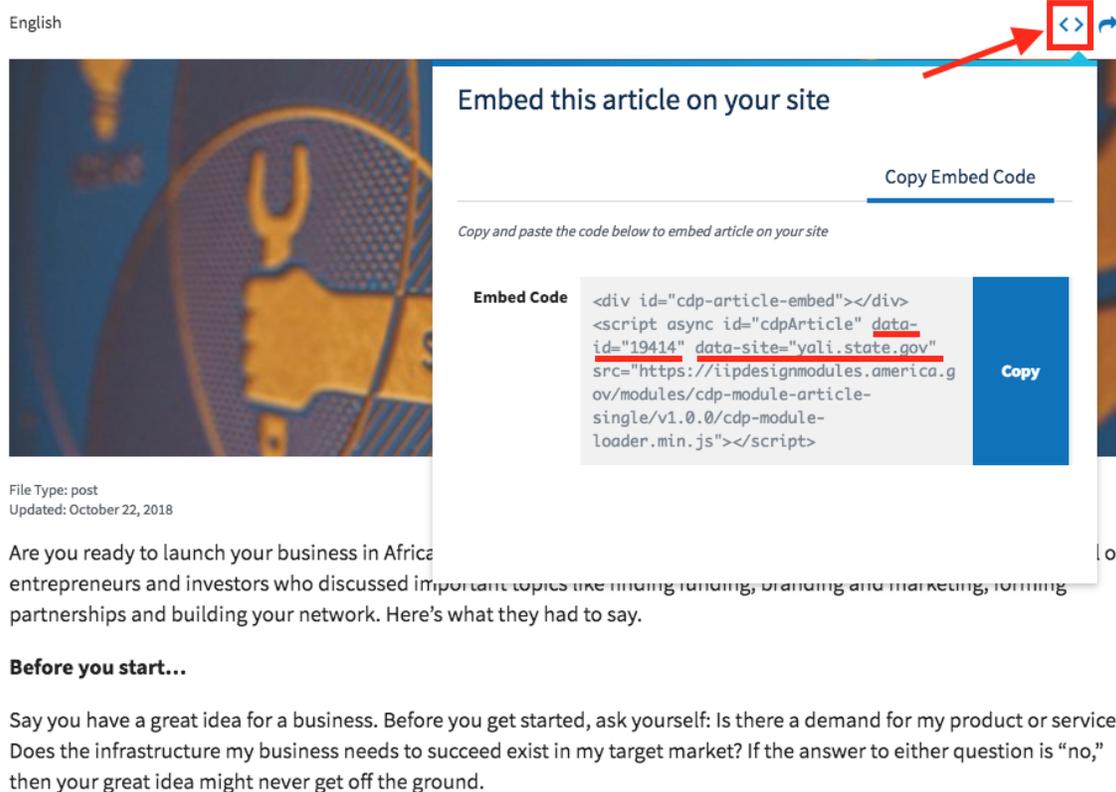
1. **Copy** the following code:
 - a. `Show All`
2. **Open** the HTML TAB of the CONTENT EDITOR. (This will not work in the VISUAL EDITOR).
3. **Paste** the code where it should display.
4. **Replace** the highlighted text (URL HERE) with the target URL of the SHOW ALL button.

Content Commons Article and Video Embed

Users may embed Content Commons (<https://commons.america.gov>) articles and videos directly into posts. For more information on the purpose, features and function of Content Commons visit: <https://commons.america.gov/about>

Embed Content Commons Article

1. **Navigate** to <https://commons.america.gov>, **Select** an article and **Click** the embed icon on the top right.
2. **Copy** the **DATA ID FIELD** and **DATA SITE** information. (*Underlined in the example below*).



The screenshot shows a Content Commons article page. At the top left, it says "English". Below that is a large image of a globe with a hand holding a globe. To the right of the image is a white box titled "Embed this article on your site". Inside this box, there is a "Copy Embed Code" button. Below the button, it says "Copy and paste the code below to embed article on your site". Underneath, there is a section labeled "Embed Code" with a code block containing HTML and JavaScript. The code includes attributes like "data-id" and "data-site", which are underlined in red in the original image. A red arrow points to a small icon in the top right corner of the embed box, which is also underlined in red. Below the embed box, there is a "Copy" button. At the bottom of the page, there is a section titled "Before you start..." with some text.

English

Embed this article on your site

Copy Embed Code

Copy and paste the code below to embed article on your site

Embed Code

```
<div id="cdp-article-embed"></div>
<script async id="cdpArticle" data-
id="19414" data-site="yali.state.gov"
src="https://iipdesignmodules.america.g
ov/modules/cdp-module-article-
single/v1.0.0/cdp-module-
loader.min.js"></script>
```

Copy

File Type: post
Updated: October 22, 2018

Are you ready to launch your business in Africa
entrepreneurs and investors who discussed important topics like finding funding, branding and marketing, forming
partnerships and building your network. Here's what they had to say.

Before you start...

Say you have a great idea for a business. Before you get started, ask yourself: Is there a demand for my product or service?
Does the infrastructure my business needs to succeed exist in my target market? If the answer to either question is "no,"
then your great idea might never get off the ground.

Content Commons Article example

3. **Navigate** to WordPress site, **Create** new post and **Click** the **ENABLE CONTENT COMMONS** button under the **CONTENT COMMONS** section.
4. **Complete** **DATA ID** and **DATA SITE** fields.

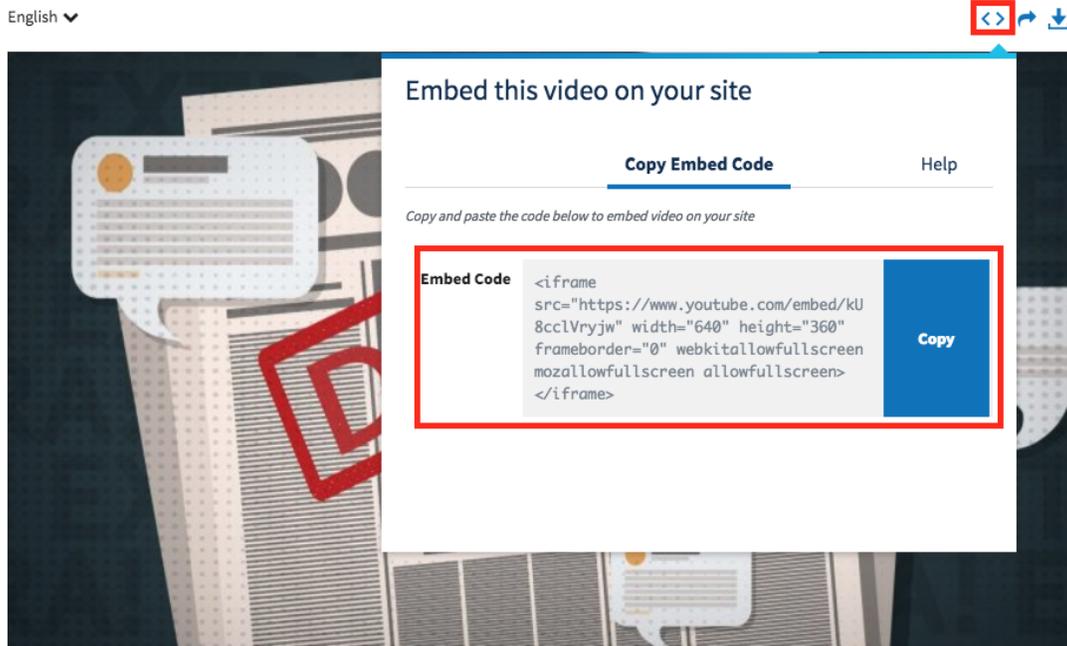
Content Commons	
Enable Content Commons	<input checked="" type="checkbox"/> Yes <small>NOTE: The main content above will not show if this is enable</small>
data-id *	19349
data-site *	yali.state.gov

Content Commons Post fields

5. **Enter** TITLE (same as article title) and **Select** CATEGORY.
6. **Publish** the post.

Embed Content Commons Video

1. **Navigate** to <https://commons.america.gov>, **Select** a video and **Click** the embed icon on the top right.
2. **Copy** the entire **EMBED CODE**.



File Type: video
Updated: August 21, 2018

Disinformation circulates in a variety of ways online and is often difficult to detect. Watch to find out more about the history of disinformation, its effects, and tips to spot it in your own newsfeed.

Content Commons Video example

3. **Navigate** to WordPress site, **Create** new post and **Paste** the embed code in the main body text.
4. **Enter TITLE** (same as video title) and **Select CATEGORY**.
5. **Publish** the post.

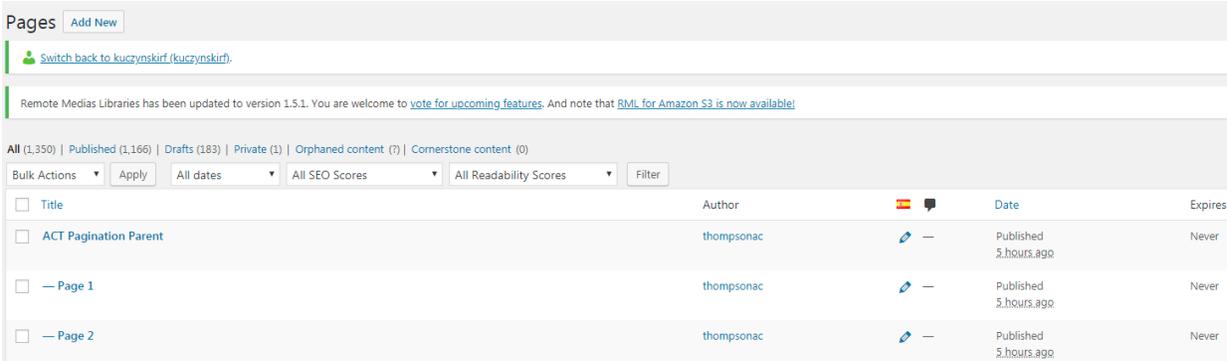
Pages

PAGES are used to display static content on the website. While news, events, speeches, and other timely materials are created by using **Posts**, the informational content such as contact information, key officer biographies, citizen services and other similar content are created as **PAGES**.

PAGES are created in much the same way as **Posts**, however there are additional templates available, and **CATEGORIES** and **TAGS** are not used.

The **PAGES** panel provides users with the ability to view, add, edit, or delete **PAGES**.

By default, the **ALL PAGES** page opens after selecting **PAGES** from the **MAIN NAVIGATION**.



Pages [Add New](#)

[Switch back to kuczynskirf \(kuczynskirf\)](#)

Remote Medias Libraries has been updated to version 1.5.1. You are welcome to [vote for upcoming features](#). And note that [RML for Amazon S3 is now available!](#)

All (1,350) | Published (1,166) | Drafts (183) | Private (1) | Orphaned content (?) | Cornerstone content (0)

Bulk Actions All dates All SEO Scores All Readability Scores

<input type="checkbox"/>	Title	Author		Date	Expires
<input type="checkbox"/>	ACT Pagnation Parent	thompsonac		Published 5.hours.ago	Never
<input type="checkbox"/>	— Page 1	thompsonac		Published 5.hours.ago	Never
<input type="checkbox"/>	— Page 2	thompsonac		Published 5.hours.ago	Never

All Pages Screen

1. Add new pages.
2. Customize the displayed information using the Screen Options tab.
3. Review the Help file with information.
4. Review the various statuses of all pages.
5. Search for specific pages.
6. Perform Bulk Actions on pages including edit and move to trash.
7. Filter the displayed items by date.

Setting Screen Options

Just like with **Posts**, users may customize the view of their **ALL PAGES** screen by clicking on the **SCREEN OPTIONS** tab in the top left corner and selecting or de-selecting the columns that should display in the listing.

Columns

Author
 Español
 Comments
 Date
 Expires
 # links in post
 SEO score
 Readability score
 SEO Title
 Meta Desc.
 Focus KV

Pagination

Number of items per page:

[Apply](#)

Screen Options for All Pages

Page Templates

There are several templates available from which to choose when creating pages. Each template is designed for a specific display and our recommendations for use are below.

Visas	U.S. Citizen Services	Our Relationship	Business	Education & Culture	Embassy & Consulate(s)	News & Events
-------	------------------------------	------------------	----------	---------------------	------------------------	---------------

Emergency Contacts – All Locations

[Home](#) | [U.S. Citizen Services](#) | Emergency Contacts – All Locations

Location One

U.S. Citizens with emergencies, please call ####.####
 Outside of Office Hours, contact: ####.####
 Outside of [Country]: ####.#### or ####.####

Location Two

U.S. Citizens with emergencies, please call ####.####
 Outside of Office Hours, contact: ####.####
 Outside of [Country]: ####.#### or ####.####

Location Three

U.S. Citizens with emergencies, please call ####.####
 Outside of Office Hours, contact: ####.####
 Outside of [Country]: ####.#### or ####.####

Default - The default page is the most common template used within the site. It can display images, an accordion, a sidebar, and embedded video. It can also be created as pagination, which is explained later in this document.



Ambassador [Name]

[Home](#) | [Our Relationship](#) | [Ambassador \[Name\]](#)



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has

survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Translation

[Español](#)

Tweets by @StateDept

Department of State Retweeted
StateDeptPRM @StatePRM
Just announced! The U.S. is providing nearly \$87 million in new humanitarian funding for Yemenis in need--helping w/ food, safe drinking water, shelter, protection, and medical care. Total U.S. assistance, since Oct 2016, is \$854 million and counting. This money saves lives!



10m

Department of State Retweeted
The White House @WhiteHouse
Today, President Trump will welcome the Baltic States Heads of Government to the White House.

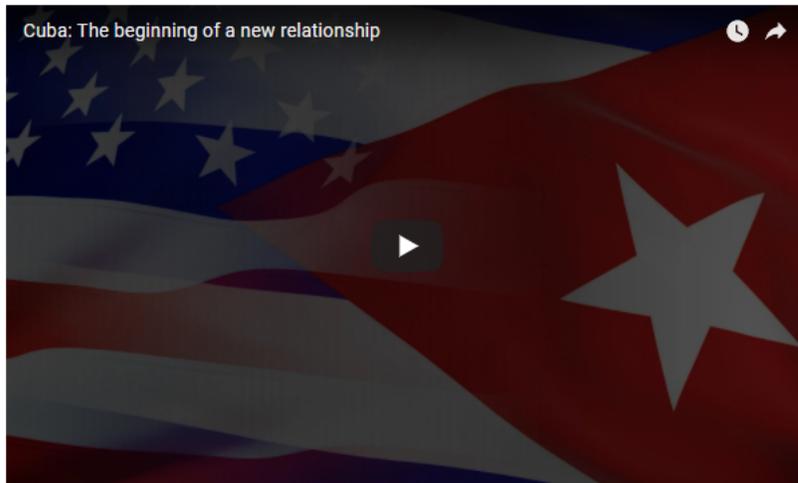
Watch the joint press conference at 1:35pm EDT:
[45.wh.gov/RTV/RmD](#)

Ambassador – Used to display the biography of key officers such as the Ambassador, DCM or Consul General. If desired, the image can be replaced with a video.



Featured Event

[Home](#) | [Our Relationship](#) | Featured Event



Translation

[Español](#)

Textbox Image Example



Featured Event Template Common and Recommended Uses

- Special events, featured programs, Embassy spotlight, etc.
- Top Image / Video.
- Tagged blogroll displays the 6 latest posts.
- Show All button available to display all posts related to event.
- Content Text Limit – 2600 characters.

Mission Website Platform – Publishing Standards

Visitors to the newly re-opened Cuban embassy in Washington on July 20 were enthusiastic about the prospect of expanded contact with the Cuban people. They acknowledged, as did President Obama, the change will take time.

"I believe that American engagement – through our embassy, our businesses, and most of all, through our people – is the best way to advance our interests and support for democracy and human rights," Obama said.

President Obama announced the normalization of U.S.-Cuba diplomatic relations July 1, saying "Americans want to get to know their neighbors to the south."

John Kerry becomes the first U.S. secretary of state to travel to Cuba in decades when he visits the reactivated U.S. embassy in Havana August 14. Both governments re-opened long-closed embassies in July.

Featured Event – Each site has the ability to highlight a special event or program with the Featured Event page. It is used in collaboration with Posts and supports a featured image or video. By Categorizing and Tagging Posts appropriately, they will automatically display be spotlighted on this page.



2018 Holiday Calendar

[Home](#) / [Embassy & Consulates](#) / 2018 Holiday Calendar

January

New Year's Day

Monday, January 01



Martin Luther King Day

Monday, January 15



Translation

[Español](#)

February

Anniversary of the Mexican Constitution

Monday, February 05



Presidents' Day

Monday, February 19



March

Benito Juarez's Birthday

Monday, March 19



Holy Thursday

Thursday, March 29



Thursday, March 29

Friday, March 30



May

Mexican Labor Day

Tuesday, May 01



Anniversary of the Battle of Puebla

Saturday, May 05



Mother's Day

Thursday, May 10



Memorial Day

Monday, May 28



Holiday – This template is specifically to spotlight US and in-country holidays. Country Flags are used to designate observance.



Study in the U.S.A.

Home | Education & Culture | Study in the U.S.A.

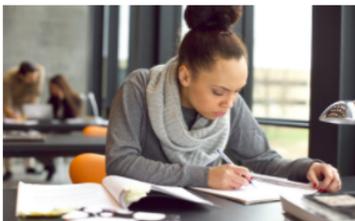


Image Video Page Template Common and Recommended Uses

- This page is currently used for the Study in the USA page and the Travel & Tourism page. It may be used in any section that requires an image-heavy look and feel.
- Limit of 20 content boxes.
- Box Heading Text Limit – 75 characters.
- Box Content Text Limit – Recommend no more than 340 characters.

[Mission Website Platform-Publishing Standards \(PDF 12 MB\)](#)

Learn about unique U.S. higher education opportunities. Our EducationUSA [Your Country] center(s) is/are part of the U.S. Department of State's global [EducationUSA](#) network, and offer(s) accurate, comprehensive, and current information to help you and your family navigate the application process and prepare for study in the U.S.



Scholarships

Discover a variety of U.S. government-sponsored [educational and professional exchange programs](#).



Alumni

Join the [International Exchange Alumni Community](#), a website for current and emerging

Translation

[Español](#)

Education Links



[J1 Visa for Exchange Visitors](#)



[Find an Educational Advising Center](#)



[Locate a Regional English Language Officer](#)

Suggested For You



Sample Education Post Title



Sample Education Post Title

ShareAmerica Stories

[NASA, citizen scientists solve night-sky mystery called Steve](#)
SHARE.AMERICA.GOV

[Reviving the Kazakh language on Wikipedia](#)
SHARE.AMERICA.GOV

[U.S. supports era of private spaceflight](#)
SHARE.AMERICA.GOV

[Following the Afghan Silk Road with satellites](#)
SHARE.AMERICA.GOV

Image Video – This template has limited space for text, but provides a visual option for displaying content and providing information for visitors. The “Study in the U.S.A.” page is built on an Image Video template.



Official Reports

[Home](#) | [Our Relationship](#) | Official Reports

More information about [Country] is available from the [Department of State](#) and other sources, some of which are listed below:

- [Human Rights Country Report](#)
You may place a brief description here.
- [International Narcotics Control Strategy Report](#)
You may place a brief description here.
- [International Religious Freedom Report](#)
You may place a brief description here.
- [Trafficking in Persons Report](#)
You may place a brief description here.
- [Country Reports on Terrorism](#)
You may place a brief description here.
- [Country Information Travel Report](#)
You may place a brief description here.

Translation

[Español](#)

Additional Resources

[Child Labor Reports](#)
[Intellectual Property Rights](#)

Listing – Use this template for lists of links that lead to other websites. It can also be used for internal pages. Descriptions can be added to the links; however, images are not used.



Sample People Page

[Home](#) | [Education & Culture](#) | [Sample People Page](#)

People Page Template Common and Recommended Uses

- Useful for Key Officer pages or similar.
- Limit of 20 items.
- Name Title Text Limit – 130 characters.
- Content Text Limit – 2600 characters. (Appears above list of “people”.)

[Mission Website Platform-Publishing Standards \(PDF 12 MB\)](#)



Nancy Smith

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

People – Useful for brief, key officer bios. This page has character limits for each person included, so it will only support a biography that is brief.



Locations Blurb Sample

[Home](#) / [Locations Blurb Sample](#)

This is a locations sample.

Sample 1



U.S. Sample 1
Philadelphia, PA

[Learn more about U.S. Sample 1](#)

Sample 2



U.S. Sample 2
Washington, D.C.

[Learn more about U.S. Sample 2](#)

Locations Blurb – Use this template to list Embassy related locations with a general description, addresses and embedded maps.

Creating a Page – General Guidelines

There are certain steps necessary to create all pages in WordPress. The basic instructions are the same for all Templates. Each Template also has its own features and requirements, which are detailed later in this section.

To create a new **PAGE**, the user can select to do so from several locations within the interface:

1. **+ NEW>PAGE** in the **HEADER**
2. **PAGES > ADD NEW** in the **MAIN NAVIGATION**.
3. The **ADD NEW** button on the **ALL PAGES** page.

There are six (6) sections that are common for each page. These sections are **TITLE**, **LANGUAGE**, **PUBLISH**, **PAGE ATTRIBUTES**, **SIDEBAR OPTIONS** and **SUGGESTED FOR YOU**.

Title – Like when creating a Post, each page requires a title. Enter the title into the field.

Language - Before creating a page, determine in which Language the Page should display. Note: Most pages are created in English and then translated. If a Page should be created in a Language other than English, select the appropriate Language from the Languages section.

Publish

- a. **Status** – an Editor can select either “Draft” or “Pending Review” – this is determined by the workflow guidelines at each location.
- b. **Visibility** – **Select** one of the following. The default is “Public” and this is the typical visibility for pages and posts.
 - i. Public – Once Published can be viewed by any visitor to the website.
 - ii. **Password Protected** – (This feature does not function and should not be used.)
 - iii. Private – Once published, may only be viewed by the editor.
- c. **Publish immediately** – This may be changed to publish a Page with a date in the past or it may be used to schedule a Page to publish at a particular day and time.
- d. **Yoast SEO Premium**– This provides an overview of the SEO for the Post. Clicking the “Check” button will direct the user to the Yoast section of the page for further guidance. For more detailed information on Yoast and how to best utilize it in the site, please see the appropriate [in-depth overview](#) in this document.
- e. **Public Page Preview** – This feature is only available after a page is saved to draft. It is used to send a preview link of a draft page to another user. Check **ENABLE PUBLIC PREVIEW BOX** to access preview link.
NOTE: PREVIEW LINK EXPIRES AFTER 48 HOURS.

Page Attributes – This is the section where a template is chosen, and where the location of the page within the site is set.

1. **Parent** – Clicking the dropdown will display a list of all pages within the site. All new pages should nest under another page – for example a new page about passports could be nested under “Passport Services.” Select the Parent for the page.
2. **Template** – From the dropdown, select the template to be used.
3. **Order** – Under normal circumstances, the Order field can be left at the default of “0”. It is strongly recommended, however, that when creating pagination that the order

be manually set by the user. This is a number starting with one. The lower the number, the higher the item will appear on a list.

Page Expiration: If desired, set an expiration date for the page (page will automatically be removed from the site).

1. **C**heck **ENABLE EXPIRATION** box.
2. **C**omplete **MONTH, DAY, YEAR, HOUR, MINUTE** fields and **S**elect **DRAFT OR PRIVATE**.

Suggested for You – Select a category related to the page topic to display at the bottom of the page.

To add “Suggested for You”:

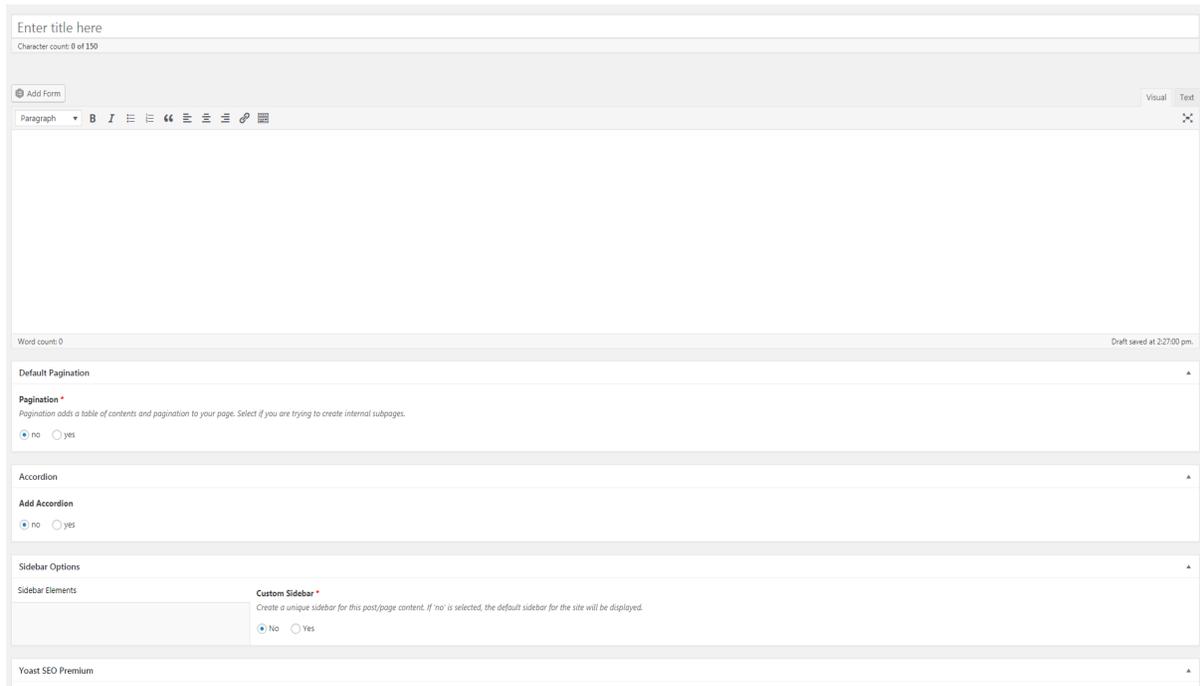
1. **O**pen the desired page in **EDIT**.
2. **S**croll down to the **SUGGESTED FOR YOU** section in the right column.
3. Using the dropdown, **S**elect the desired category.
4. **C**lick **UPDATE**.

Sidebar Options – Only **POSTS** should display the default sidebar. All **PAGES** should have “yes” selected for “Create a unique sidebar for this post/page content.”

1. If a page does not require a sidebar, **C**lick “yes” and do not select any sidebar items.
2. If a page requires a sidebar, **S**elect all of the items that should display by **C**licking the checkbox in front of its name.

Creating a Page – Default Template

The default page is the most common template used within the site. It can display images, an accordion, a sidebar, and embedded video. It can also be created as pagination.



Default Page Template

1. **Complete** all of the steps above, which are common to all templates.
2. **Enter** content for the page in the **VISUAL TEXT EDITOR**. **Format** as required.
3. If **PAGINATION** is required, refer to the detailed instructions on [Creating and Managing Pagination](#).

Accordion

NOTE: ACCORDIONS ARE NOT CURRENTLY CRAWLED BY SEARCH ENGINES. TAKE THIS INTO CONSIDERATION BEFORE USING ACCORDIONS.

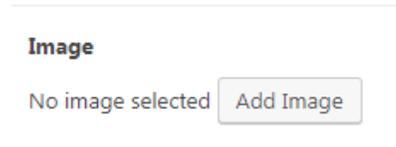
1. If the page requires an **ACCORDION**, **Select YES**. The **ACCORDION** feature will expand to allow the first entry:

Accordion Feature

- a. **Enter** the desired question or subject for the first rib.
- b. **Enter** the answer or description that should appear when the visitor expands the rib.
- c. **Click** **ADD NEW ACCORDION ITEM** to add a new rib below the current rib. **Click** “+” sign to add a new rib above the one currently selected. **Click** the “-” sign to delete the rib.
- d. To add text below the accordion, **Enter** text in the **CONTENT AFTER ACCORDION** field.

e. To create an additional accordion on the page, **Click** **ADD NEW ACCORDION ITEM** and **Check** “Yes” box under **NEW ACCORDION?** field. Then **Enter** a new **TITLE, DESCRIPTION** and desired questions and answers in appropriate fields below.

2. If desired, **Insert** images using the **IMAGES** section. **Click** the **ADD IMAGE** button and Select an image from the **MEDIA LIBRARY** OR **Upload** a new image.



Images Section

NOTE: ACCORDION IMAGE SIZE IS 200x400 PIXELS. IMAGES OVER SIZE LIMIT WILL BE SIZED AT 200x400 PIXELS. PHOTOS UNDER SIZE LIMIT WILL DISPLAY AT ORIGINAL DIMENSIONS.

Accordion Panel Linking

Accordion panels can be linked to from any page on the site using anchor tags. When a new accordion is created, each panel is automatically identified as “panel1”, “panel2”, “panel3”, etc. - according to the current order of the accordion. This ID is the anchor tag.

NOTE: IF ACCORDION ORDER IS CHANGED OR NEW RIBS ARE ADDED OR REMOVED, PANEL ID’S COULD CHANGE BASED ON THE CURRENT ORDER OF THE ACCORDION. ANCHOR TAGS SHOULD BE REVIEWED AND UPDATED AS APPROPRIATE.

To link to an accordion panel in body text from:

- **Page containing the accordion:**
 - **Plain Text:** `displaytext`
 - **Visual:** Link using `#panel1`

- **Any other existing page:**
 - **Plain Text :** `displaytext`
 - **Visual:** link using full site address with anchor tag: `https://mx.pre.usembassy.gov/page#panel1`

For example, the following screenshot displays Accordion panel linking within the same page where #panel1 and #panel2 are used.



To link Accordion Panel 1 in the screenshot from a different page, use full URL:

<https://mx.pre/usembassy.gov/accordion-example#panel1>

Visas U.S. Citizen Services Our Relationship Business Education & Culture Embassy & Consulates

Accordion Example

[Home](#) / [Accordion Example](#)

[Link to Panel 1 \(#panel1\)](#)

[Link to Panel 2 \(#panel2\)](#)

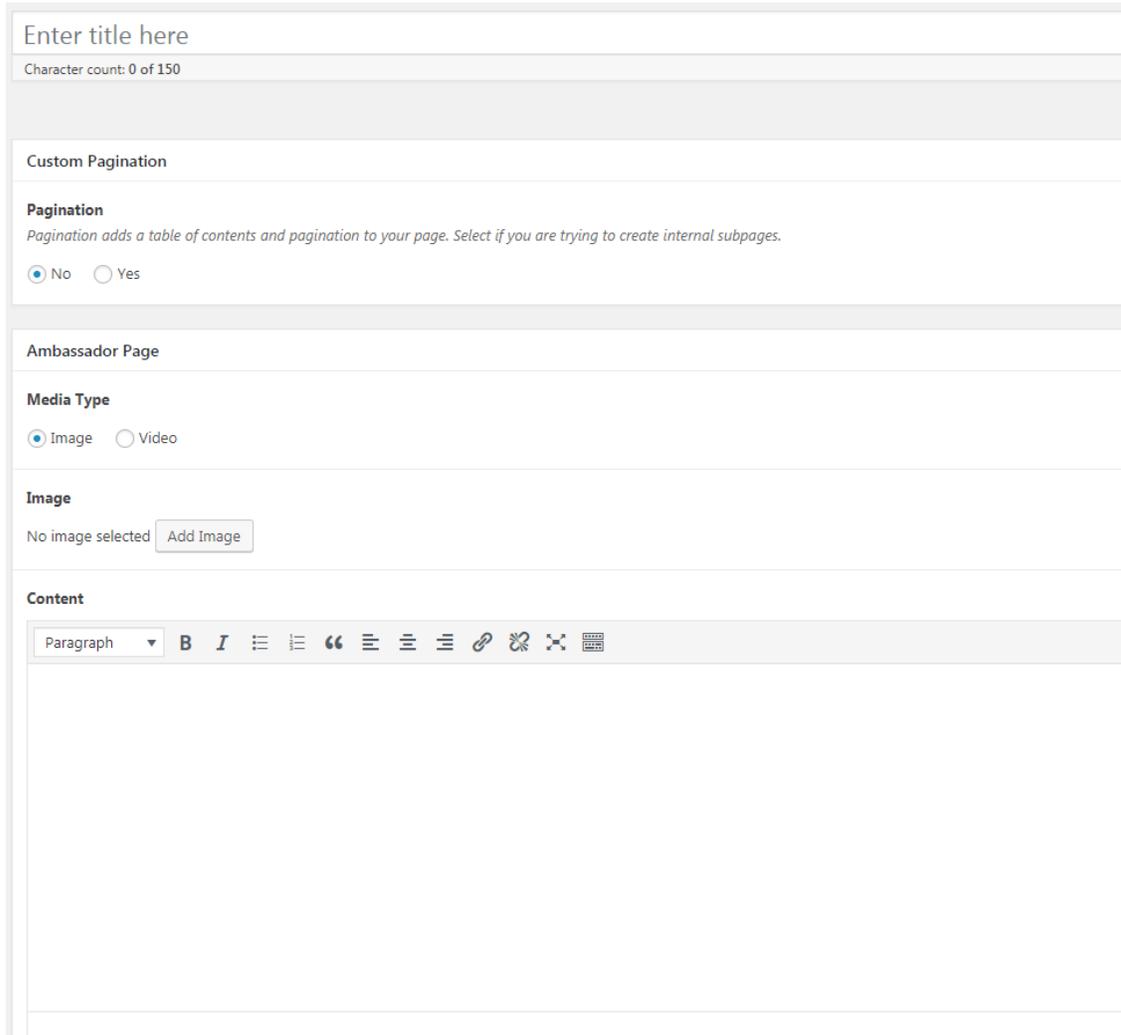
Accordion Panel 1

Accordion Panel 2

Accordion Panel Linking from body text within same page

Creating a Page – Ambassador Template

The Ambassador Template is used to display the biography of key officers such as the Ambassador, Deputy Chief of Mission, or Consul General. If desired, the image can be replaced with a video.



The screenshot shows a web form for creating an Ambassador page. It includes a title field with a character count, a pagination section with radio buttons for 'No' (selected) and 'Yes', a media type section with radio buttons for 'Image' (selected) and 'Video', an image selection section with an 'Add Image' button, and a content editor with a toolbar and a text area.

Ambassador Page Screen

1. In the NAME field, **Enter** the name of the Ambassador or other official.
2. FOR MEDIA TYPE, **Select** IMAGE OR VIDEO.
 - a. If IMAGE is selected, **Click** the ADD IMAGE button and **Upload** a new image or **Select** an image from the MEDIA LIBRARY.
 - b. If VIDEO is selected, **Enter** the URL of the associated YouTube video.

3. In the **CONTENT** field, **Enter** and **Format** the biography details.
4. If **PAGINATION** is required, refer to the detailed instructions on [Creating and Managing Pagination](#).

Creating a Page – Featured Event Template

Each site has the ability to highlight a special event or program with the Featured Event page. It is used in collaboration with Posts and supports a featured image or video. By Categorizing and Tagging Posts appropriately, they will automatically display on this page.

Before creating a **FEATURED EVENT** page, the user must **Identify** and **Create** the **TAG** that will be used for all blog posts that should display on the page. This is done by **Creating** and **Saving** or **Publishing** the first Blog Post with the selected **TAG**.

All Posts that should display on a **FEATURED EVENT** page should be categorized as “Featured Event” and should use the **TAG** selected for the event. By doing this, any post that is set up in this way will automatically display in the blogroll that appears on the page.



Enter title here
Character count: 0 of 150

Featured Event Page

Media Type *

Image Video

Image

No image selected

Image Link

Image Alt Text

Content *

Paragraph **B** *I*

Event Tag

Select

Featured Event Page Screen

1. In the **TITLE** field, **Enter** the name of the event.
2. For **MEDIA TYPE**, **Select** **IMAGE** OR **VIDEO**.
 - a. If **IMAGE** is selected, **Click** the **ADD IMAGE** button and **Upload** a new image or **Select** an image from the **MEDIA LIBRARY**.



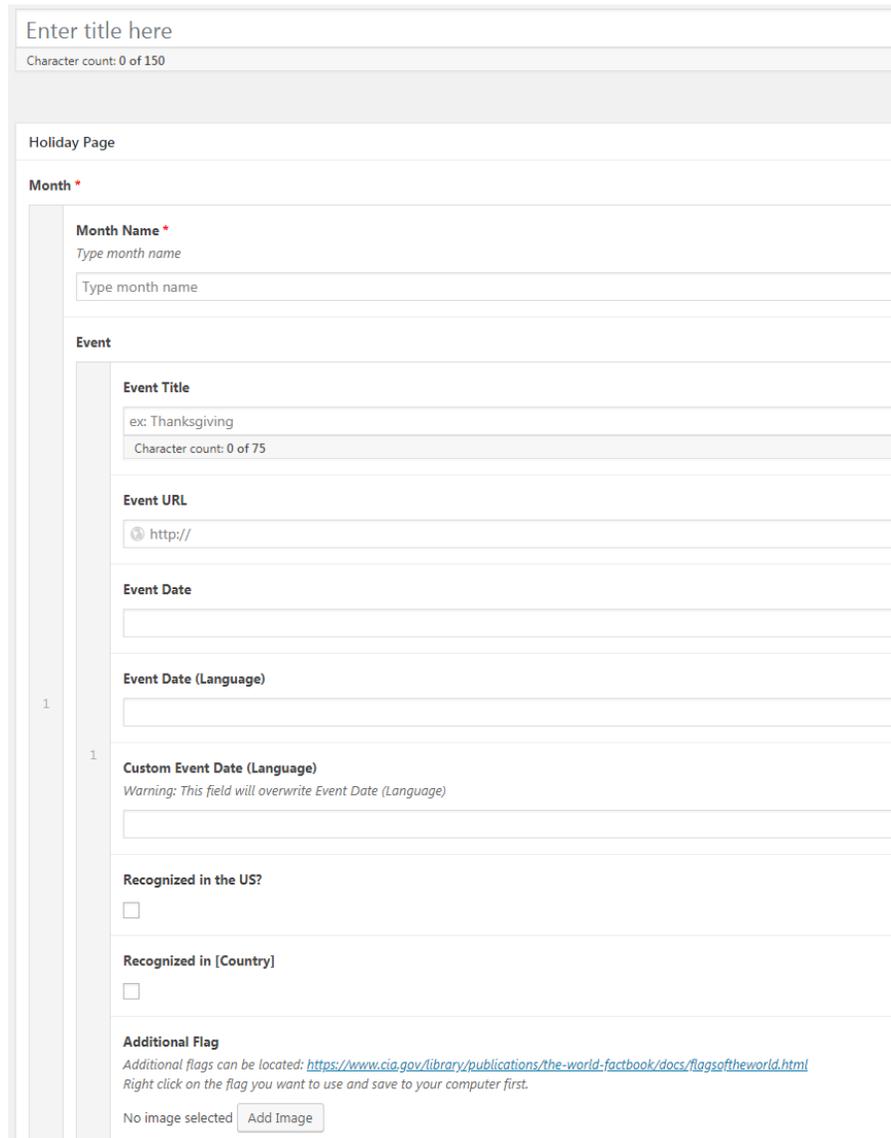
- i. If the image should link to a URL, **Enter** the URL in the **IMAGE LINK** field.
 - ii. **Enter** the ALT tag for the image in the **IMAGE ALT TEXT** field.
- b. If **VIDEO** is selected, **Enter** the URL of the associated YouTube video.
3. In the **CONTENT** field, **Enter** and **Format** a brief description of the event. This field is limited to 2600 characters.
4. **Select** the chosen tag from the dropdown in the **EVENT TAG** field.
5. **Publish** the page.
6. **Contact** the help desk at gpadigitalhelp@state.gov with the following information so that the team in Washington can add your event to the **MEGA MENU**. Do not contact the team until you are ready for the changes to appear on your **LIVE** site.
 - a. **Provide** the name of the Event – No more than 65 Characters.
 - b. **Attach** the Image that should be used in the menu (243 x 115)
 - c. **Provide** a Brief description of the event – No more than 200 Characters.

The screenshot shows the website header for the U.S. Embassy & Consulates in Mexico. The navigation menu includes: Visas, U.S. Citizen Services, **Our Relationship**, Business, Education & Culture, Embassy & Consulates, and News & Events. The main content area is divided into three columns: U.S. MISSION LEADERS (Chargé d'Affaires – John S. Creamer), U.S. GOVERNMENT LEADERS (President of the United States, Vice President of the United States, U.S. Secretary of State), and U.S. & MEXICO (Policy & History, Official Reports). A featured event card for 'UNITED STATES-MEXICO-CANADA TRADE' is highlighted with a red border. The card features a header image with the flags of the United States, Mexico, and Canada, and a text block describing the updated NAFTA agreement. A 'Learn More' button is located at the bottom of the card.

The Featured Event in the Mega Menu

Creating a Page – Holiday Template

The **HOLIDAY** page is specifically to spotlight US and in-country holidays. Country Flags are used to designate observance. Sidebars do not display on this template.



The screenshot shows a web form for creating a holiday page. At the top is a title field with the placeholder text "Enter title here" and a character count of 0 of 150. Below this is a section labeled "Holiday Page". Underneath is a "Month *" section with a "Month Name *" field, a placeholder "Type month name", and a character count of 0 of 150. The "Event" section contains several fields: "Event Title" with a placeholder "ex: Thanksgiving" and a character count of 0 of 75; "Event URL" with a placeholder "http://"; "Event Date"; "Event Date (Language)"; "Custom Event Date (Language)" with a warning "Warning: This field will overwrite Event Date (Language)"; "Recognized in the US?" with an unchecked checkbox; "Recognized in [Country]" with an unchecked checkbox; and "Additional Flag" with a link to a CIA website and a note "Right click on the flag you want to use and save to your computer first." Below this is a field for an image with the text "No image selected" and an "Add Image" button.

Holiday Page Screen

1. **Enter** the appropriate month in the **MONTH NAME** field.
2. **Enter** the name of the holiday in the **EVENT TITLE** field.



3. **Enter** the URL in the **EVENT URL** field.
4. **Use** date picker to select holiday date in the **EVENT DATE** field.
5. **Use** date picker to select Language page holiday date in **EVENT DATE LANGUAGE** field.
6. **Optional for Languages: Enter** desired custom date format in **CUSTOM EVENT DATE (LANGUAGE)** field.
NOTE: THIS WILL OVERRIDE DATE FORMAT SELECTED (IF ANY) IN EVENT DATE LANGUAGE FIELD.
7. **Use** the **RECOGNIZED IN THE US?** and **RECOGNIZED IN [COUNTRY]** check-boxes to **Identify** if the holiday is celebrated in each location.
8. **Add** Additional flags to holiday:
 - a. To add a new flag, **Click** on the “World Factbook” link provided.
 - b. **Click** on a flag and **Right-Click** to save file to computer.
 - c. **Click** **ADD IMAGE** UNDER **ADDITIONAL FLAGS** SECTION.
 - d. **Click** desired flag and **Click** **SELECT**. **(DON'T FORGET THE ALT TAG!)**
9. **Click** the **ADD NEW EVENT** button for each new holiday for the month.
10. To add a new month, **Click** the **ADD NEW MONTH** button.

Creating a Page – Image Video Template

This Image Video page template has limited space for text, but provides a visual option for displaying content and providing information for visitors. The “Study in the U.S.A.” page is built on an Image Video template. (See image after instructions)

1. **Enter** the page title in the **TITLE** field.
2. **FOR MEDIA TYPE, Select** **IMAGE** OR **VIDEO**.
 - a. If **IMAGE** is selected, **Click** the **ADD IMAGE** button and **Upload** a new image or **Select** an image from the **MEDIA LIBRARY**.
 - i. If the image should link to a URL, **Enter** the URL in the **IMAGE LINK** field.
 - ii. **Enter** the ALT tag for the image in the **IMAGE ALT TEXT** field.
 - b. If **VIDEO** is selected, **Enter** the URL of the associated YouTube video.



3. In the **CONTENT** field, **Enter** and **Format** desired content.

4. **Create BOX CONTENT:**
 - a. **Click** the **ADD IMAGE** button and **Upload** a new image or **Select** an image from the **MEDIA LIBRARY**.
 - i. **Enter** the ALT tag for the image in the **IMAGE ALT TEXT** field.
 - ii. **Enter** the desired title for the content box in the **HEADING** field.
 - iii. If the image should link to a URL, **Enter** the URL in the **LINK URL** field.
 - iv. In the **BOX CONTENT** field, **Enter** and **Format** desired content.

5. To add additional boxes, **Click** the **ADD NEW BOXED CONTENT** button.

Edit Page [Add New](#)

Enter title here

Permalink: <http://sample2.edit.usembassy.gov/3498-2/> [Edit](#)

Image Video Page ▲

Media Type *

Image Video

Image

No image selected [Add Image](#)

Image Alt Text *

Image Link

Content *

B I [List] [List] [Quote] [List] [List] [List] [Link] [Image] [Table] [Table]

p

Box Content

Image *

No image selected [Add Image](#)

Image Alt Text *

Heading *

Link URL *

Box Content *

B I [List] [List] [Quote] [List] [List] [List] [Link] [Image] [Table] [Table]

p

[Add New Boxed Content](#)

Image Video Page Screen

If **PAGINATION** is required, refer to the detailed instructions on [Creating and Managing Pagination](#).

Creating a Page – Listing Template

Listing Templates are for lists of links that lead to other websites. They can also be used for internal pages. Descriptions can be added to the links; however, images are not used. (See image after instructions)

NOTE: THIS PAGE IS LIMITED TO 25 LINKS.

1. **Enter** the page title in the **TITLE** field.
2. If a focal image is desired, **Click** the **ADD IMAGE** button.
 - a. **Upload** a new image or **Select** an image from the **MEDIA LIBRARY**.
3. In the **CONTENT** field, **Enter** and **Format** desired content.
4. **Create** the List.
 - a. **Enter** the name of the link in the **LINK TEXT** field.
 - b. **Enter** the link's URL in the **LINK URL** field.
 - c. In the **LINK CONTENT** field, **Enter** a brief description, if desired. Maximum 1300 characters.
5. If additional links are required, **Click** the **ADD NEW LIST ITEM** button.



Edit Page Add New

Enter title here

Permalink: <http://sample2.edit.usembassy.gov/3498-2/> Edit

Custom Pagination ▲

Pagination
Pagination adds a table of contents and pagination to your page. Select if you are trying to create internal subpages.

No Yes

Listing Page ▲

Image
No image selected Add Image

Content

B I [List] [List] [Quote] [List] [List] [List] [Link] [Image] [Table] [Table]

P

List *

Link Text *

Link URL *

Link Content

Visual Text

B I [List] [List] [Quote] [List] [List] [List] [Link] [Image] [Table] [Table]

1

P

Add New List Item

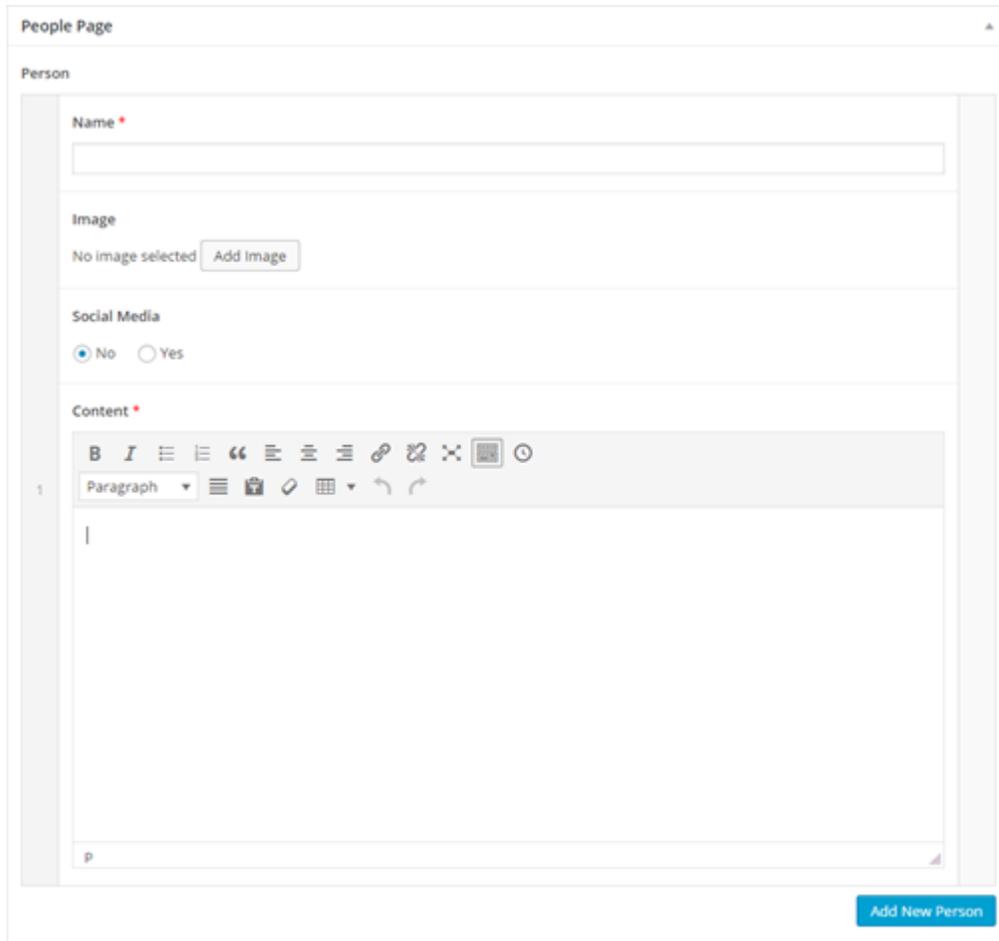
Listing Page Screen

Creating a Page – People Template

The people page template is useful for brief, key officer bios. This page has character limits for each person included, so it will only support a biography that is brief.

NOTE: THIS PAGE IS LIMITED TO 20 PEOPLE.

1. **Enter** the page title in the **TITLE** field.



The screenshot shows a web form titled "People Page" with a sub-section "Person". The form contains the following fields and controls:

- Name ***: A text input field.
- Image**: A section with the text "No image selected" and an "Add Image" button.
- Social Media**: A section with radio buttons for "No" (selected) and "Yes".
- Content ***: A rich text editor with a toolbar containing icons for bold, italic, list, quote, link, unlink, and image. The editor shows a "Paragraph" block with a cursor.

At the bottom right of the form is a blue button labeled "Add New Person".

People Page Screen

2. **Add** People
 - a. **Enter** the name of the individual in the **NAME** field.
 - b. If an image is available, **Click** the **ADD IMAGE** button.
 - i. **Upload** a new image or **Select** an image from the **MEDIA LIBRARY**.
 - c. If the individual has personal social media accounts they can be linked by clicking "Yes" in the **SOCIAL MEDIA** field. Enter each type of account's URL for them to display.

- d. **Enter** a brief biography for the individual in the **Content** field. (2600 Character count limit).
3. If additional people are desired, **Click** the **ADD NEW PERSON** button.

Creating a Page – Locations Blurb Template

The locations blurb template is used to list Embassy related locations with a general description, addresses and embedded maps.

NOTE: THIS PAGE IS LIMITED TO 20 LOCATIONS.

1. **Enter** the page title in the **TITLE** field.
2. **Add** an overall description for the page using the **TEXT EDITOR**.
3. For each location:
 - a. **Enter** the name of the location in the **HEADLINE** field.
 - b. **Enter** the Google Map embed link in the **MAP OEDMBED** field. (Follow instructions above field to acquire proper embed link).
 - c. **Enter** the address of the location.
 - d. **Enter** descriptive link text in the **BUTTON TEXT** field.
 - e. **Enter** a link to more information on the location in the **BUTTON LINK** field.
4. If additional locations are desired, **Click** the **ADD NEW LOCATION** button.



Full Width Location Page

Location

Headline *

U.S. Embassy in [Country]

Character count: 0 of 50

Map oEmbed *

Visit Google Maps. Type in the street address or geographic location and click the Share button. Click Embed Map and select "Medium" and copy the displayed code into the box below.

Character count: 0 of 500

Address *

Character count: 0 of 250

Button Text *

Character count: 0 of 42

Button Link *

Locations Blurb Page Screen

Using Language Templates

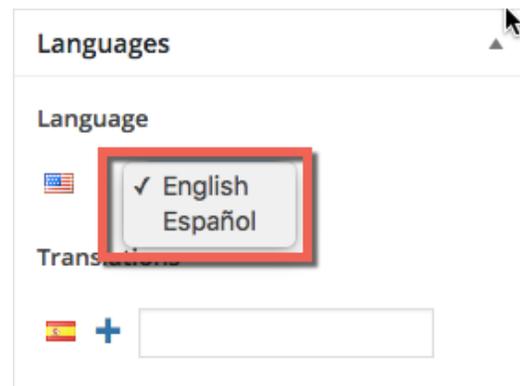
In the new, modernized platform users can manage Language content with ease. Language content may be created as a new Page or Post, or it may be created as a translation of an existing English Language Page or Post.

PLEASE NOTE: INSTRUCTIONS FOR CREATING LANGUAGE CONTENT ARE THE SAME FOR PAGES AND FOR POSTS. FOR INSTRUCTION PURPOSES, GPA HAS PROVIDED THE INSTRUCTIONS FOR CREATING LANGUAGE PAGES.

Creating a New Language Page

At times, a user may have content available in Language only, and not have corresponding English Language content. In this situation, a page or post may be created in the preferred Language. To create a page in Language only:

1. **Click** ADD NEW and **Select** PAGE.
2. In the LANGUAGES selection box, **Click** the dropdown menu next to the American flag.
3. **Select** the Language desired.
4. **Create** the page as normal.



Languages Section of Pages and Posts

PLEASE NOTE: ALL URLS FOR LANGUAGE CONTENT SHOULD BE IN ENGLISH. WHEN CREATING A URL FOR SPANISH LANGUAGE, FOR EXAMPLE, URLS SHOULD CONTAIN ONLY ENGLISH LANGUAGE, SUPPLEMENTED WITH THE LANGUAGE 2 LETTER CODE. FOR EXAMPLE, THE ENGLISH LANGUAGE URL WOULD LOOK LIKE THIS: [HTTPS://SAMPLE2.USEMBASSY.GOV/NEWS-EVENTS/](https://SAMPLE2.USEMBASSY.GOV/NEWS-EVENTS/). THE SPANISH LANGUAGE URL FOR THE TRANSLATED DOCUMENT SHOULD LOOK LIKE THIS: [HTTPS://SAMPLE2.USEMBASSY.GOV/ES/NEWS-EVENTS-ES/](https://SAMPLE2.USEMBASSY.GOV/ES/NEWS-EVENTS-ES/).

Creating a Translation

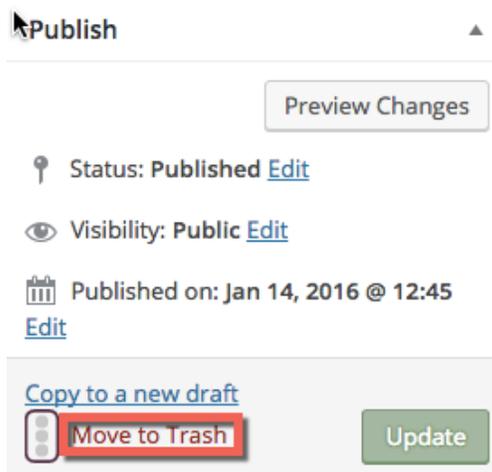
1. **Navigate** to the page to be translated.
2. **Click** EDIT. Each available Language template should appear as a flag in the LANGUAGES selection box.
3. **Click** the + SIGN next to the desired language to be translated.



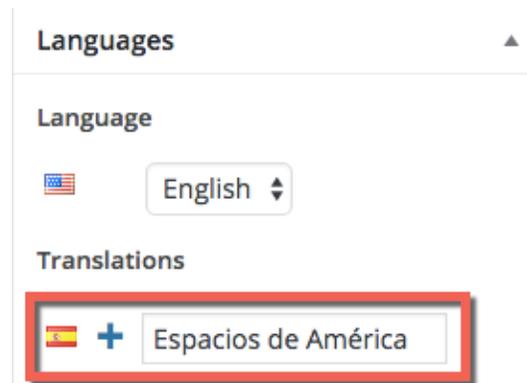
4. **Update** the page’s content with the appropriate Language. All fields and sidebars must be updated in Language.
5. **Update** the URL so that it appears in English. (See note, above)
6. **Click PUBLISH.**
7. **View** the Page. When a translation is created, a one-for-one “Translation” box will appear on both the English and Language version of the page or post.

Deleting a Translation

1. **Navigate** to the page to be deleted.
2. **Delete** the page by **Clicking** the **MOVE TO TRASH** link in the **PUBLISH** box.
3. **Navigate** to the corresponding page (typically the English Language page).
4. In the **LANGUAGE** box, **Delete** the text next to the flag of the Language that was just deleted.
5. **Click UPDATE.**



The Move to Trash Link



Delete the text in this box

Sidebars

Overview and General Guidance

Sidebars are used to display the right column content of pages. Each sidebar will display up to eight (8) items. There are many sidebars to choose from, allowing users to customize pages to include supplemental content that is important to their visitors.

To select an item to appear in the sidebar of a page, simply click the checkbox next to the item. All sidebar items can be ordered on the page as the user prefers. Use the Order field to set the number from 1 to 8 (number one will appear at the top).Sidebar Specifics

Adobe Reader

1. **Select** ADOBE READER in the Sidebar Options to add it to the page.
2. **Click** ADOBE READER from the left Sidebar Menu to activate it.

Sidebar Options		
<table border="1"> <tr> <td>Download Adobe Reader</td> </tr> </table>	Download Adobe Reader	Download Adobe Reader
Download Adobe Reader		
<table border="1"> <tr> <td>Adobe Reader is activated</td> </tr> </table>	Adobe Reader is activated	Adobe Reader is activated
Adobe Reader is activated		
Adobe Reader		
Shortcodes 1		

Adobe Reader Sidebar Item

Countdown Clock

1. **Select** COUNTDOWN CLOCK in the Sidebar Options to add it to the page.
2. **Click** COUNTDOWN CLOCK from the left Sidebar Menu to edit the item.
3. **Complete** the following fields:
 - a. **HEADING**
 - b. **CONTENT BEFORE COUNTDOWN**
 - c. **END MESSAGE**
 - d. **YEAR (ARROW SELECTOR)**
 - e. **MONTH (ARROW SELECTOR)**
 - f. **DAY (ARROW SELECTOR)**
 - g. **HOURL (ARROW SELECTOR)**
 - h. **MINUTES (ARROW SELECTOR)**
 - i. **TIMEZONE (ARROW SELECTOR)**



j. CONTENT AFTER COUNTDOWN

Heading *

Character count: 0 of 60

Event Date Time *

Content Before Countdown

Character count: 0 of 200

End Message *
Enter what you want to display when the target date and time are reached. For example: *The event has ended.*

Year *
Enter the count down target date YEAR. For example: 2016

Month *
Enter the count down target date MONTH number (January=1 , February=2 , March=3 , April=4 , May=5 , June , July=7 , August=8 , September=9 , October=10 , November=11 , December=12)

Day *
Enter the count down target date DAY.

Hour *
Enter the count down target date HOUR (24 hour clock / Midnight = 0). For example, 11:00PM = 23

Minutes *
Enter the count down target date MINUTE (0 - 59). For example, 12:00 PM = 0

Timezone *
See: https://upload.wikimedia.org/wikipedia/commons/e/e8/Standard_World_Time_Zones.png to find the timezone for your location. (-12 to +12)

Content After Countdown

Character count: 0 of 200

Countdown Clock fields



1. **S**elect **DUAL CLOCK** in the Sidebar Options to add it to the page.
2. **C**lick **DUAL CLOCK** from the left Sidebar Menu to edit the item.
3. **C**omplete the following fields:
 - a. **HEADING**
 - b. **CONTENT BEFORE DUAL CLOCK (OPTIONAL)**
 - c. **CLOCK #1 LOCATION**
 - d. **CLOCK #1 TIMEZONE (ENTER NUMBER FROM -12 TO +12)**
 - e. **CLOCK #2 LOCATION**
 - f. **CLOCK #2 TIMEZONE (ENTER NUMBER FROM -12 TO +12)**
 - g. **CONTENT AFTER COUNTDOWN (OPTIONAL)**

Heading *

Character count: 0 of 60

Dual Clock Time

Content Before Dual Clock

Character count: 0 of 200

Clock #1

Location *

Timezone *

See: https://upload.wikimedia.org/wikipedia/commons/e/e8/Standard_World_Time_Zones.png to find the timezone for your location. (-12 to +12)

Clock #2

Location *

Timezone *

See: https://upload.wikimedia.org/wikipedia/commons/e/e8/Standard_World_Time_Zones.png to find the timezone for your location. (-12 to +12)

Content After Dual Clock

Character count: 0 of 200

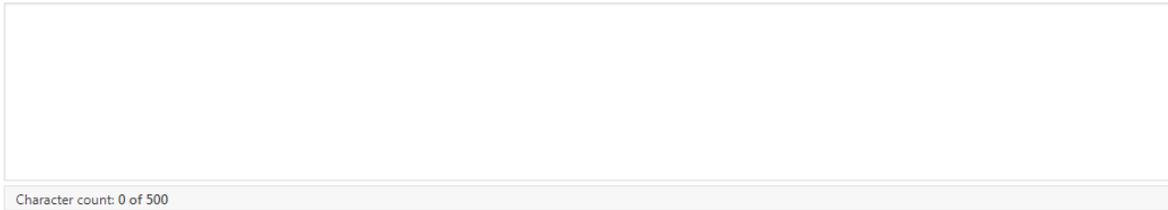
Dual Clock fields

Google Maps

1. **Select** GOOGLE MAPS in the Sidebar Options to add it to the page.
2. **Click** GOOGLE MAPS from the left Sidebar Menu to edit the item.
3. **Enter** the embed code obtained from <http://maps.google.com>. **NOTE: THE ITEM HAS INSTRUCTIONS FOR CREATING EMBED CODE ON THE GOOGLE MAPS WEBSITE.**

Google Maps Embed Code

Visit Google Maps. Type in the street address or geographic location and click the Share button. Click Embed Map and select "Medium" and copy the displayed code into the box below.



Google Maps Sidebar Item

Google Maps Embed in Post/Page Body

Customized Google Maps can be embedded in the main body of pages and posts by following the guidelines below.

Google Maps Creation and Embed Guidelines

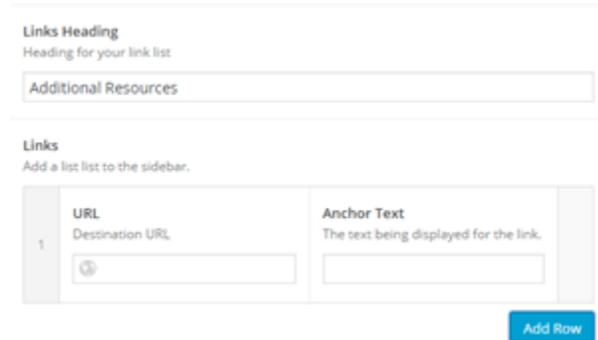
1. **Create** a short descriptive title for the map.
2. **Create** maps to be embedded in Main Body of content with either the **MAP**, **SATELLITE** or **TERRAIN** option.
3. Marker Items (such as pins) should use the same color palette as the Website – Dark Red (165, 39, 20), Navy Blue (26, 35, 126) and Gray (117, 117, 117).
4. To embed the map, **Click** “**EMBED ON MY SITE**”, **Copy** the code and **Paste** into the Main Body of a page or post.

For additional help on creating Google Maps visit <https://support.google.com/mymaps/>

Link List

1. **Select** LINK LIST in the Sidebar Options to add it to the page.
2. **Click** LINKS from the left Sidebar Menu to edit the item.
3. **Enter** the title desired for the sidebar item in the LINKS HEADING field.
4. **Click** the ADD ROW button.
5. In the URL field, **Enter** the complete URL.
6. In the ANCHOR TEXT field, **Enter** the text to display.

NOTE: UP TO 10 LINKS MAY BE DISPLAYED. NOTE: USERS MAY USE UP TO 4 INSTANCES OF A LINK LIST IN A PAGE'S SIDEBAR. THE LIMIT ON SIDEBAR ITEMS IS STILL EIGHT (8).



Links Sidebar Item

OpenOffice

1. **Select** OPENOFFICE in the Sidebar Options to add it to the page.
2. **Click** OPENOFFICE from the left Sidebar Menu to activate it.



OpenOffice Sidebar Item



Related Posts

1. **Select** RELATED POSTS in the Sidebar Options to add it to the page.
2. **Click** RELATED POSTS from the left Sidebar Menu to edit the item.
3. **Enter** the title desired for the sidebar item in the **HEADING** field.
4. **Click** the categories and/or tags that should display in the sidebar.

NOTE: TWO RELATED STORIES WILL DISPLAY.

Related Posts Sidebar Item

RSS Feeds

1. **Select** RSS FEEDS in the Sidebar Options to add it to the page.
2. **Click** RSS FEED from the left Sidebar Menu to edit the item.
3. **Enter** the title desired for the sidebar item in the **HEADING** field.
4. **Enter** the URL for the feed in the **FEED URL** field.
5. In the **SOURCE TEXT** field, **Enter** the name of the RSS Feed source.

RSS Feeds Sidebar Item



6. **Click** the **ADD Row** button to add additional feeds. **NOTE: UP TO 4 FEEDS CAN BE USED.**

ShareAmerica RSS Feeds

1. **Select** **SHAREAMERICA RSS FEEDS** in the Sidebar Options.
2. **Complete** the following fields:
 - a. **Heading** – Recommended content is the Topic pulled from ShareAmerica.
 - b. **ShareAmerica Feed URL** – Topic Landing page with /feed/ added to the end of the URL. For example: <https://share.america.gov/theme/theme-about-america/> becomes <https://share.america.gov/theme/theme-about-america/feed/>
 - c. **Watermark** – ShareAmerica

Heading

ShareAmerica Feed

ShareAmerica Feed URL	<input type="text"/>
Watermark on Images	<input type="text"/>

ShareAmerica RSS Feed

To exclude up to 3 keywords from the ShareAmerica Homepage Feed:

1. **Scroll** to **EXCLUDE FEEDS?** and **Select YES.**
2. **Enter** a keyword into **EXCLUDE #1** field, and **EXCLUDE #2** and **EXCLUDE #3** fields if desired.



Exclude Feeds?

This will search feeds to exclude from titles and descriptions

Yes No

Exclude #1

One keyword or phrase only

old

Exclude #2

One keyword or phrase only

new

Exclude #3

One keyword or phrase only

basketball

ShareAmerica RSS Feed

Social Links

1. **Select SOCIAL LINKS** in the Sidebar Options to add it to the page.
2. **Click SOCIAL LINKS** from the left Sidebar Menu to edit the item.
3. **Enter** the URL for each desired Social Media property in the appropriate field.

NOTE: CURRENT SM SUPPORTED: TWITTER, FACEBOOK, GOOGLE+, YOUTUBE, VIMEO, FLICKR, INSTAGRAM, PINTEREST, BLOG, PODCAST, LINKEDIN, EMAIL, TUMBLR, STORIFY, SLIDESHARE, KONTATKI, TELEGRAM, SNAPCHAT, MEDIUM, WHATSAPP, YOUKO, LINE, WEIBO, RENREN, QQ, ODNOKLASSNIKI, WECHAT, SOUNCLOUD, GIPHY, IMO AND ZALO.

Twitter URL

Facebook URL

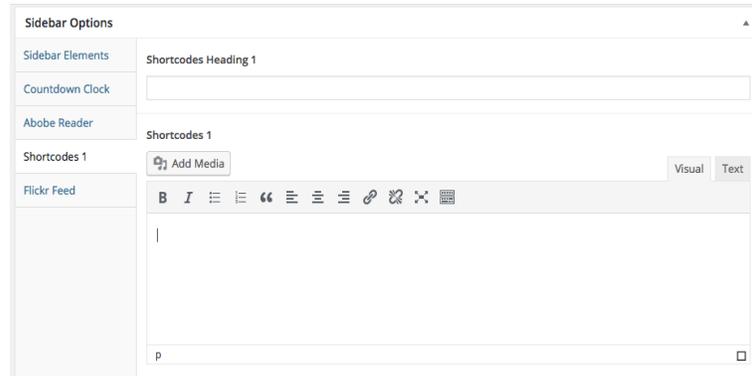
Google+ URL

YouTube URL

Social Links Sidebar Item

Shortcodes

1. **Select SHORTCODES** in the Sidebar Options to add it to the page. **NOTE: UP TO FOUR (4) SHORTCODES ARE AVAILABLE.**
3. **Click SHORTCODES** from the left Sidebar Menu.
4. **Enter** heading of Shortcode into **SHORTCODE HEADINGS 1** field.
5. **Enter** shortcode into Shortcodes 1 text editor.



Shortcodes Sidebar Item

Text Box

1. **Select** TEXT BOX in the Sidebar Options to add it to the page.
2. **Click** TEXT BOX from the left Sidebar Menu to edit the item.
3. **Enter** the title desired for the sidebar item in the TEXTBOX HEADING field.
4. **Enter** desired text and/or html code in the TEXTBOX field.

NOTE: THERE IS A LIMIT OF 1300 CHARACTERS IN THE TEXT BOX – THIS INCLUDES HTML CODE.

NOTE: USERS MAY USE UP TO 4 INSTANCES OF A LINK LIST IN A PAGE'S SIDEBAR. THE LIMIT ON SIDEBAR ITEMS IS STILL EIGHT (8).

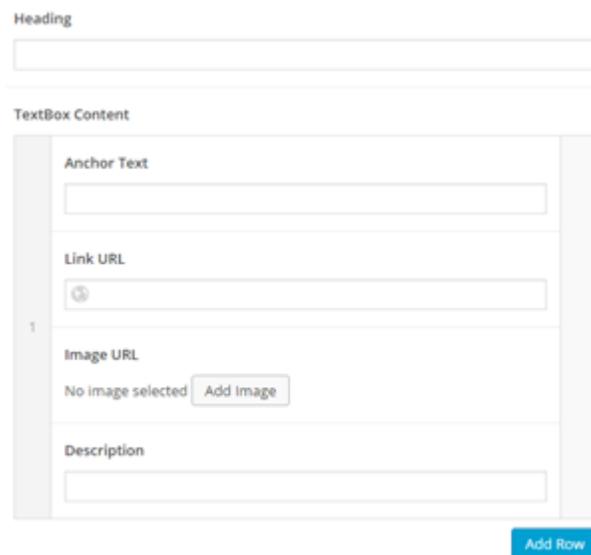
TextBox Heading

TextBox

Text Box Sidebar Item

TextBox Image

1. **S**elect **TEXT BOX IMAGE** in the Sidebar Options to add it to the page.
2. **C**lick **TEXT BOX IMAGE** from the left Sidebar Menu to edit the item.
3. **E**nter the title desired for the sidebar item in the **HEADING** field.
4. **C**lick the **ADD ROW** button.
5. **E**nter the text for the link in the **ANCHOR TEXT** field.
6. **E**nter the URL in the **LINK URL** field.
7. **C**lick the **ADD IMAGE** button.
 - a. **U**pload a new image or **S**elect an image from the **MEDIA LIBRARY**.
8. **E**nter a more details in the **DESCRIPTION** field, if desired.
9. To add additional links, **C**lick the **ADD ROW** button.



Heading

TextBox Content

Anchor Text

Link URL

Image URL

No image selected Add image

Description

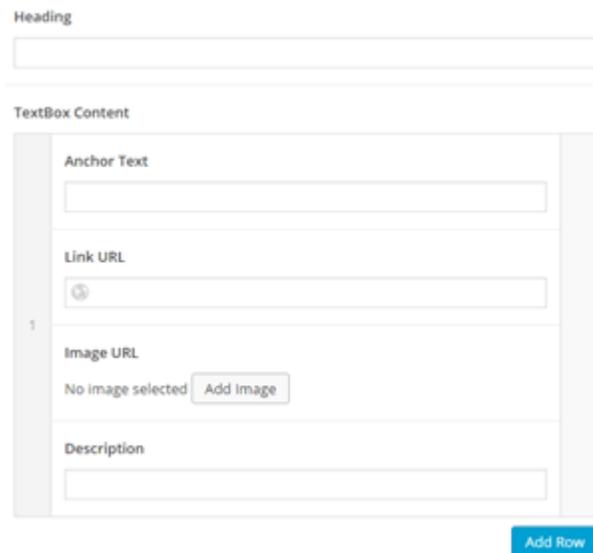
Add Row

Text Box Image Sidebar Item

NOTE: THERE IS A LIMIT OF 4 TEXT IMAGE LINKS IN THIS SIDEBAR ITEM.

Textbox Image Full

1. **Select** **TEXT BOX IMAGE** in the Sidebar Options to add it to the page.
2. **Click** **TEXT BOX IMAGE** from the left Sidebar Menu to edit the item.
3. **Enter** the title desired for the sidebar item in the **HEADING** field.
4. **Click** the **ADD ROW** button.
5. **Enter** the text for the link in the **ANCHOR TEXT** field.
6. **Enter** the URL in the **LINK URL** field.
7. **Click** the **ADD IMAGE** button.
 - a. **Upload** a new image or **Select** an image from the **MEDIA LIBRARY**.
8. **Enter** a more details in the **DESCRIPTION** field, if desired.
9. To add additional links, **Click** the **ADD ROW** button.



Heading

TextBox Content

Anchor Text

Link URL

Image URL
No image selected Add Image

Description

Add Row

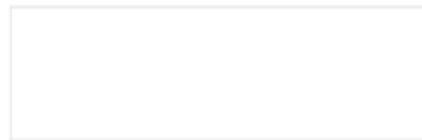
Text Box Image Sidebar Item

NOTE: THERE IS A LIMIT OF 4 TEXT IMAGE LINKS IN THIS SIDEBAR ITEM.

Twitter Feed

1. **S**elect TWITTER FEED in the Sidebar Options to add it to the page.
2. **C**lick TWITTER FEED from the left Sidebar Menu to edit the item.
3. **E**nter the code generated at Twitter in the TWITTER EMBED CODE field.
4. To generate the code:
 - a. **N**avigate to <https://publish.twitter.com/>
 - b. **I**nsert TWITTER URL and **C**lick **A**RROW.
 - c. **S**elect EMBEDDED TIMELINE.
 - d. **C**opy code.

Twitter Embed Code



Twitter Feed Sidebar Item

POTUS, VPOTUS, and Secretary Feeds

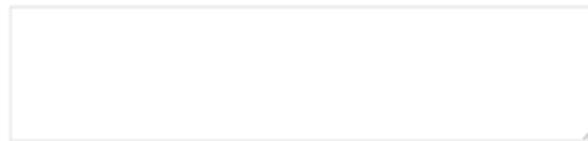
These feeds are automatically created simply by selecting them in the Sidebar Options.

Facebook Feed

7. **Select** FACEBOOK FEED in the Sidebar Options to add it to the page.
8. **Click** FACEBOOK FEED from the left Sidebar Menu to edit the item.
9. Facebook **Page** Embed instructions:
Enter the following code in plain text format replacing the highlighted items with the Facebook page url and Local Title:

```
<div class="fb-page" data-href="PAGEURL" data-tabs="timeline" data-small-header="false" data-adapt-container-width="true" data-hide-cover="false" data-show-facepile="true" style="width:100%"><blockquote cite="PAGE-URL" class="fb-xfbml-parse-ignore"><a href="PAGE-URL">TITLE</a></blockquote></div>
```

Facebook Embed Code



Facebook Feed Sidebar Item

Facebook Individual Post Embed

1. **Enter** the following code in plain text format replacing the highlighted items with the Facebook page url and Local Title:

```
<div class="fb-post" data-href="POST-URL" data-width="auto" style="width:100%" data-show-text="true"><blockquote cite="POST-URL" class="fb-xfbml-parse-ignore">Posted by <a href="POST-URL">TITLE</a></blockquote></div>
```

NOTE: TO ACQUIRE THE FACEBOOK POST URL, RIGHT CLICK ON THE POST DATE AND COPY LINK LOCATION.

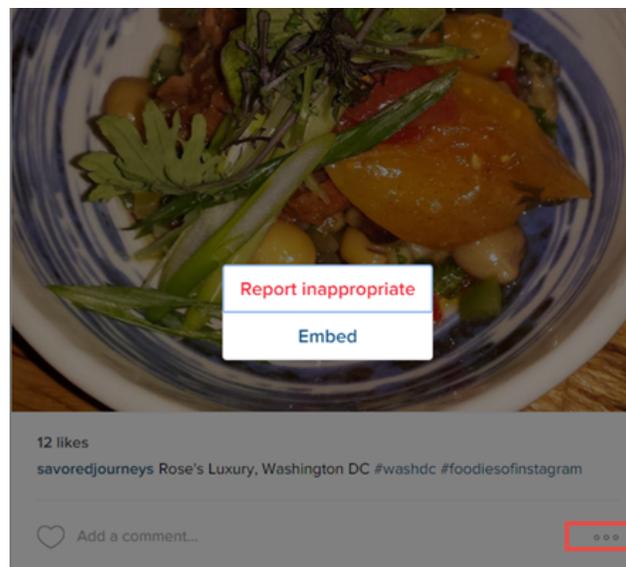
Instagram Feed

1. **S**elect **I**NSTAGRAM **F**EED in the Sidebar Options to add it to the page.
2. **C**lick **I**NSTAGRAM **F**EED from the left Sidebar Menu to edit the item.
3. **E**nter the code generated by Instagram in the **I**NSTAGRAM **E**MBED **C**ODE field.

Instagram Embed Code

Instagram Feed Sidebar Item

An Instagram photo may be embedded in the sidebar, provided that the photo has the embed option available. To find out: **C**lick the “...” at the bottom of the photo to embed.



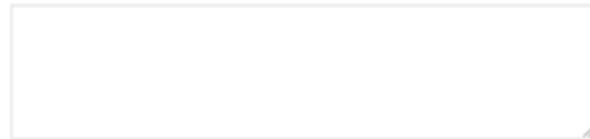
Sample of Instagram Embed Process

An embed option will display, if available. **C**opy and **P**aste the embed code into the Instagram Sidebar Item.

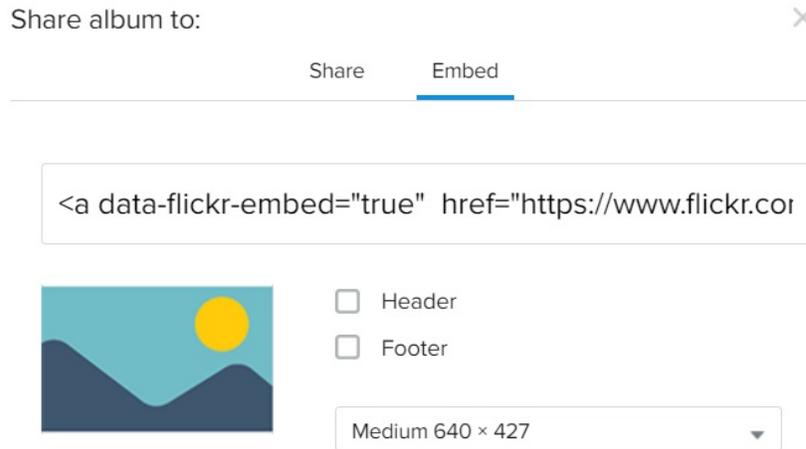
Flickr Feed

1. **Select** FLICKR FEED in the Sidebar Options to add it to the page.
2. **Click** FLICKR FEED from the left Sidebar Menu to edit the item.
3. **Add** the following code in the FLICKR EMBED CODE field based on the Share Style selected:
 - a. **No Header or Footer:** No additional code required. Skip to **Step 4**.
 - b. **Header and Footer:**
`<style>.widget-flickr-feed .video-container {padding-bottom: 100%;}</style>`
 - c. **Header:** `<style>.widget-flickr-feed .video-container {padding-bottom: 90%;}</style>`
 - d. **Footer:** `<style>.widget-flickr-feed .video-container {padding-bottom: 70%;}</style>`
4. **Enter** the code generated by Flickr in the FLICKR EMBED CODE field behind the code entered in Step 3. **NOTE: CODE WILL AUTOMATICALLY CHANGE BASED IF HEADER, FOOTER, BOTH OR NONE ARE SELECTED.**

Flickr Embed Code



Flickr Feed Sidebar Item



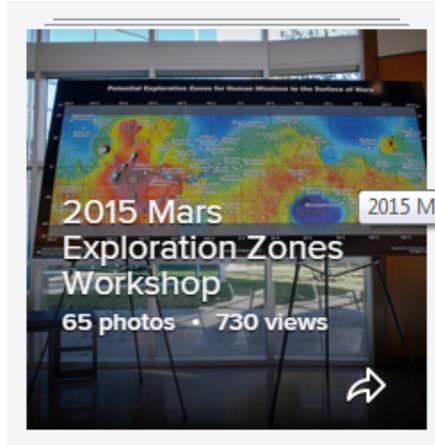
Sample of Flickr embed HTML code with Header and Footer options

For example: The complete code for a Flickr Embed with “header” selected will appear as:

```
<style>.widget-flickr-feed .video-container {padding-bottom: 90%;}</style>
<a data-flickr-embed="true" data-header="true" data-footer="false"
href="https://www.flickr.com/photos/142865810@N04/albums/72157668418942062"
title="Test album"></a><script async
src="//embedr.flickr.com/assets/client-code.js" charset="utf-8"></script>
```

Flickr Album Embed:

A Flickr album may be embedded if the album was created with that option available. To determine if the album has embed code: **M**ouse over the album and **C**lick the arrow swoosh in the bottom right corner:



Sample of Flickr album embed arrow

Follow the same instructions above to embed the album in the **FLICKR SIDEBAR ITEM**.

Flickr galleries can also be embedded on body of pages by editing the Flickr album URL to include “/show” at the end of URL.

For Example:

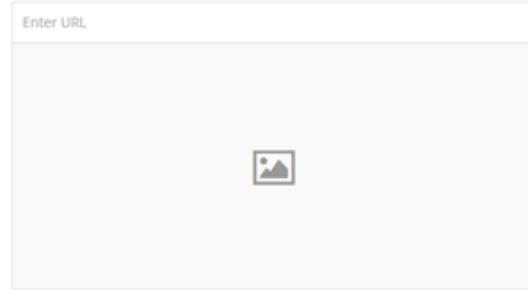
<https://www.flickr.com/photos/152338127@N06/sets/72157678760477731/show>

Video

1. **Select VIDEO** in the Sidebar Options to add it to the page.
2. **Click VIDEO** from the left Sidebar Menu to edit the item.
3. **Enter** the URL from YouTube or Vimeo in the **VIDEO URL** field.

Video URL

Enter URL



Video Sidebar Item

Facebook Video Sidebar Element / Embed

To embed a Facebook video in a post or page sidebar:

1. **Select FACEBOOK VIDEO** from **SIDEBAR OPTIONS**.
2. **Enter** a title in the **FACEBOOK VIDEO HEADING** field to display above the embedded video.
3. **Enter** the URL of the Facebook video in the **FACEBOOK VIDEO URL** field.

Sidebar Options	
<ul style="list-style-type: none"> Sidebar Elements Audio Podcast Player Facebook Video 	<p>Facebook Video Heading</p> <input type="text"/>
	<p>Facebook Video URL</p> <input type="text"/>

Facebook Video Sidebar fields.

Podcast/Audio Sidebar Element

To embed a Podcast player in a post or page sidebar:

1. **Select AUDIO PODCAST PLAYER** from **SIDEBAR OPTIONS**.
2. **Enter** a title in the **HEADING** field. **(REQUIRED)**
3. **Enter** the podcast or audio URL in the **AUDIO PODCAST PLAYER URL** field.
4. If desired, **Enter** text to display above and below the audio player in the **CONTENT ABOVE** and **CONTENT BELOW** fields. **(OPTIONAL)**

Sidebar Options ▲

Sidebar Elements

Heading *

Audio Podcast Player

Facebook Video

Content Above

Audio Podcast Player URL *

Content Below

Audio Podcast Sidebar fields.

Embed Youku Video in Post/Page Body or Shortcode

1. Beneath the desired video, **C**opy the **HTML CODE** URL.
2. **R**eplace “<http://>” with “<https://>” at the beginning of the URL.
3. **S**et **WIDTH** to 100%.
4. **S**et **HEIGHT** to 400 for Post/Page body embed and 200 for Shortcode embed.

For example:

Post/Page Body:

```
<embed src="https://player.youku.com/player.php/sid/XMTg30TE1MDU3Mg==/v.swf"
type="application/x-shockwave-flash" width="100%" height="400"
align="middle"></embed>
```

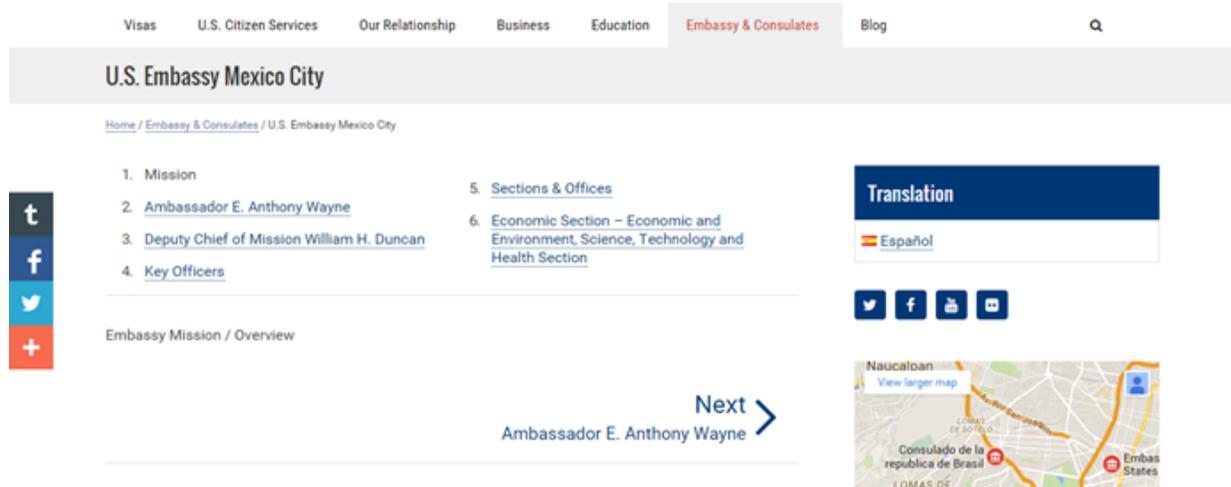
Shortcode:

```
<embed src="https://player.youku.com/player.php/sid/XMTg30TE1MDU3Mg==/v.swf"
type="application/x-shockwave-flash" width="100%" height="200"
align="middle"></embed>
```

5. **F**ollow standard procedure to create Post, Page or Shortcode.

Creating and Managing Pagination

Modernized websites do not make use of a left navigation. This functionality has been replaced with Pagination. Pagination is optimized for mobile users, giving them two choices on navigating through related content: Directly tapping the link in the table of contents, or using the “next” and “previous” areas of the page to scroll through the content.



Example of Pagination

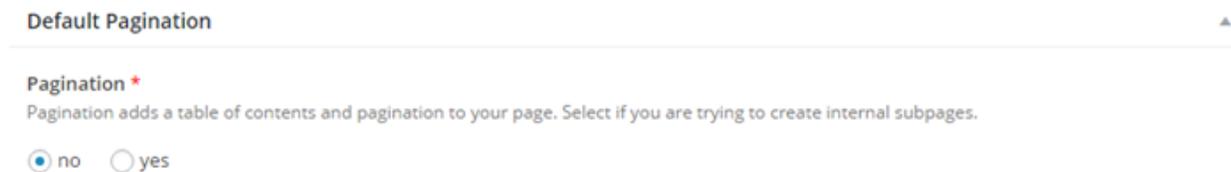
Under normal circumstances, web managers in the field should not need to create new pagination sections. Because most of the page content in the site is static, nearly all of the pagination should already be available. However, if a new pagination section is required, it is important to follow all of the steps below to ensure that it is created correctly.

Before creating pagination within the website, it is important that users understand how this feature works.

Pagination consists of a Parent page and Child Pages and is used with the Default Page template. In order for pagination to work properly, it must be set up in a very particular way.

Creating Pagination

The first step in creating new pagination is to select “Yes” in the Default Pagination section in the Edit Page screen. This section appears directly below the Content box.



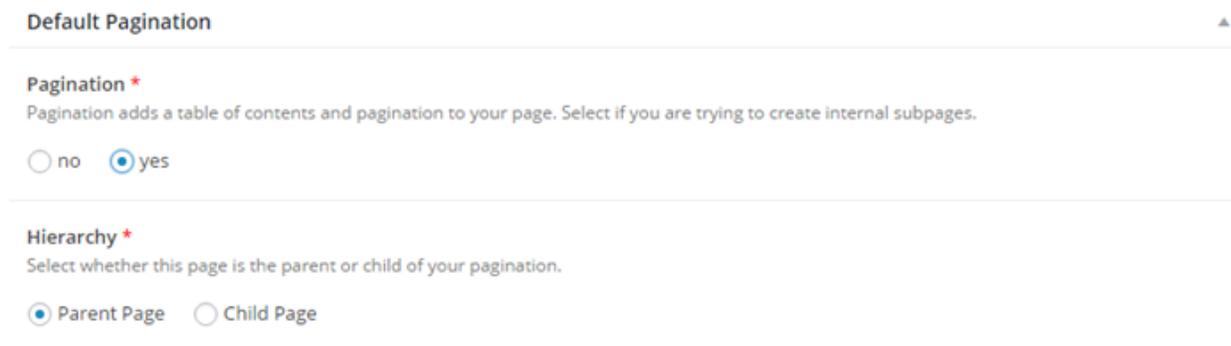
Default Pagination

Pagination *
Pagination adds a table of contents and pagination to your page. Select if you are trying to create internal subpages.

no yes

Default Pagination Section

If yes is selected, the Hierarchy section will display. This is where the user determines if the page being created is the Parent page of the Pagination Section, or if it is a Child page.



Default Pagination

Pagination *
Pagination adds a table of contents and pagination to your page. Select if you are trying to create internal subpages.

no yes

Hierarchy *
Select whether this page is the parent or child of your pagination.

Parent Page Child Page

Hierarchy Section

First, the Parent Page must be created.

1. In the **HIERARCHY** section, **Select** yes.
2. **Create** the Page as desired.
3. When creating a **PAGINATION** section, the Parent page must be published. In the **PUBLISH** section, **Set** the page visibility to **PASSWORD PROTECTED**, **Assign** a simple password, and **Publish**.
4. In the **PUBLISH** section, **Hold** the CTRL key and **Click** the **COPY TO A NEW DRAFT** link. The new page should open in a new browser tab. Do not close the tab with the Parent Page.

- a. In the **YOAST SEO PREMIUM** section at the bottom of the page, **Open** the **ADVANCED** tab and **Paste** the URL of the Parent page into the **CANONICAL URL** field.
5. **Publish** the page.

Add Child Pages

All Pagination sections must have at least two Child pages to work properly. If there are no child pages, or only one child page, the user will see a warning:

Requirement: You must have at least two child page associated to this parent in order for the table of contents to appear. This message will disappear once you meet the requirement. ×

Warning Message

To create additional child pages:

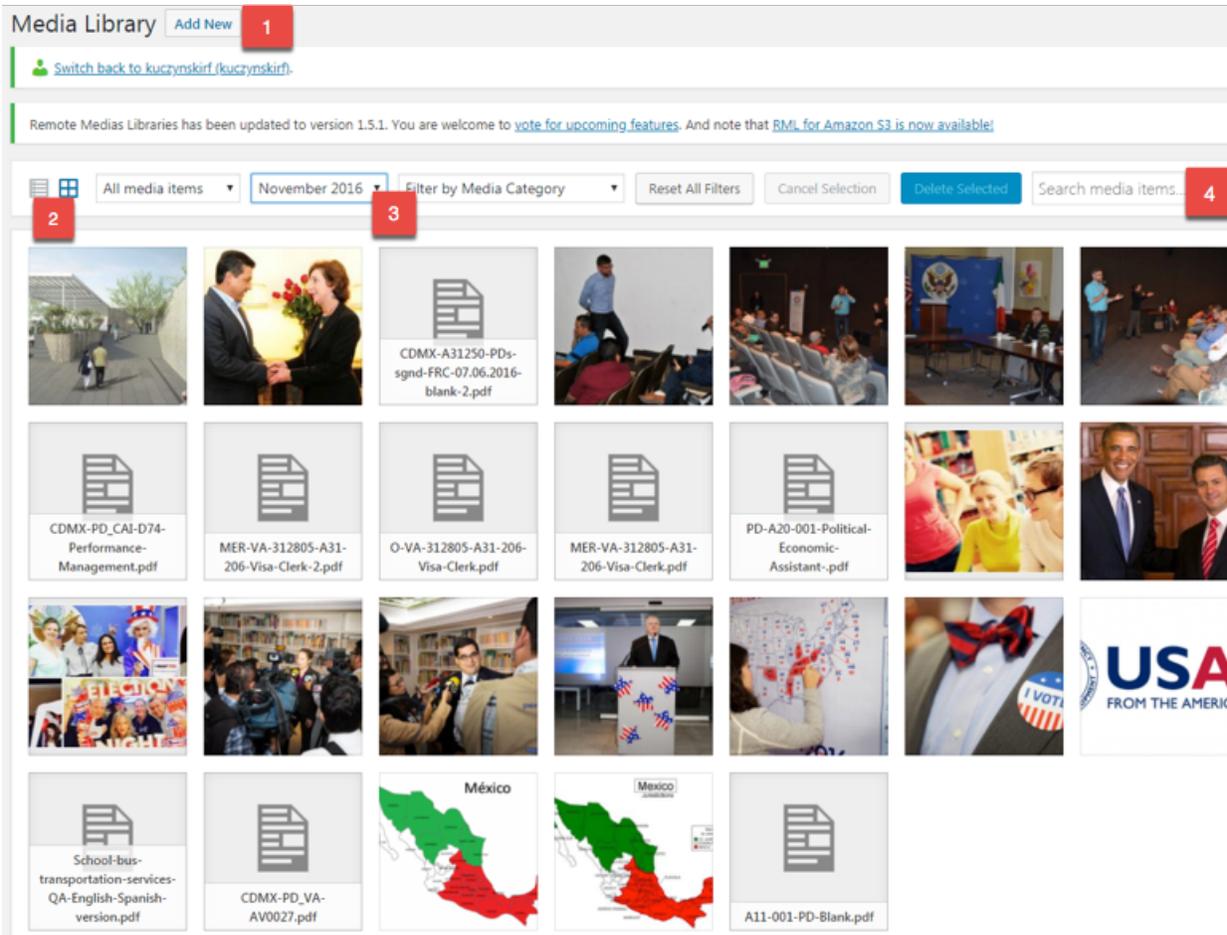
1. **Create** a **NEW PAGE**.
2. **Complete** the following:
 - a. **Select** **Yes** for **PAGINATION**.
 - b. In the **PAGINATION** section under **HIERARCHY**, select “Child Page”.
 - c. In the **PAGE ATTRIBUTES** section:
 - i. **Select** the Parent page from the dropdown.
 - ii. **Set** the **ORDER** to the number in which the page should appear – this should be a number between 1 and 10.
3. **Publish** the page.
4. **Repeat** as necessary for each new page.

To make the Pagination section visible to the public, **Edit** the Parent Page and **Change** the **VISIBILITY** to Public. **Click** the **UPDATE** button.

The Media Library

Overview

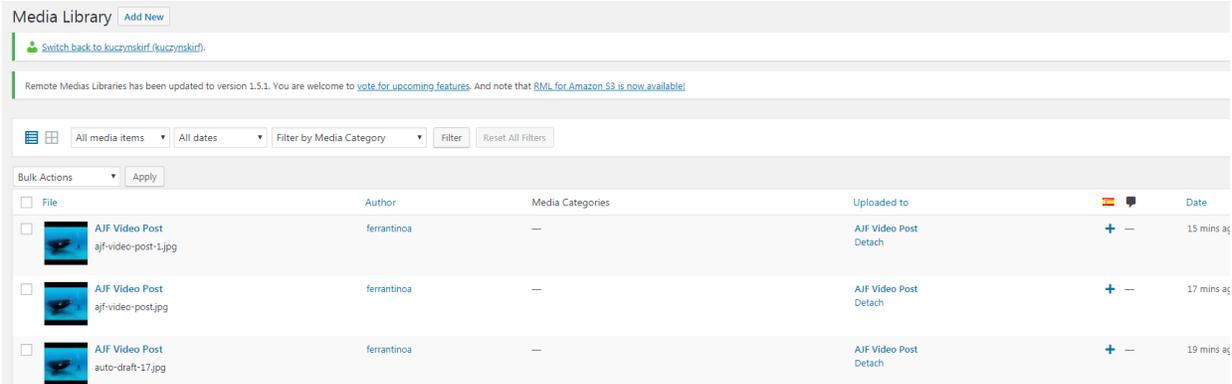
The Media section provides users with the ability to View, Add, Edit, or Delete media in the Media Library. The Media menu provides user's access to the Media Library and the Add New option.



Media Library – Grid View

1. Add a New File.
2. Toggle between List and Grid View.

3. Select batches of Media to display.
4. Search – Allows a search of all media terms.



Media Library – List View

The List View for the Media Library provides more “at a glance” information for the user. The author, pages/posts to which the media is attached, the language for which the media is available and the date it was uploaded can all be viewed directly from the Media Library screen with this View.

Add Media Categories

Add Media Category to Library

1. **Navigate** to **MEDIA > MEDIA CATEGORIES**.
2. In the **NAME** field, **Enter** the name of the category to be created.
3. **Skip** the **SLUG** field.
4. In the **PARENT** dropdown, **Select** a parent category, if desired.
5. **Click** **ADD NEW MEDIA CATEGORY**.

Users may choose to have broad categories for sections of the website with sub-categories that are more specific. For example, in the image below, Education & Culture is a parent category, with YSEALI as a subcategory.



Media Categories Screen Options ▾

Search Media Categories

Add New Media Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent
Education and Culture ▾

Description

The description is not prominent by default; however, some themes may show it.

Bulk Actions ▾ 1 item

<input type="checkbox"/>	Name	Description	Slug	Count
<input type="checkbox"/>	Education and Culture		education-culture	0
<input type="checkbox"/>	— YSEALI		yseali	0

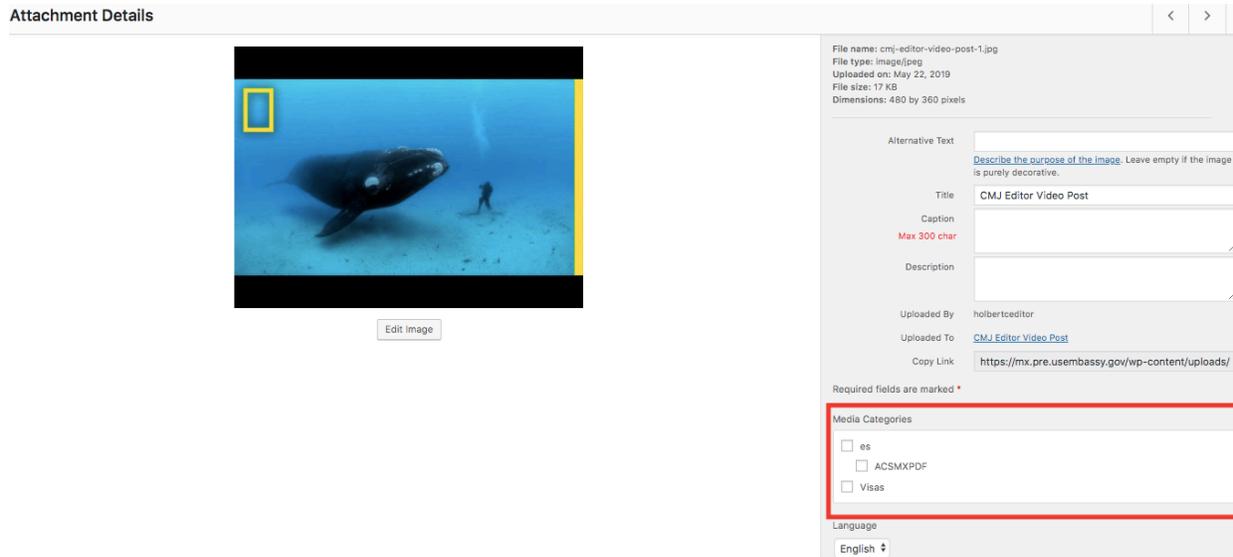
Bulk Actions ▾ 1 item

Thank you for creating with WordPress. Version 4.4.2

Media Library Categories

Add a Category to an Existing Media File

1. **Navigate** to **MEDIA > LIBRARY**.
2. **Locate** the image to edit.
3. **Click** the edit icon over the image to open it in the editor.
4. On the right side of the edit screen is a section titled **MEDIA CATEGORIES**. This section may appear at the bottom of the page, users may drag the box into whatever position on the right side of the page that they choose.
5. **Select** the appropriate **CATEGORY** for the image.
6. **Click** **UPDATE**.



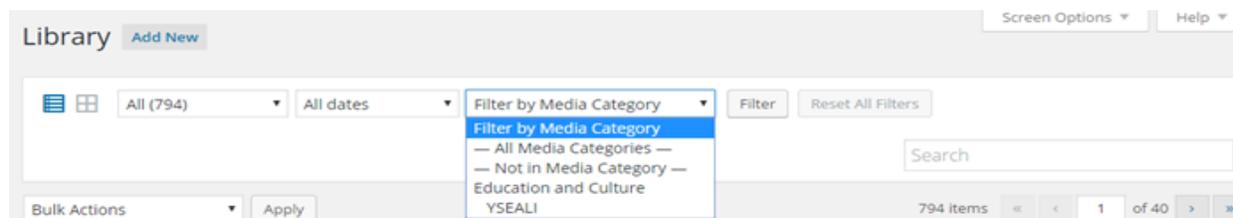
Media Categories Section (Moved to top of screen)

Add a Category to a New Image

1. **U**pload the image.
2. **E**dit the image.
3. **S**elect the appropriate **C**ATEGORY and **C**omplete the remaining fields.
4. **C**lick **U**PNDATE.

Viewing Categories to Locate Images

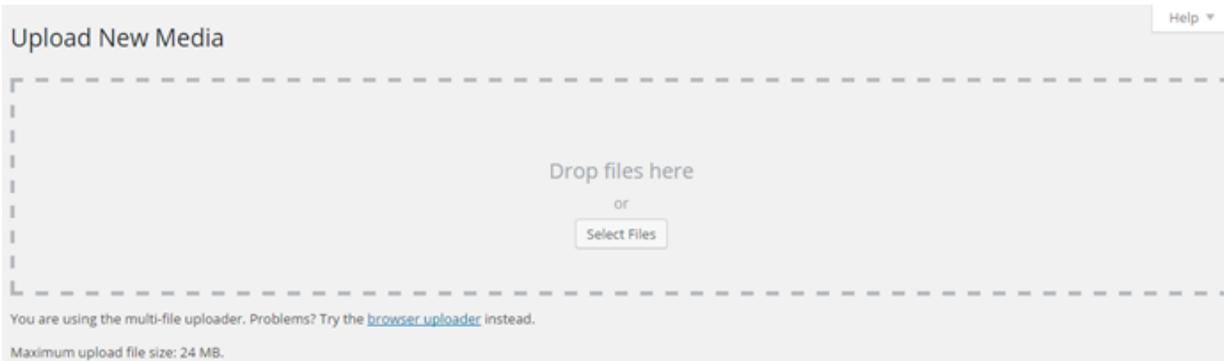
1. **N**avigate to **MEDIA > LIBRARY**.
2. In the **FILTER** section of the page, **C**lick the **FILTER MEDIA BY CATEGORY** dropdown.
3. **S**elect the **C**ATEGORY to display.
4. **C**lick **FILTER**.



Filter by Category

NOTE – CATEGORIES USED IN THE MEDIA LIBRARY ARE NOT VISIBLE TO VISITORS ON THE WEBSITE. THIS IS TOOL DESIGNED FOR INTERNAL USE ONLY.

Uploading a File



Example of the Media Upload Screen

Files are uploaded to the Media Library via the Upload New Media interface. Users may upload images in one of two ways:

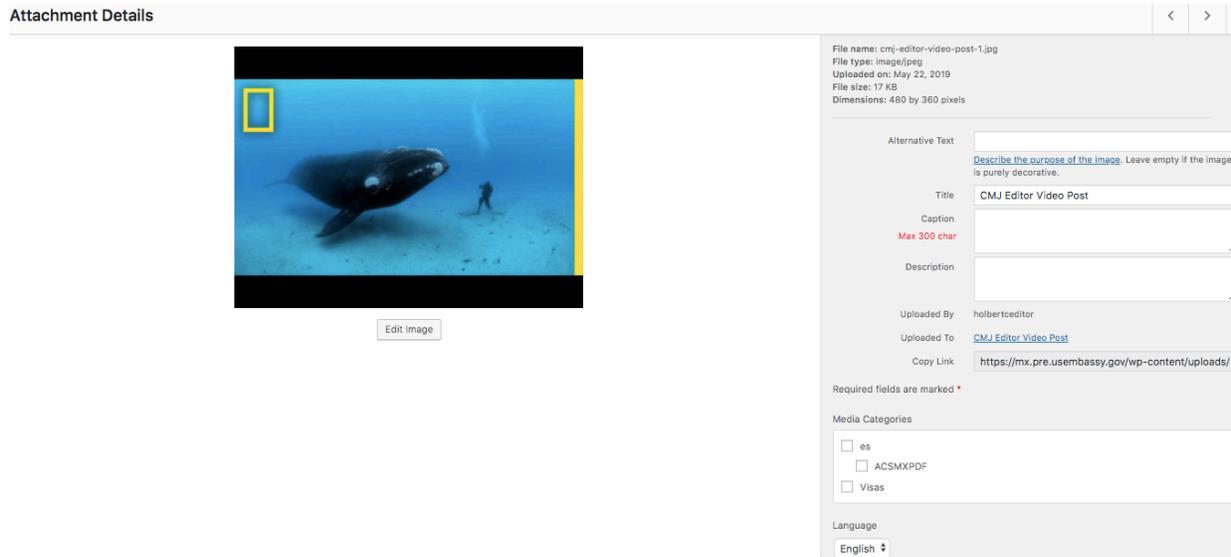
1. **C**lick the **S**ELECT **F**ILES button and use the desktop's Open window to **L**ocate and **S**elect files for upload.
2. **L**ocate the files on the desktop and **S**elect the files to upload. **D**rag them to the **D**ROP **F**ILES **H**ERE area of the interface.

Editing a File

Once files have been uploaded, they must be edited to ensure that they are Section 508 compliant and that they appear properly within the website.

Edit Image Details

1. **L**ocate the image to edit in the **MEDIA LIBRARY**.
2. **S**elect the image and the **ATTACHMENT DETAILS** screen appears.
3. **E**dit the fields as required.



Attachment Details Screen

1. **Alternative Text** – this field must be complete. Remember ALT text is not the same as a caption. It’s a description of what the visitor actually sees. In this example, “Logo” would be an appropriate ALT tag.
2. **Title** – This defaults to the Filename of the image uploaded. It can be changed by the user, if desired.
3. **Caption** – This field must be complete. **Insert** the image’s caption here. Caption must be no longer than 300 characters.
4. **Description** – Useful for SEO. Users may use this field, if desired to enter additional information about the photo.
5. **Uploaded By** – The user that uploaded the media.
6. **Uploaded To** – Everywhere in the site that the image is being used.
7. **Copy Link** – Do not edit this field, it is set by the system and should not be changed. A user may copy this URL for manual insertion into a text box if required.
8. **Media Categories:** Select Media Categories to associate with image.

9. **Language:** Which Language is represented by the image. For Example, If the image is uploaded in Spanish, all Captions, ALT Tags and Description information must be in Spanish.

Edit Image

By clicking the Edit Image button, a user may make inline edits to the image. We strongly recommend editing and cropping all images before upload. However, if the user wishes, the image may be edited within WordPress.



Edit Image Options

- The image may be rotated or flipped.
- The image may be scaled – the user may proportionally scale the original image. For best results, scaling should be done before cropping, flipping, or rotating. Images can only be scaled down, not up.
- The image may be cropped - To crop the image, click on it and drag to make your selection.
 - Crop Aspect Ratio - The aspect ratio is the relationship between the width and height. The user can preserve the aspect ratio by holding down the shift key while resizing the selection. Use the input box to specify the aspect ratio, e.g. 1:1 (square), 4:3, 16:9, etc.
 - Crop Selection - Once the user has made their selection, they can adjust it by entering the size in pixels. The minimum selection size is the thumbnail size

as set in the Media settings.

- **Click** the **SAVE** button to confirm and accept changes to the image.

Flickr Integration

To use photos from GPA Flickr account:

1. **Click** **ADD MEDIA** button from desired post or page **EDIT** mode.
2. **Click** **INSERT GPA FLICKR** link on left to access photos.

NOTE: FLICKR IMAGES CAN BE USED AS FEATURED IMAGES, BUT MAY NOT DISPLAY CORRECTLY IN THE MEGAMENU OR THE BLOGROLL. USE WITH CAUTION!

Add a Local Flickr Library

To add a Local Flickr Library:

1. **Open** a new tab and **Log into** the **FLICKR ACCOUNT** that will be added.
2. **Navigate** to **MEDIA > REMOTE LIBRARIES > ADD NEW**.
 - a. **Name:** COUNTRY FLICKR. For Example: “Mexico Flickr”.
 - b. **Service Selection:** FLICKR PRO.
 - c. **API Key:** 83e7a252567e8e7cd1a955ed6ad461d4
 - d. **API Secret:** e1094c3d25c6d437

Click the **VALIDATE** button.

Image Requirements

Supported File Types

NOTE: THE MAXIMUM SIZE OF ANY IMAGES OR VIDEO IS 24 MEGABYTES.

- .jpg / .jpeg (Joint Photographic Experts Group)
- .png (Portable Network Graphics)
- .gif (Graphics Interchange Format)

Photo Sizes

Photo sizes within the Mission Website Platform vary depending on their purpose. The following are features that require a specific image size and their requirements:

Pages

1. Home Page Slider – 1140 x 440 pixels, minimum.
2. Default Template Image One – 450 pixels, minimum height.
3. Default Template Image Two – 200 x 200 pixels, minimum.
4. Ambassador Template – No minimum required, recommend at least 200 pixels wide.
5. Featured Event Page – 750 x 450 pixels, minimum.
6. Image / Video Page Main Image – 750 x 450 pixels, minimum.
7. Image / Video Page Box Content – 360 x 233, minimum.
8. Listing Page – 750 x 350 pixels, minimum.
9. People Page – 258 x 258 pixels, minimum.

Posts

Uploaded as Feature Images

1. Featured Image – 750 x 450 pixels, minimum.
2. Parallax Image – 750 x 450 pixels, minimum.
 - a. Parallax Background Field – 1200 x 560 pixels, minimum.

3. Parallax Transparent – 750 x 450 pixels, minimum.
 - a. Parallax Background Field – 1772 x 827 pixels, minimum.
4. Full Width Image Post – 940 x 439 pixels, minimum.

Miscellaneous

1. Sidebar, Textbox – No wider than 298 pixels.
2. Sidebar, Textbox Image – 50 x 50 pixels, minimum.
3. Sidebar, Textbox Image Full – 312 x 125 pixels, minimum.
4. Megamenu Image – 243 x 115 pixels.

Managing PDF Files

Uploading a PDF

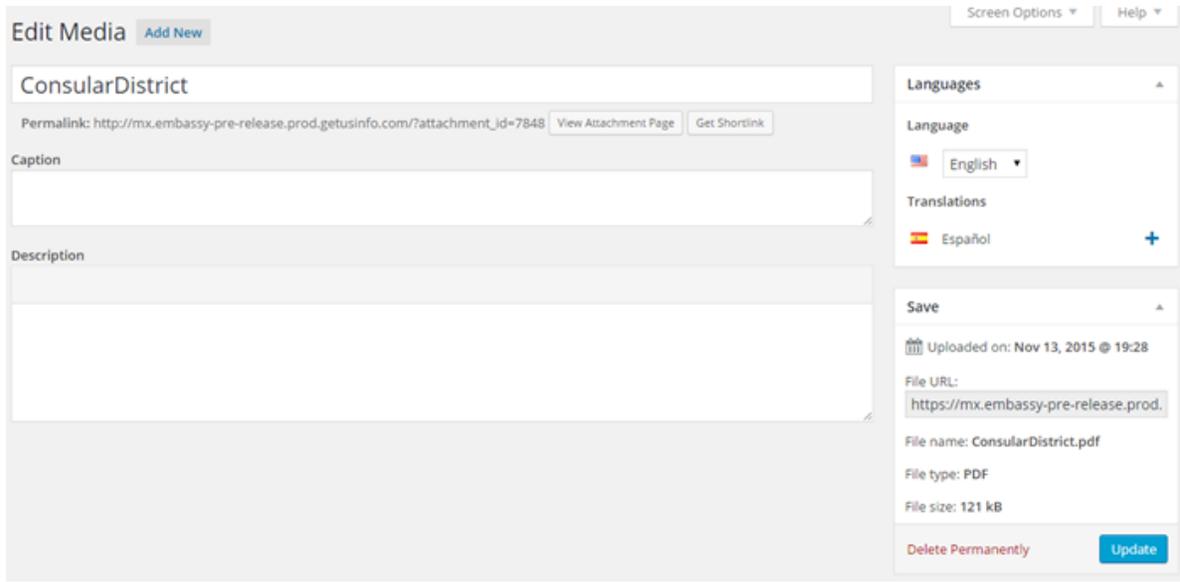
PDFs are uploaded in the same manner as Images.

1. **C**lick the **S**ELECT **F**ILES button and use the desktop’s Open window to **L**ocate and **S**elect files for upload.
2. **L**ocate the files on the desktop and **S**elect the files to upload. **D**rag them to the **D**ROP **F**ILES **H**ERE area of the interface.

Edit PDF Details

Primarily, there are two fields that Users may edit on PDF files, the Caption field and the Description field. While neither of these fields are required, users may find them helpful in improving SEO results.

1. **C**lick **E**DIT on the existing PDF file.
2. **E**nter desired text in the **C**APTION field.
3. **E**nter desired text in the **D**ESCRIPTION field.
4. **C**lick the **U**PDATE button.

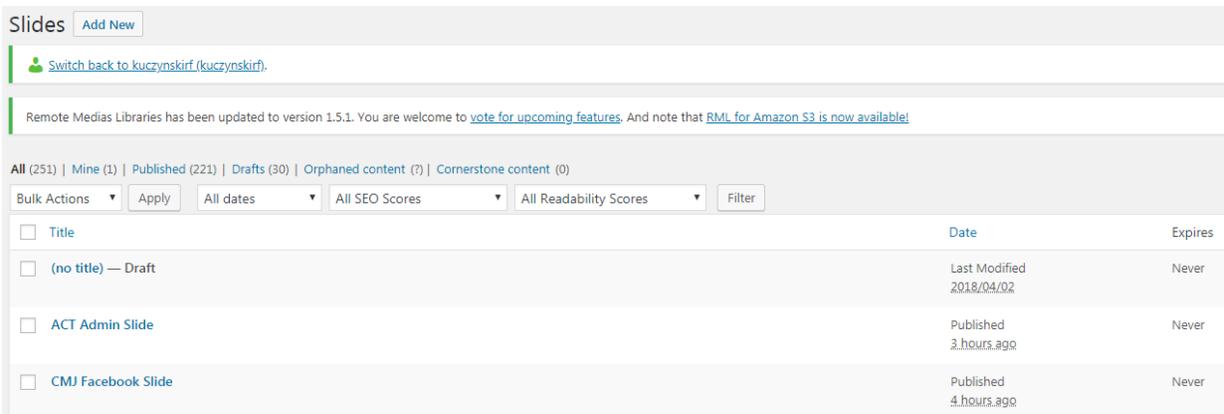


Editing PDF Details

Home Page Slides

Overview

The Slides panel provides users with the ability to view, add, edit, or delete slides. The Slides menu provides user’s access to the All Slides and the Add New options. When selecting Slides from the menu, the All Slides screen displays.



All Slides Screen

Within the **ALL SLIDES** page, users can perform several routine tasks:

1. Add new slides.



2. Customize the displayed information using the **SCREEN OPTIONS** tab.
3. Review the Help file information related to this panel.
4. Review the various statuses of all slides. The user may select to view all slides, slides that are in draft and slides in the trash.
5. Search for specific slides.
6. Perform Bulk Actions on slides including editing and moving slides to the trash.
7. Filter the displayed slides by Date, Categories, and SEO Scores.
8. Review the Title, Author, Categories, Tags, Comments, Date, SEO, SEO Title, Meta Desc., and KW (Keyword) Focus field information related to a slide.
9. Set a slide to expire and disappear from Home Page.

NOTE: IF THERE IS ONLY ONE SLIDE ON THE HOME PAGE, IT WILL NOT EXPIRE.

Adding a New Slide

Add New Slide

[Switch back to kuczynskirf \(kuczynskirf\).](#)

Remote Medias Libraries has been updated to version 1.5.1. You are welcome to [vote for upcoming features](#). And note that [RML for Amazon S3 is now available!](#)

Enter title here
Character count: 0 of 90

Frontpage Slider

Description

Character count: 0 of 300

Choose media to display *

Image YouTube Video Facebook Video Youku Video

Image *

No image selected

Target URL *

Add New Slide Screen

1. **Enter** the title of the slide. This displays on the Image in white letters.
2. **Enter** the text desired in the **DESCRIPTION** field.
3. **Click** the **ADD IMAGE** button.
 - a. **Upload** a new image or **Select** an image from the **MEDIA LIBRARY**.
4. **Enter** the URL in the **TARGET URL** field.
5. If desired, set the slide to expire:
 - a. **Check** the **ENABLE EXPIRATION** box on the **RIGHT NAVIGATION**.
 - b. **Select** an expiration date using the **DATE PICKER**.

c. **Click UPDATE.**

Expiration ▲

Enable Expiration

Month	Day	Year
October ▼	18	2016 ▼
Hour	Min	Expire as
15 ▼	59	Draft ▼

Note: Draft/Private will be activated within 15 minutes after set time

Slide Expiration Date Picker.

6. **Set** the **PUBLISH** information and **Publish** or **Save**.



Editing Slides

Edit Slide [Add New](#)

[Switch back to kuczynskirf \(kuczynskirf\).](#)

Remote Medias Libraries has been updated to version 1.5.1. You are welcome to [vote for upcoming features](#). And note that [RML for Amazon S3 is now available!](#)

ACT Admin Slide

Character count: 15 of 90

Frontpage Slider

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Character count: 124 of 300

Choose media to display *

Image YouTube Video Facebook Video Youku Video

Image *



Target URL *

<https://www.microsoft.com/>

Edit Screen

1. **Select** the Slide to be edited from the All Slides page.
2. **Edit** desired fields.
3. **Click** the **UPDATE** button.

Embed a Facebook, YouTube, Vimeo or Youku Video in the Slideshow

YouTube and Vimeo

- a) Beneath the video, **C**lick the **S**HARE link.
- b) **C**lick **E**MBED.

Facebook

- a) **R**ight click on the video.
- b) **C**lick **S**HOW VIDEO URL.
- c) **C**opy URL.

Youku

- a) Beneath the video, **C**opy the **F**LASH ADDRESS.
- b) **A**dd <https://> to the beginning of the URL.

For example: <http://player.youku.com/player.php/sid/XMTg30TE1MDU3Mg==/v.swf>

becomes: <https://player.youku.com/player.php/sid/XMTg30TE1MDU3Mg==/v.swf>

After copying the desired video URL:

1. In WordPress, **N**avigate to **S**LIDES.
2. **C**reate a new slide.
3. For **C**HOOSE MEDIA TO DISPLAY, **S**elect appropriate video platform.
4. In the **V**IDEO field, **P**aste in the URL copied from above.
5. In the **T**ARGET URL field, place the desired click-through URL for the slide.

Plugins

Event Calendar

The Event Calendar Plugin allows users to create a calendar in the website to display local events for their visitors. Events may be categorized and locations may be set so that visitors can find the venue. An optional Search box may be implemented directly above the calendar.

In order to implement the Event Calendar and/or Search box, please send a ticket to gpadigitalhelp@state.gov for the initial set-up.

Create a Category

1. **Navigate** to EVENTS > CATEGORIES.
2. In the NAME field, **Enter** the name of the desired category.
3. **Scroll down** to the COLOR field and **Select** the color that should appear on the calendar for any events using this category.
NOTE: IF INDIVIDUAL COLORS ARE NOT SELECTED, ALL CATEGORIES WILL DEFAULT TO BLUE.
4. **Click** ADD NEW EVENT CATEGORY.

Create a Location

1. **Navigate** to EVENTS > LOCATIONS.
2. In the NAME field, **Enter** the name of the Location (this is visible to site visitors).
3. In the ADDRESS field, **Enter** the street address of the location.
4. In the CITY field, **Enter** the city name.
5. In the STATE/PROVINCE field, **Enter** the correct information.
6. **Enter** the Zip Code in the appropriate field, if available.
7. **Select** the COUNTRY from the dropdown.



8. If an image should be associated with the Location, **Click** the **SELECT IMAGE** button and choose from the media library or upload a new image.
9. **Click** **ADD NEW EVENT LOCATION**.

Create an Event

1. **Navigate** to **EVENTS > ADD NEW**.
2. **Enter** the **TITLE** for the Event.
3. In the **CONTENT BOX**, add a description, if desired.
4. In the Event Date and Time section, **Complete** the following fields:
 - a. **Start date/time:**
 - i. **Click** in the **DATE** field and use the calendar to **Select** the correct date.
 - ii. **Click** in the **TIME** field and use the slider to **Select** the correct time.
 - b. **End date/time:**
 - i. **Click** in the **DATE** field and use the calendar to **Select** the correct date.
 - ii. **Click** in the **TIME** field and use the slider to **Select** the correct time.
 - c. **All-day event?** **Select** this box if the event will take place all day. As an example, Embassy closures are typically an all day event.
 - d. **Recurrence:** If this is a recurring event, **Select** the correct frequency from the dropdown.
5. A gallery of images may be added to the event. If this is desired, **Navigate** to the **EVENT GALLERY** section and **Click** the **ADD IMAGES TO GALLERY** button. **Create** the gallery in the Media Library by selected the images that should appear.
6. **Select** the **EVENT CATEGORY** by checking the appropriate box(s) in the **EVENT CATEGORIES** section. A new category may be created from this section by clicking the **+ ADD NEW EVENT CATEGORY** link.
7. **Select** the Event Location by checking the appropriate box(s) in the **EVENT LOCATIONS** section. A new location may be created from this section by clicking the **+ ADD NEW EVENT LOCATION LINK**.

Don't forget to select the custom sidebar option!

8. **Click** **PUBLISH**.



Event Date and Time

Start date/time:

End date/time:

All-day event?

Recurrence:

Event Categories

All Event Categories | Most Used

- Education
- Embassy Closure
- Information Resource Center

[+ Add New Event Category](#)

Event Gallery

[Add Images to Gallery](#)

Sidebar Options

Create a unique sidebar for this post/page content. If 'no' is selected, the default sidebar for the site will be displayed.

Event Locations

All Event Locations | Most Used

- Ford's Theater
- The White House

[+ Add New Event Location](#)

Event Calendar Elements

Keyword(s):

< >
today
May 2017
month week day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 <small>Bi-Weekly Event</small>	18	19	20
21	22	23	24	25	26	27
28	29	30	31 <small>Bi-Weekly Event</small>	1	2	3

Example of Event Calendar with Search box implemented.



ACT Single Event

[Home](#) | [Events](#) | ACT Single Event

[< Back to Calendar](#)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Topics: ACT Event

Date: January 14, 2019 5:00 pm - 5:55 pm

Location:

ACT Location
30 Rockefeller Plaza
New York City
NY
10112
US

[< Back to Calendar](#)

Example of Individual Event Listing

Visas U.S. Citizen Services Our Relationship Business Education & Culture Embassy & Consulates News & Events

Education

Home / News & Events / Education

< Back to Calendar

19 events found Sort by start date: ascending

Weekly Round Table
Topics: Education
Date: February 21, 2017 4:00 pm - 5:30 pm; Edit
Location:
The White House

Weekly Round Table
Topics: Education
Date: June 13, 2017 4:00 pm - 5:30 pm; Edit
Location:
The White House
Join us each week as we meet to discuss important topics like visa processing, educational opportunities and upcoming Embassy events.

Weekly Round Table
Topics: Education
Date: June 20, 2017 4:00 pm - 5:30 pm; Edit
Location:
The White House
Join us each week as we meet to discuss important topics like visa processing, educational opportunities and upcoming Embassy events.

Weekly Round Table
Topics: Education
Date: June 27, 2017 4:00 pm - 5:30 pm; Edit
Location:
The White House
Join us each week as we meet to discuss important topics like visa processing, educational opportunities and upcoming Embassy events.

< Back to Calendar

Filter

Keyword(s):

Content Type:
 News
 Speeches
 Press Releases

Example of Event Category Listing Page

Re-direct

1. To use the Re-direct plugin, **Navigate** to **TOOLS > REDIRECTION**.
2. **Scroll** down to **ADD NEW REDIRECTION** and **Complete** the following fields:
 - a. **SOURCE URL** – **Enter** the URL of the page that needs to be redirected.
 - b. **TARGET URL** - **Enter** the URL of the page that should display.
 - c. **URL OPTIONS/REGEX** - **Ignore**.
 - d. **GROUP** – **Select REDIRECTIONS**.
 - e. **Click ADD REDIRECT**.

NOTE: THE ADVANCE SETTINGS SECTION (ACCESSED BY CLICKING THE SETTINGS ICON) SHOULD NOT BE USED AT THIS TIME.

Shortcodes

Create the Shortcode

1. **U**se the Left Navigation to open **SHORTCODES > ADD NEW**.
2. **C**reate a title for the Shortcode.
3. **E**nter the content that should appear.
4. **U**se checkbox to hide or display featured image.
NOTE: HIDING THE FEATURED IMAGE WHEN EMBEDDING VIDEO IS RECOMMENDED.
5. **C**lick **PUBLISH**.
6. **N**avigate to **SHORTCODES > ALL SHORTCODES**.
7. **M**ouse-over the title of the short code created.
8. In the **STATUS BAR** of the browser, **I**dentify the Post # for the Shortcode. (See image below)

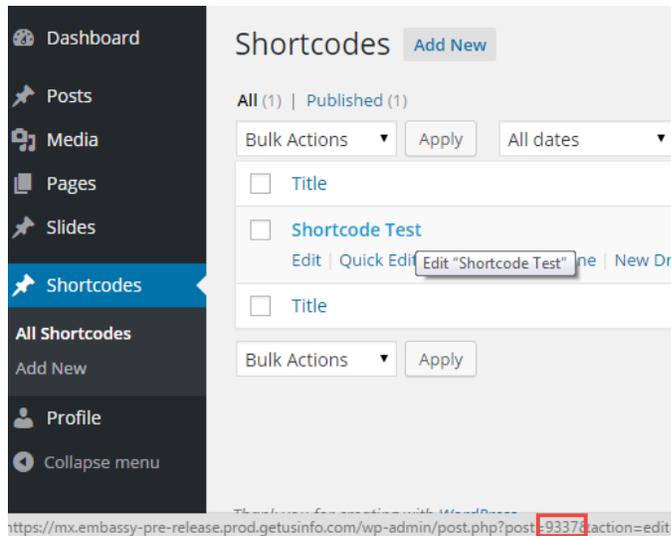
Use the Shortcode

1. **N**avigate to the page or post where the content should be placed and **O**pen in **EDIT**.
2. In the **CONTENT** field of the page or a **TEXT BOX**, **E**nter the following Shortcode:
 - a. [post-content id=####]
 - b. Replace the #### with the Post Number.



Example of Post ID In URL.

2. **U**date or **P**ublish the Page/Post.
3. The Shortcode content should display.



Identifying the Post Number

Podcast/Audio Embed

Podcasts or Audio can be embedded in the main body or sidebar of posts or the Sidebar of pages. To embed a Podcast/Audio player: **Open** the desired post in **EDIT** mode.

1. To embed podcast player with a square border, title and description, **Enter** the following code into the body of the post or sidebar (use Shortcode sidebar) (replace highlighted fields with appropriate text):
 - a.

```
<div class="audio-player">
<h2>Title</h2>
Description
[audio src="Add URL here" type="audio/mp3" controls="true"
preload="auto"]</div>
```
2. To embed only podcast player, **Enter** the following code into the body of the post (replace highlighted field with appropriate text):
 - a.

```
[audio src="Add URL here" type="audio/mp3" controls="true"
preload="auto"]</div>
```

Podcast / Audio embed may be used only in the Sidebar on pages. Use Shortcode sidebar to implement.



The screenshot displays the GPA website editor interface. At the top, there is a toolbar with an 'Add Media' button and 'Visual' and 'Text' tabs. Below the toolbar is a rich text editor with various formatting options (bold, italic, list, quote, link, unlink, table). The main content area is divided into two sections: 'Wrapper' and 'No Wrapper'. Both sections contain an audio player with the text 'Test Audio' and 'This is an audio test.' The audio player shows a progress bar from 00:00 to 06:35. Below the main content area, there is a status bar showing 'Word count: 10' and 'Last edited by Rhonda Urbanczyk on June 22, 2016 at 9:29 am'. The sidebar on the left is titled 'Sidebar Options' and contains three sections: 'Sidebar Elements', 'Shortcodes 1', and 'Shortcodes 2'. The 'Shortcodes 1' section is expanded, showing a 'Shortcodes Heading 1' with a dropdown menu set to 'With Wrapper'. Below this, there is another instance of the rich text editor with the same audio player content as the main body.

Sample of Podcast/Audio in body and sidebar.

Yoast SEO Premium

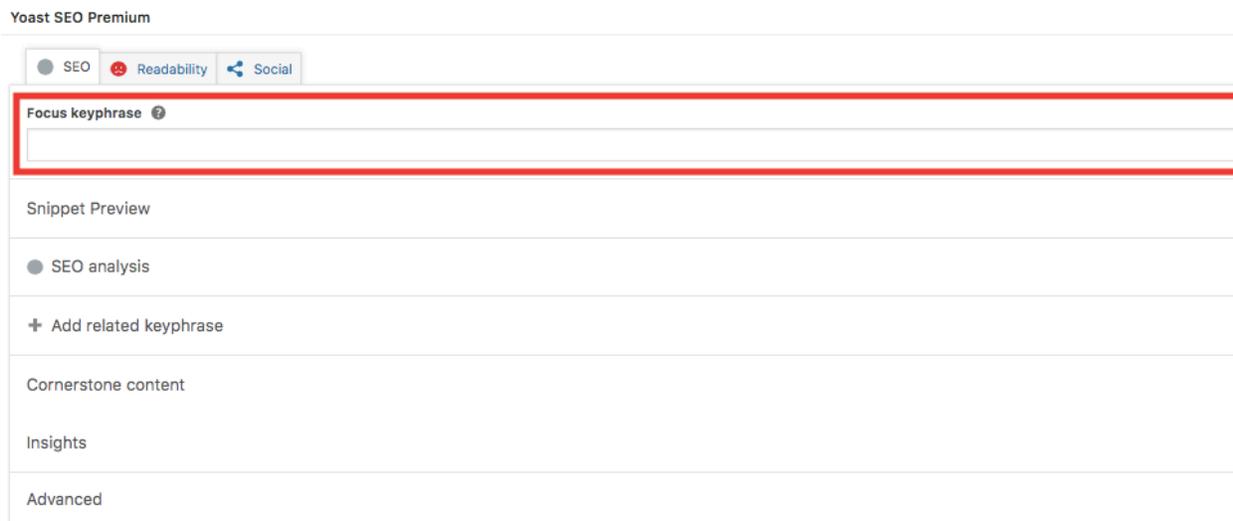
Overview

Yoast SEO (Search Engine Optimization) incorporates everything from a snippet preview and page analysis functionality that helps the user optimize a site's pages content, images titles, Meta descriptions and more to XML sitemaps, and loads of optimization options in between. Additional information on Yoast and its capabilities is available at:

<https://yoast.com/>

SEO on Pages and Posts

The Yoast Plugin section is available at the bottom of the edit page of all new Posts and Pages. This expandable area enables the user to input a **FOCUS KEYPHRASE**. It also provides feedback to the user on the strength of the page or post's SEO.



Yoast Keyphrase section

- a. **SEO Analysis-** This expandable area enables the user to input synonyms for the **FOCUS KEYPHRASE**.



● SEO analysis ^

Keyphrase synonyms ?

Analysis results

^ Problems (5)

- **Outbound links:** No outbound links appear in this page. [Add some!](#)
- **Internal links:** No internal links appear in this page, [make sure to add some!](#)
- **Keyphrase length:** No focus keyphrase was set for this page. [Set a keyphrase in order to calculate your SEO score.](#)
- **Meta description length:** No meta description has been specified. Search engines will display copy from the page instead. [Make sure to write one!](#)
- **Text length:** The text contains 1 word. This is far below the recommended minimum of 300 words. [Add more content.](#)

^ Improvements (1)

- **Image alt attributes:** Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)

^ Good results (1)

- **SEO title width:** Good job!

Yoast SEO Analysis – Synonyms

- b. **Add Related Keyphrase-** This expandable area enables the user to input a second related **FOCUS KEYPHRASE**.

+ Add related keyphrase ^

Keyphrase ?

Yoast Add Related Keyphrase

- c. **Cornerstone Content-** This expandable area enables the user to mark the page or post **CORNERSTONE CONTENT**. These pages or posts will rank higher in search engines and have increased visibility. Usually, these pages/posts are comprehensive, authoritative content prioritized for new users visiting the site.



Cornerstone content ▲

Cornerstone content should be the most important and extensive articles on your site. [Learn more about Cornerstone Content.](#)

Mark as cornerstone content Off

Yoast Cornerstone Content

- d. **Social** – This section enables users to specify how posts and pages are shared on Facebook and Twitter. By completing the fields in this section, the information specified will override the default sharing information for this post or page including image displayed, description and title. Information will preview in real time.
 - i. **Image:** Upload an image to override default Social Media image for the post.
RECOMMENDED IMAGE SIZE FOR FACEBOOK – 1200 x 630 PIXELS.
RECOMMENDED IMAGE SIZE FOR TWITTER – 1024 x 512 PIXELS.
 - ii. **Title:** Enter new title to override default title for the Social Media post.
 - iii. **Description:** Enter new description to override default meta description.

● SEO ● Readability ● Social

Facebook

Facebook preview

Please select an image by clicking here

Music to Overcome | U.S. Embassy & Consulates in Mexico
Modify your Facebook description by editing it right here
MX.PRE.USEMBASSY.GOV

Facebook editor

Facebook image ?

Facebook title ?

Facebook description ?

Yeast Social Preview Tab

White Label Courseware

This functionality allows a Post to embed courses for their visitors to take on their website, and to generate a certificate of completion once the course quiz has been submitted successfully. At this time there are six courses available to embed:

1. Management Strategies for People and Resources
2. Fundamentals of Business Expansion
3. Strategies for Personal Growth
4. Community Organizing for Action
5. Fundamentals of Starting and Running a Business
6. Responsible Leadership on Transparency and Good Governance

YLAI website Example: <https://ylai.state.gov/online-courses/>

This functionality is added by the 24/7/365 help desk (gpadigitalhelp@state.gov) upon request. Using all six classes is recommended, but not mandatory. Please make sure to let the help desk know the following:

1. Which courses you would like.
2. If you would like the Featured Program under Education & Culture to spotlight the courses, or would you prefer the page to be listed under “Local Programs”? You can also choose not to place this content in the Megamenu and link to it from the Education & Culture landing page instead.

Please note that due to the complexity of this functionality, it can take up to 48 hours for requests to be complete.

Facebook Pixel

This code placed within the site header tracks specific user traffic. To add this feature, please send your Facebook Pixel ID Code to gpadigitalhelp@state.gov with the request.

For more on Facebook Pixel, visit

<https://www.facebook.com/business/help/651294705016616>

Additional Information

Editing Pages and Posts

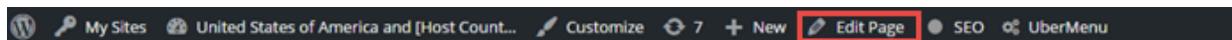
Editing a Page

When a page in the site needs to be edited, there are three (3) primary methods to locate the page:

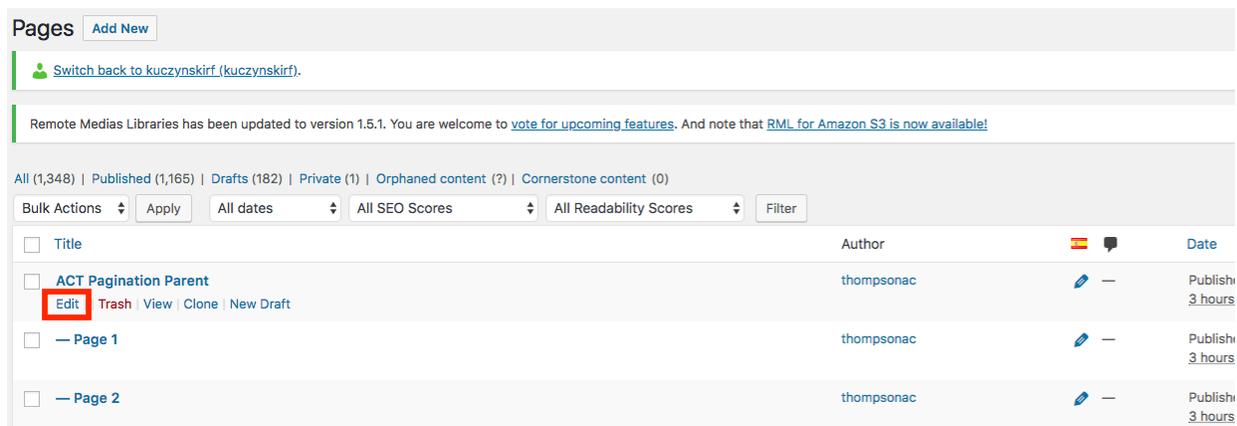
1. **Navigate** through the “view” site to the desired page.
2. **Use** the **SITEMAP** to **Locate** the desired page.
3. **Use** the **ALL PAGES** screen and the **SEARCH** feature to **Locate** the desired page.

There are two (2) ways to open a page in **EDIT**:

1. From the “view” mode, **Click** on **EDIT PAGE** in the header menu.
2. From the **ALL PAGES** screen, **Mouse-over** the page and **Click** the **EDIT** link.



Editing from View Mode

A screenshot of the WordPress 'Pages' screen. The 'Edit' link for the page 'ACT Pagination Parent' is highlighted with a red box. The page list includes columns for Title, Author, and Date. The 'ACT Pagination Parent' row shows the author 'thompsonac' and a 'Publish 3 hours' status. Below the list, there are buttons for 'Edit', 'Trash', 'View', 'Clone', and 'New Draft'.

Editing from All Pages

Once the page is open in **EDIT** mode, **Make** the desired changes and **Click** the **UPDATE** button.

Editing a Post

When a post in the site needs to be edited, there are two (2) primary methods to locate the page:

1. **Navigate** through the “view” site to the desired post.
2. **Use** the ALL POSTS screen and the SEARCH feature to **Locate** the desired post.

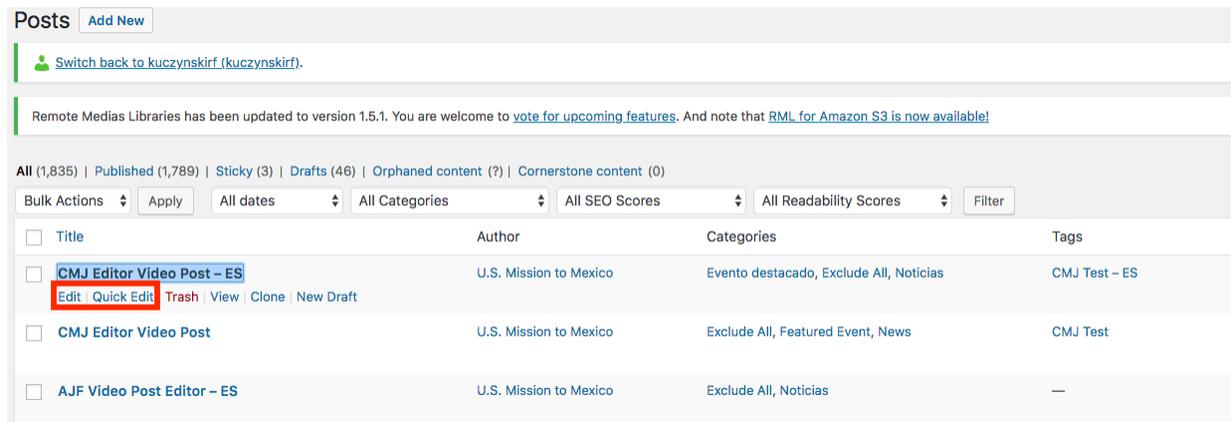
There are two (3) ways to open a post in EDIT:

1. From the “view” mode, **Click** on EDIT POST in the header menu.
2. From the ALL POSTS screen, **Mouse-over** the post and **Click** the EDIT link.
3. From the ALL POSTS screen, **Mouse-over** the post and **Click** the QUICK EDIT link.

NOTE: QUICK EDIT ALLOWS LIMITED EDITING OF ONLY TITLE, SLUG, PUBLISHING DATE, AUTHOR, CATEGORIES, TAGS AND NOTIFICATION MESSAGE FIELDS.



Editing from View Mode



Editing from All Posts

Once the post is open in EDIT mode, **Make** the desired changes and **Click** the UPDATE button.

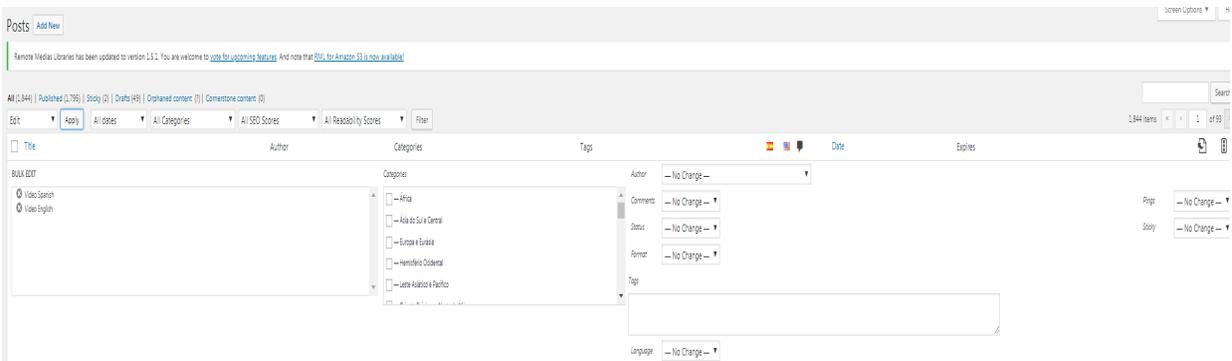
Bulk Editing

Bulk editing is accomplished in the **ALL POSTS** screen.

1. **Select** the posts to be edited by **Clicking** the checkbox to the left of the **TITLE**.
2. **Click** the down arrow in the **BULK ACTIONS** dropdown field and **Select EDIT**. The selected Posts will display in a special window.

Items that can be bulk edited in **Posts** are:

1. Categories
2. Tags
3. Author
4. Status



Bulk Edit Posts

Deleting, Restoring and Purging Pages and Posts

Deleting Pages & Posts

Pages and Posts may be deleted in two (2) ways:

1. From the **EDIT** Screen of the item – **Click** the **MOVE TO TRASH** link in the **PUBLISH** section.
2. From the All Pages / All Posts Screen – **Mouse-over** the title and **Click** the **TRASH** link.
 - a. In the All Pages / All Posts screen the user can mass-delete pages or posts by **Selecting** them and using the **BULK ACTIONS > MOVE TO TRASH** feature.



Publish ▲

[Preview Changes](#)

Status: Published [Edit](#)

Visibility: Public [Edit](#)

Revisions: 42 [Browse](#)

Published on: Jun 2, 2015 @ 19:34 [Edit](#)

SEO: N/A [Check](#)

[Copy to a new draft](#)

[Move to Trash](#) [Update](#)

Deleting from the Publish section

Posts [Add New](#)

Yoast SEO has been updated to version 2.3.5. [Click here to find out what's ne](#)

All (3) | **Published (2)** | **Draft (1)** | **Trash (2)**

Bulk Actions ▼ [Apply](#) All dates ▼ All categories

Title

2nd Placeholder Post

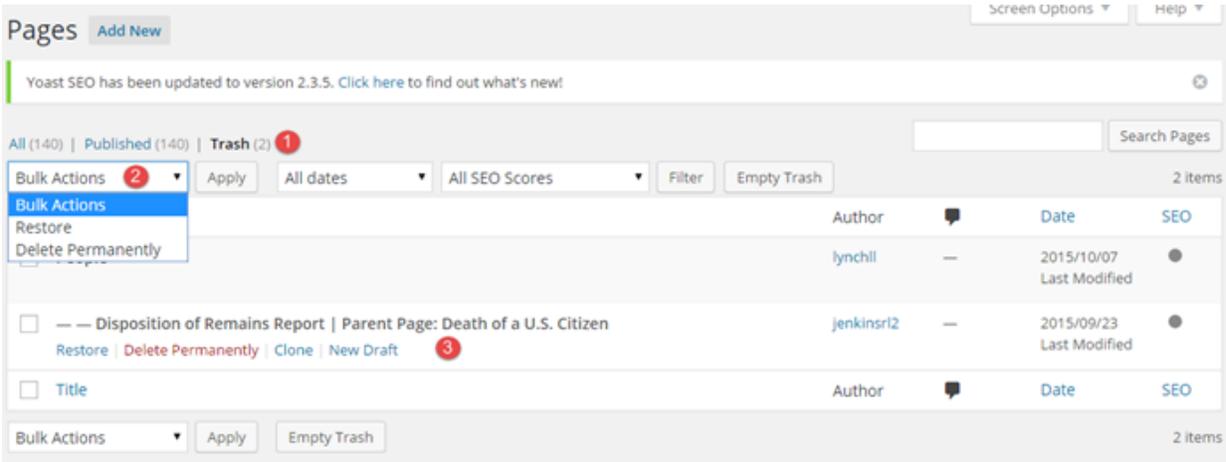
Placeholder Post

How to Apply
[Edit](#) [Quick Edit](#) [Trash](#) [View](#) [Clone](#) [New Draft](#)

Deleting from the All Posts/All Pages view

Restoring Pages & Posts

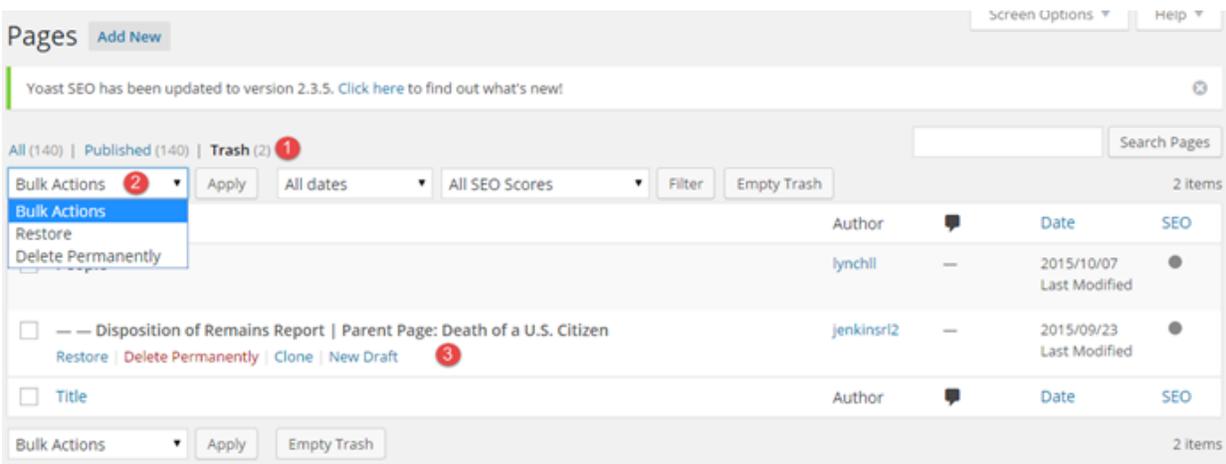
Until they are purged, Pages and Posts in the trash may be restored to their original location in the website.



Restoring Pages and Posts

1. **C**lick the TRASH link from the All Pages or All Posts view.
2. **L**ocate the page or post.
3. **M**ulti-select pages to restore and **A**pply Bulk Actions > Restore.
4. **M**ouse-over the desired page and **C**lick the RESTORE link.

Purging Pages & Posts



Restoring Pages and Posts



1. **C**lick the **T**RASH link from the All Pages or All Posts view.
2. **L**ocate the page or post.
3. **M**ulti-select pages to restore and **A**pply Bulk Actions > Delete Permanently.
4. **M**ouse-over the desired page and **C**lick the **D**ELETE **P**ERMANENTLY link.

PLEASE NOTE: ONCE A PAGE HAS BEEN PURGED FROM THE SITE, IT CANNOT BE RECOVERED. PLEASE DO NOT DELETE OR PURGE THE MAIN PAGES OF THE SITE (THE ONES IN THE MEGA MENU).

Cloning Pages and Posts

WordPress allows users to **C**LONE pages and posts. It also provides the ability to create a **N**EW **D**RRAFT of pages and posts. These two functions have one minor difference only.

1. A user may only **C**LONE a page or post from the All Pages / All Posts page.
 - a. A **C**LONE of a page or post will duplicate the page/post and place it as a draft in the list of pages/posts. The user will then need to locate the cloned page or post and open it in edit mode to make any changes.
2. A user may create a **N**EW **D**RRAFT from either the edit screen of the page being copied, or from the All Pages / All Posts page.
 - a. A **N**EW **D**RRAFT of a page or post will immediately open in edit mode, allowing the user to make any necessary changes and update easily.

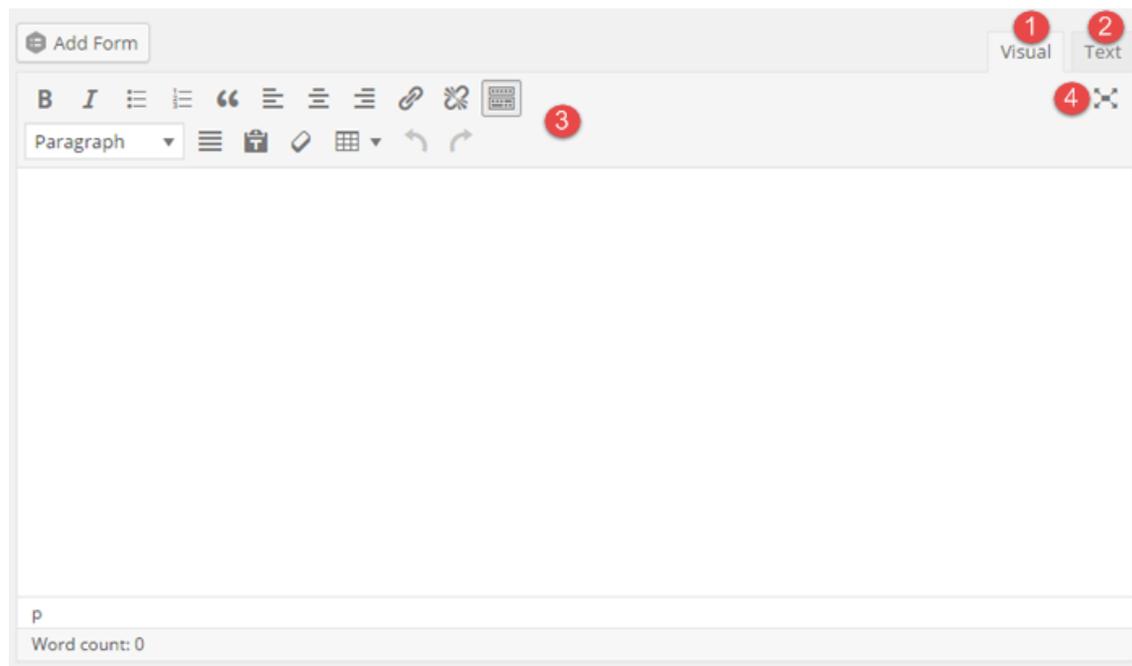
NOTE: BECAUSE IT SAVES A STEP IN THE PROCESS, THE OFFICE OF DIGITAL SUPPORT TEAM RECOMMENDS USING THE NEW DRAFT FUNCTIONALITY.

Using the Visual / Text Editor

When creating **PAGES** and **POSTS**, users are given the option of using a **VISUAL EDITOR** or a **TEXT EDITOR**.

The **VISUAL EDITOR** employs WYSIWYG (What You See Is What You Get) formatting so that the user may preview the look of content before saving or publishing. It is important to note that when copying and pasting content from other sources such as Microsoft Word or other Websites, that the HTML code may conflict with the Style Sheets in Modernized Templates. For this reason, we strongly urge users to clear out all HTML formatting before pasting content into the WYSIWYG editor by pasting it into Notepad.

The **TEXT EDITOR** enables the user to enter HTML code directly and should only be used by web managers experienced in writing HTML code.



Content Entry

1. The **VISUAL TAB** enables the WYSIWYG editor.
2. The **TEXT TAB** enables the HTML editor.
3. The **VISUAL TAB** uses buttons to assist the user in formatting text.
4. **DISTRACTION FREE WRITING MODE** is available. When clicked, all menus and sidebar items disappear, leaving only the **VISUAL / TEXT EDITOR** open in the user's browser window. This is a toggle, and clicking it a second time will bring the menus, etc. back on

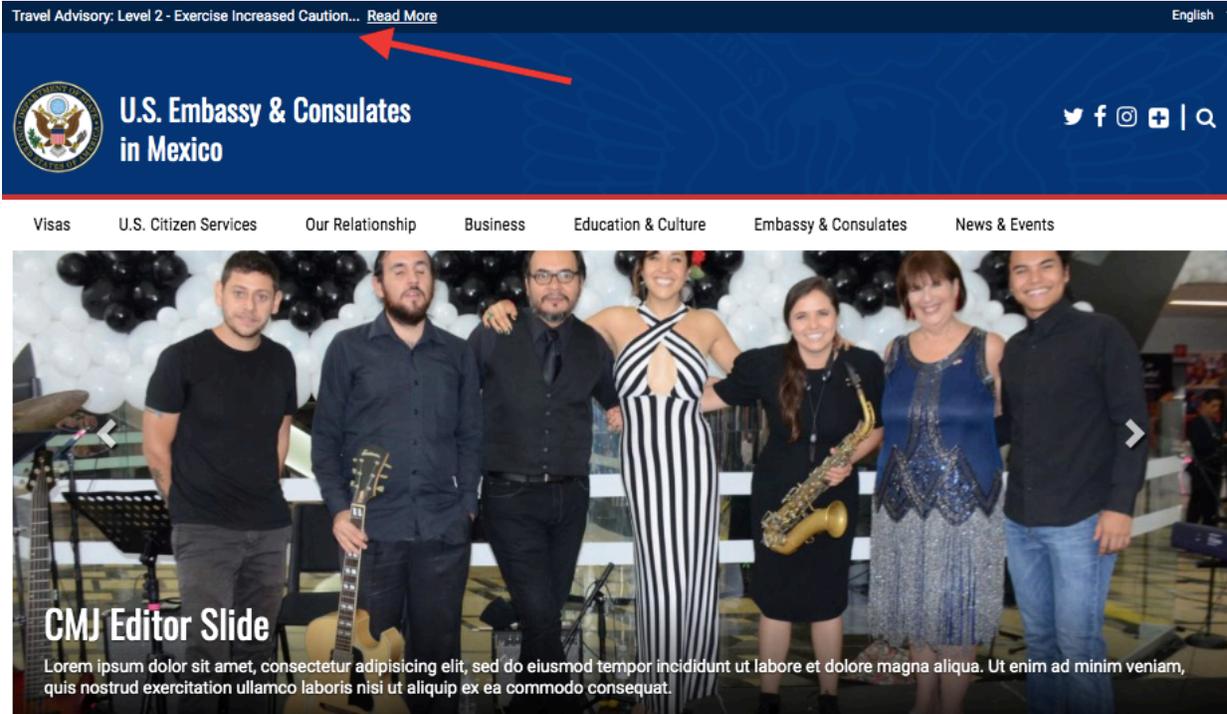
screen.

VISUAL MODE FUNCTIONS	DESCRIPTION
BOLD	Formats the selected text in BOLDFACE
ITALICS	Format the selected text in <i>ITALICS</i>
BULLET LIST	Formats the selected text as a bullet
NUMBERED LIST	Formats the selected text with a numerical sequence
BLOCKQUOTE	Formats the selected text as a quote
ALIGN RIGHT	Formats the selected text with right justification
ALIGN CENTER	Formats the selected text with center justification
ALIGN LEFT	Format the selected text with left justification
INSERT / EDIT LINK	Insert or edit a hyperlink
REMOVE LINK	Remove a hyperlink
TOOLBAR TOGGLE	Enables a secondary formatting toolbar. This toolbar includes:
PARAGRAPH	Formats the selected text with a paragraph or heading style(s)
JUSTIFY	Formats the selected text with full justification (margins even on both right and left)

VISUAL MODE FUNCTIONS	DESCRIPTION
PASTE AS TEXT	Pastes the selected text as unformatted text
CLEAR FORMATTING	Clears any formatting from selected text
TABLE	Allows the user to insert and define a table, cell, row, or column, as well as setting table properties and deleting a table
UNDO	Undoes the last change
REDO	Redoes the last undo

About Travel Advisories, Notifications, Alerts & Messages

In cooperation with Consular Affairs in Washington, the Office of Digital has implemented a new method of alerting visitors of effective travel advisories when visiting the website. This feature happens automatically in English Language websites and displays on the Home page and all pages in the U.S. Citizen Services sections. The bar will slide in from the top, stay active for 3 seconds then slide out. The visitor will be able to re-open the message if they choose.



Example of Travel Advisory

In addition, Posts can create a notification, by using the category “Notification” when writing a blog post. The most recent “Notification” will display in a gray banner above the global navigation on all pages within the site.



The screenshot shows the top of the website with the header "U.S. Embassy & Consulates in Mexico" and social media icons. Below the header is a notification banner: "Sample Notification: This is a sample notification Read More...". A red arrow points to the "Read More..." link. Below the notification is a navigation menu with items: "Visas", "U.S. Citizen Services", "Our Relationship", "Business", "Education & Culture", "Embassy & Consulates", and "News & Events". The main content area is titled "Alerts and Messages" and includes a breadcrumb trail: "Home / U.S. Citizen Services / Alerts and Messages". The main content features a travel advisory for Level 2: "Level 2: Exercise increased caution in Mexico due to crime. Some areas have increased risk. Read the entire Travel Advisory. Read More". Below this is a "Travel Advisory Levels" section with four levels: 1 (Exercise normal precautions), 2 (Exercise increased caution), 3 (Reconsider travel), and 4 (Do not travel). To the right is a "Before You Go" sidebar with "Enroll in STEP" and "Additional Information" sections. The "Alerts" section lists three recent messages from October 2019.

Example of Notification

The “Read More” link points to the Alerts & Messages page within the site. This page is not editable by users, and contains the following information:

1. The full text of the most recent travel advisory including color coded Travel Advisory Level Number. (1= Exercise Normal Precautions. 2= Exercise increased caution. 3= Reconsider Travel. 4= Do not travel.)
2. A list of all security messages from the last six months. These are pulled from Blog Posts that are categorized as “Security & Emergency Messages” and “Alert”. If a location has no security messages posted in the last six months, the following message will display: “There are no active security messages at this time.”
3. A Sidebar item that links visitors to information about STEP.
4. A Sidebar item that links visitors to Country-specific alerts at TSG, as well as all other alerts at TSG.

NOTE: BECAUSE THIS ALERT INFORMATION IS NOT PROVIDED ON TSG IN OTHER LANGUAGES, LANGUAGE VERSIONS OF THIS PAGE WILL NOT HAVE THE AUTOMATED FUNCTIONALITY.

Contacts

- GPA Office of Digital (GPA/DIG)
- Customer Support: gpdigitalhelp@state.gov

Appendices

Resources

- 5 FAM 700 series:
 - Internet: <https://fam.state.gov/Fam/FAM.aspx?ID=05FAM>
 - Intranet: <http://a.m.state.sbu/sites/gis/dir/fam/Pages/05FAM/05FAM.aspx>
- 5 FAH-8 Web Development Handbook
 - Internet: <https://fam.state.gov/Fam/FAM.aspx?ID=05FAH08>
 - Intranet:
<http://a.m.state.sbu/sites/gis/dir/fam/Pages/05FAM/05FAH08.aspx>

Cables

- 132990 09-20-2007 Bringing the Content Management System to All Embassies:
http://telegrams.state.gov/aldac/view_telegram.cfm?teleid=7376022
- 270359 09-23-2003 New Website Resource for Embassies: Easier Development, Better Design:
http://telegrams.state.gov/aldac/view_telegram.cfm?teleid=840486
- 118332 05-26-2004 Overseas Public Website Domain Name Policy:
http://telegrams.state.gov/aldac/view_telegram.cfm?teleid=2654918

Glossary

ADMINISTRATOR	Administrators can access to all the administration features within a single site.
AUTHOR	Authors create, edit, delete, and publish their own posts, as well as upload files.
AVATAR	An Avatar is a graphical representation of a user expresses in the shape of an icon. A user's Avatars displays next to the user's name on avatar-enable websites when a user makes a comment or creates a post. WordPress supports the user of Gravatars.
BLOG	A blog is a frequently updated online collection of posts...short, informal, sometimes controversial, and sometimes deeply personal...with the freshest information at the top personal journal or diary. Blog is a short form for the word weblog and the two words are used interchangeably.
BLOGROLL	A blogroll is a listing of websites that often appear as links on weblogs. This list of links is used to relate the site owner's interest in or affiliation with other sites.
CAPTIONS	Captions provide information that enables the visitor to fully understand the purpose of the photo without misleading or confusing them.
CATEGORY	Each post in WordPress is filed under a Category. Thoughtful categorization allows posts to be grouped with others of similar content and aids in the navigation of a site. Please note the post category should not be confused with the Link Categories used to classify and manage Links.
CD-ROM	Compact Disks-Read Only Memory
CMS	Content Management System
CONTENT	Content consists of text, images, or other information shared in posts. This is separate from the structural design of a website, which provides a framework into which the content is inserted, and the presentation of a site, which involves graphic design. A Content Management System changes and updates content, rather than the structural or graphic design of a website.
CONTRIBUTORS	Contributors create, edit, and delete their own posts but cannot publish them.
CSS	Cascading Style Sheets
CSS	Content Support Systems
DESIGN STANDARDS	Design Standards are to ensure consistency, offer a sense of place within the site, and support implicit association between the brand (U.S. Department of State) and the provided source (Embassy, Mission, Consulate, etc.). Design standards ensure that the user knows what to expect, how the site will look, where to find everything, and as well as how everything works.

DoS	Department of State
DROPDOWN	A Dropdown is a menu of options that appears below the item when the computer user clicks on it. User does not need to navigate to a new page in order to view the menu.
EDITORS	Editors can publish and manage posts including the posts of other users.
EMBASSY TEMPLATES	Embassy Templates are a model or standard created to provide a common look and feel for all Embassy websites.
EMBEDDED CODE	Embedded Code is a feature that allows users to embed videos from a GPA Digital website. English Language sites with links to language: Posts that have only a few pages of content available in a specific language will use this option. A language link on the global navigation bar will link to a page listing all PDF documents in that language. Posts may also link to language Pages and PDFs using the Translation feature.
EXTERNAL LINKS	External Links are links (URLs) to external pages that are not a part of the Missions Website Platform. External links must open up in a new window.
FEATURED IMAGE	A featured image is an image or thumbnail that is graphically representative of a post (i.e., an image of a dog or cat on a page dedicated to adopting an animal. Featured images are only used in blogrolls. Only two (2) images per post are allowed.
FLIP BOXES	Flip Boxes are great for grabbing the user’s attention and adding some interaction with a site’s content. Flip boxes have fully customizable content on the front and backside and can spin, rotate, flip. Put a title on the front and backside, add buttons to the site’s content and the box height will extend based on the amount of content used. Customize the border size, border radius and have full control over the front and backside colors.
GALLERY	A Gallery is specifically an exposition of images attached to a post.
GLOBAL NAVIGATION	Global Navigation is the main horizontal site navigation that appears throughout the entire site. It contains a set of dropdown menus located at the top of each page that allows users to see all pages within each section of the website.
GOVERNMENT REGULATIONS	Government Regulations are rules and standards set by the government.
GPL	General Public License
GRAPHICS	Graphics are photographs or visual presentations.

GRAVATARS	Globally Recognized Avatars. A form of avatars used by WordPress. Gravatars are assigned a rating (G, PG, R, or X) that may be created or changed at the following at gravatar.com .
HEADING TAG	A Heading tag is a way of structuring the content on your page so the user can quickly skim through the page.
HMAC	Hash-based Message Authentication Code
HOME SLIDESHOW	Home Slideshow are located on the home page, it presents up to four (4) pieces of content (images etc.) which will rotate automatically or can be manually advanced by the visitor.
HOTP	HMAC One Time Password
HTML	Hypertext Markup Language
GPA	Bureau of Global Public Affairs
INDEX PAGE	An Index page showcases the critical content and links, which may be useful to the audience.
INFORMATION ARCHITECTURE	Information Architecture is the organization and effective structure of a webpage. The embassy's structure is comprised of four (4) main areas, and then broken down into sub-groups that better assist the user in finding specific information.
LAYOUT TEMPLATES	Layout templates are available in a page layout's Display tab. Page Layout Templates provide different plans or designs available to format content of the page.
LISTING PAGE	A Listing Page is a page that provides the content in a list layout, allowing the publisher to present large amounts of content to the visitor effectively. Listing pages are often used to provide a list of hyperlinked titles directing site visitors to content such as press releases, speeches, or warden messages.
LOCAL NAVIGATION	Local (left) Navigation provides links for the current level within the site hierarchy and a fast route for visitors to get to the content in which they are most interested.
MAIN CONTENT AREA	A Main Content Area contains content specific to the section. The main content area is expandable and can support small, medium, and large amounts of content. This is the focus point of the page.
MULTISITE	WordPress Multisite, introduced in v3.0, allows multiple virtual sites to share a single WordPress installation. When the multisite feature is activated, the original WordPress site can be converted to support a network of sites.
OMB	Office of Management and Budget

PAGES	A Page is often used to present "static" information about an event or site. A good example of a Page is information placed on an About Page. A Page should not be confused with the time-oriented objects called posts. Pages are typically "timeless" in nature and live "outside" your blog.
PAGINATION	Pagination is used to paginate long pieces of content. It places linked numbers at the bottom of a content channel that allows site users to progress through pages of content.
PDF	Portable Document Format
PERMALINK	A Permalink is a URL at which a resource or article will be permanently stored. Many pages driven by Content Management Systems contain excerpts of content that is frequently rotated; making linking to bits of information within them a game of chance. Permalinks allow users to bookmark full articles at a URL they know will never change, and will always present the same content. Permalinks are optional in WordPress, but are highly recommended as they greatly increase the cleanliness of URL.
PHP	PHP Hypertext Preprocessor (PHP)
PINGBACK	A Pingback notifies the author of an article if a user links to their article. If the links included lead to an article that is pingback-enabled, then the author of that blog gets a notification in the form of a pingback that the user linked to his article.
PORTAL	A Portal is an entrance or access to something larger.
POST NEWS / RSS FEEDS	Post News/RSS Feeds are articles to display a headline and brief description. These are displayed directly to the right of the Home page slideshow. They can be created by the embassy or displayed using an RSS Feed. An RSS Feed is a method of pulling news from online publishers and posting it on your site, providing fresh content to your users.
POSTS	Posts are those items that usually contain semantically and chronographically arranged information. Also known as "articles" and sometimes incorrectly referred to as "blogs". In WordPress, "posts" are articles that are written to populate the website.
RSS	Rich Site Summary, often called Really Simple Syndication, is a format for syndicating many types of content, including blog entries, torrent files, video clips on news-like sites; specifically frequently updated content on a website, and is also known as a type of "feed" or "aggregator". An RSS feed can contain a summary of content or the full text, and makes it easier for people to keep up to date with sites they like in an automated manner. Also frequently known as Rich Site Summary.
SCHEMA	A Schema is an organization or layout of concepts and actions.

SECTION 508	Section 508 requires government agencies, and institutions receiving federal dollars, to ensure that all electronic and information technology applications are accessible to individuals with disabilities. It eliminates barriers in information technology, creates new opportunities, and encourages development of new technologies.
SEO	Search Engine Optimization
SHARE	A Share enables visitors to easily spotlight content from the site on their personal Facebook, Digg, and other social media outlets with a simple click of the mouse.
SHORTCODE	The Shortcode API, a simple set of functions for creating macro codes for use in post content. It enables plugin developers to create special kinds of content (e.g. forms, content generators) that users can attach to certain pages by adding the corresponding shortcode into the page text.
SIDEBAR	A Sidebar is a vertical column provided by a theme for displaying information other than the main content of the web page. Themes usually provide at least one sidebar at the left or right of the content. Sidebars usually contain elements (widgets) that an administrator of the site can customize.
SLIDER	A Slider is a webpage element used to highlight a group of selected posts. The slider displays one post at a time, transitioning from one to the next automatically or at the click of a button. Often, the slider looks like a fancy slideshow located near the top of the site.
SLUG	A Slug is a few words that describe a post or a page. Slugs are usually a URL friendly version of the post title (which has been automatically generated by WordPress), but a slug can be anything the user likes. Slugs are meant to be used with permalinks as they help describe what the content at the URL is.
SUBSCRIBER	Subscribers are the visitors of the website.
SUPER ADMINISTRATOR	Super Administrators can access to the site network administration features and all other administrations features.
TAG	<p>A Tag is a keyword that describes all or part of a Post. Think of it like a Category, but smaller in scope. A Post may have several tags, many of which relate to it only peripherally. Tags can be created on the fly by simply typing them into the Tag field. By default, tags can be assigned only to the Post and custom post types.</p> <p>Often people confuse Tags and Categories. Categories generally don't change often, while Tags usually change with every Post and are closer to the topic of the Post.</p>

TEMPLATE	A Template is a file that defines an area of the web pages generated by a theme. For example, there is typically a template for the header area at the top of the web pages, a template for the content, a template for the sidebars, and so on. The templates are like building blocks that make up the complete web page.
THEME	A Theme is the overall design of a site and encompasses color, graphics, and text; a Theme is sometimes called the skin. The default theme for the Missions Website Platform is the Sage theme.
TOTP	Time-based One Time Password
TRACKBACKS	Trackbacks are a way to notify legacy blog systems that someone has linked to them. If a user links to a WordPress site, the site is automatically notified using pingbacks.
TRANSLATION	Translation enables the web manager to link directly to a corresponding Language translation of the content.
URL	Uniform Resource Locator
UTC	Coordinated Universal Time (French)
WEB MANAGER	Web Manager is the person who maintains, updates, and manages the content of the site.
WIDGET	Widgets are independent sections of content that can be placed into any widget-enabled area provided by the theme. Widgets can be located virtually anywhere within the site depending on the current theme.
WPML	WordPress Multilingual Plugins
WYSIWYG	What You See is What You Get
XML	Extensible Markup Language
XMLRPC	Extensible Markup Language Remote Procedure Call

Additional Services and Information

Language Content

Many Posts deliver content to their visitors in more than one language. The MWP Program has very specific guidelines on how Language content must be delivered. These guidelines are based upon usability and best practices. Details on the display of Language content can be found in the Publishing Standards section.

Forms

OMB must approve all forms on U.S. Government websites. The Help Desk is happy to provide assistance to Posts in navigating through the approval process. Additional information on the use of Forms in U.S. Mission sites can be found in the Publishing Standards section.

Customer Support Services

The Help Desk provides 24/7/365 customer support for all users of the MWP. All requests for technical assistance or site update services must be sent to: gpadigitalhelp@state.gov so that a member of our support team can assist as soon as possible.

The nature of the platform makes it easy for our team to step in and assist if there is a situation at Post that prevents the local team from updating the website. We offer long-term support services and will be happy to provide additional information to any interested users. Please email the help desk at: gpadigitalhelp@state.gov for more details.

Training Services

Online Training for MWP – This training typically takes two (2) hours a day for three (3) days. It is intended for first-time users or for Posts who are upgrading into the latest version of the MWP.

Refresher Training – This training is intended for Users who took the training long ago and haven't used the system in quite some time. It also takes approximately two (2) hours per session and the number of sessions is negotiated with the training team.

Tutorials – This option allows the user to set the training agenda. A tutorial session can be as short as 30 minutes and last up to 2 hours. If the user needs a quick overview of a particular function of the MWP, this is a great option.

Regional Workshops – Regional Workshops are scheduled based on the migration schedule and budget availability. Attendance at a workshop is by invitation only and is typically determined by the Region where the workshop is held and the migration schedule.