

HOW TO: POST A BLOG TO WORDPRESS

Overview

- Every month, you'll receive a custom content pack.
- The pack will contain content for 3-4 blog posts, including:
 - Blog content, ready to be customized for your destination.
 - Accompanying royalty-free photos, already sized and formatted for Wordpress.
- These instructions will take you through the steps of using the content and photos to easily post to Wordpress.

A Few Things to Keep in Mind

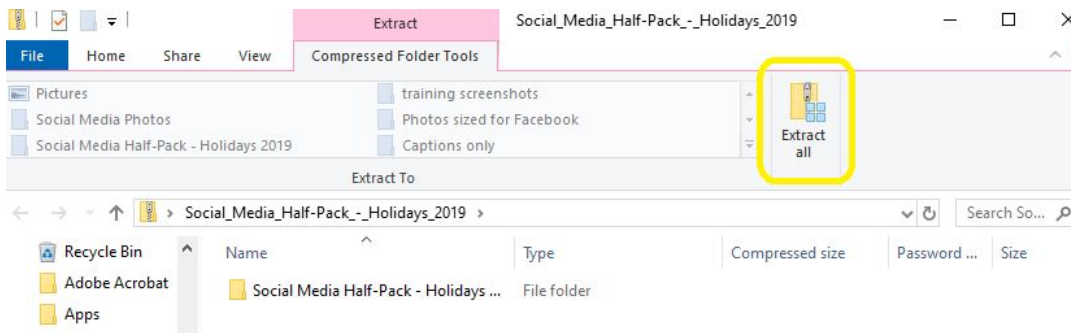
- These instructions cover posting to Wordpress, as that's our clients' most-used publishing platform.
- If you need help with a different platform, please let us know.

Your blog gives you the opportunity to create relevant content for your followers.

STEP ONE

Unzip Your Custom Content Pack

- The custom content pack will come in the form of a zipped folder.
- Open up the zipped folder and select Extract All.



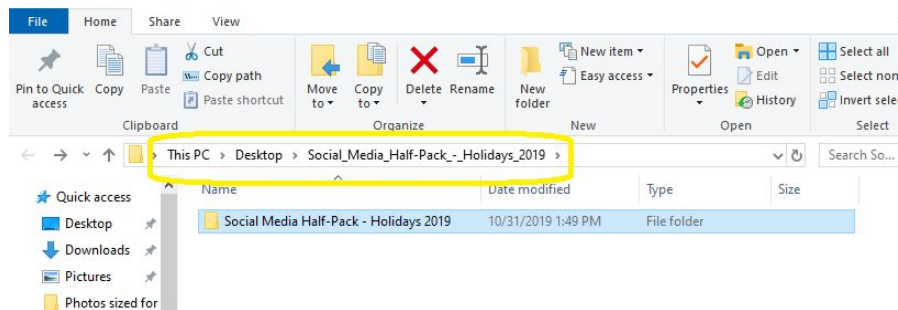
- You'll have to select a folder to save the files to, once they're extracted.

Select a Destination and Extract Files

Files will be extracted to this folder:

Show extracted files when complete

- Click Extract.
- If you're not sure where your files are, check the path at the top.

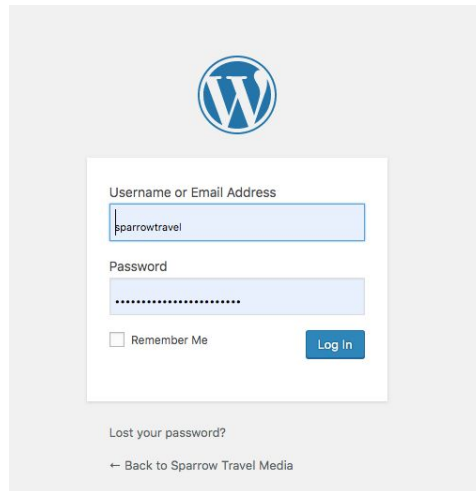


STEP TWO

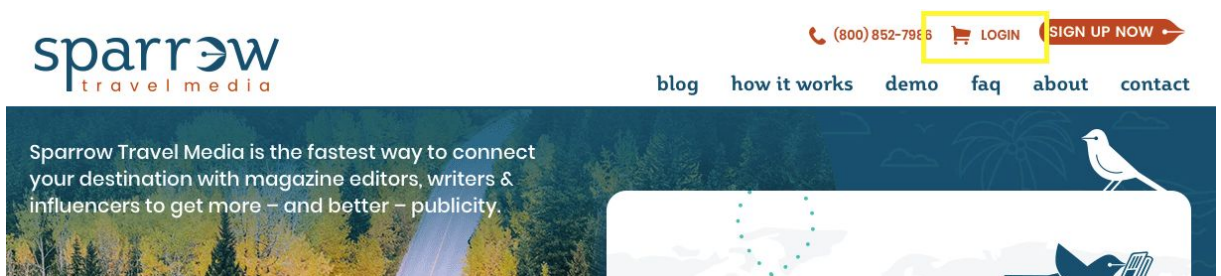
Log in to Wordpress as Admin

- You need to be logged into your WordPress account as an Admin in order to edit/post anything to site.
- There may be a place on your website to login, or you may need to get a direct link from whomever created/manages the website, along with login information.
 - You can use a general login, or you can have your website manager create a login specific to you and any team members who might post.

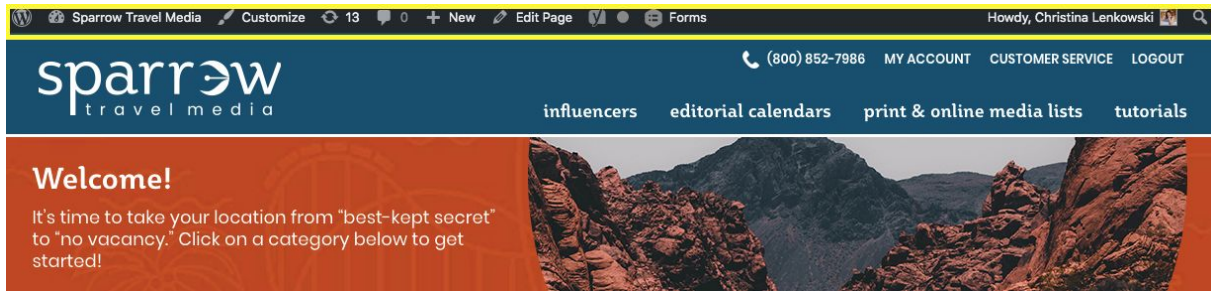
Direct link:



On site:



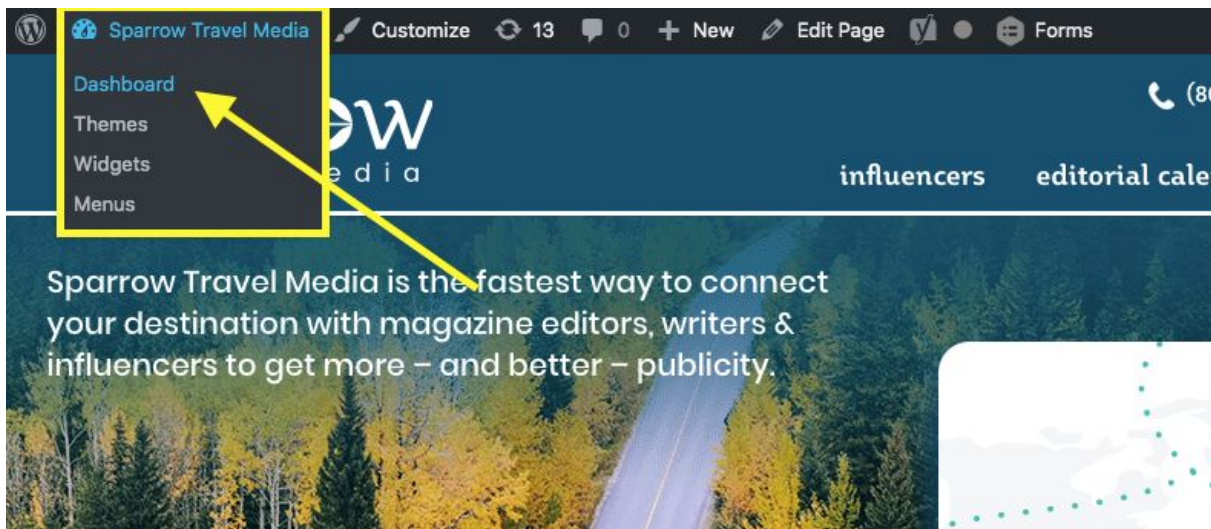
- Upon logging in, confirm that the WordPress Navigation Bar is visible to you



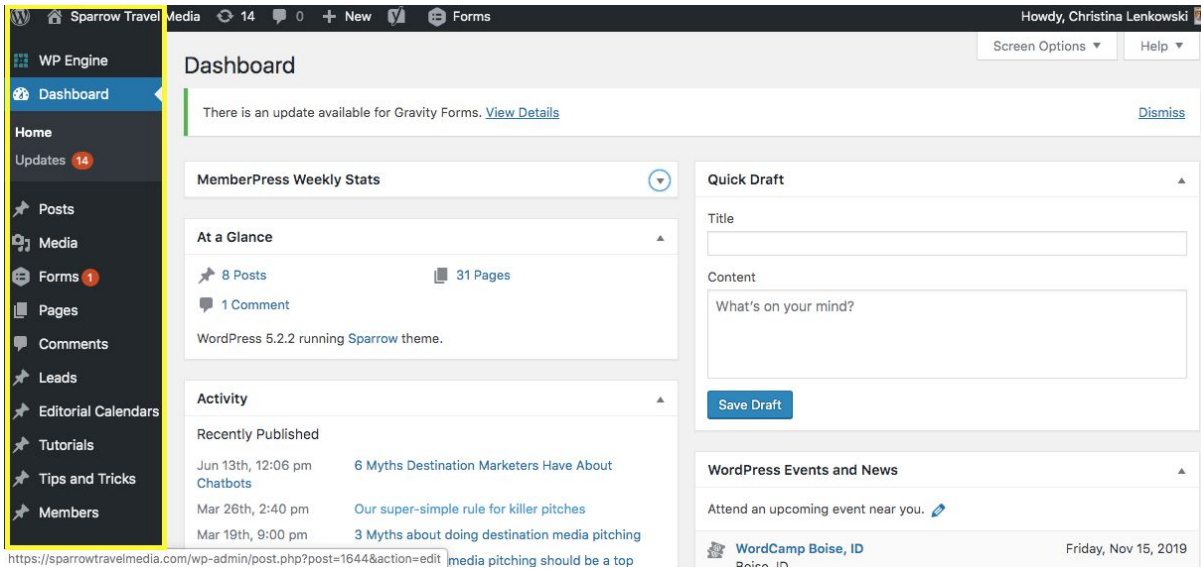
STEP THREE

Posting a Blog

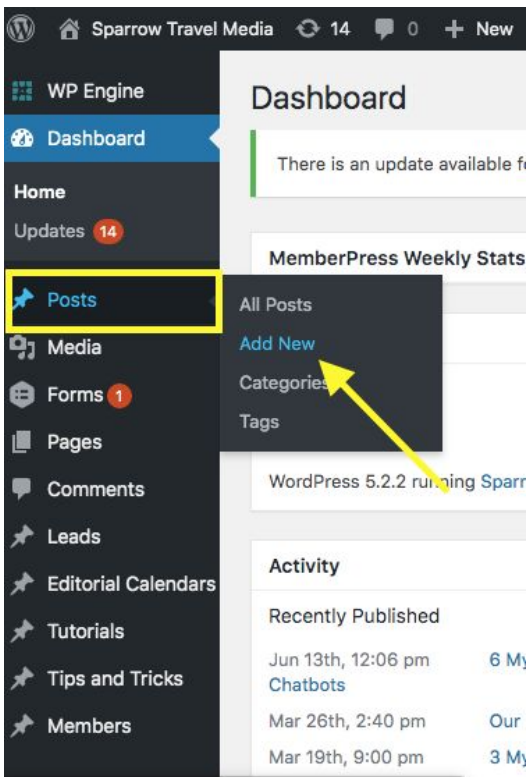
- Once you're logged in as an Admin, click on the name of your website on the top navigation bar.
 - Go into Dashboard



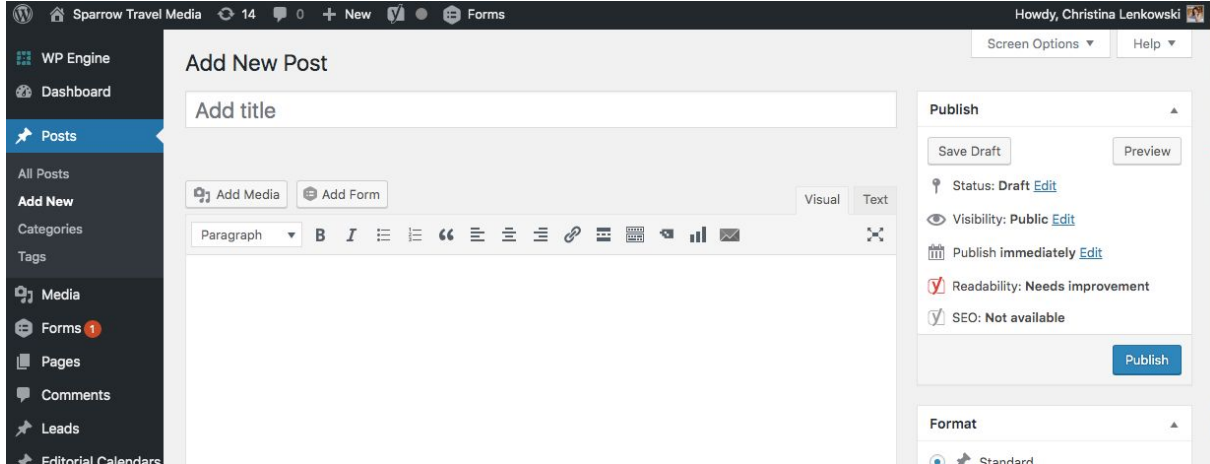
- Note that your Dashboard may look different from ours, but generally it will have the same setup of a navigation list on the left.



- Head to the left-side navigation list and click on "Posts"
- From there, click on "Add New"



- An empty blog post page will appear



- Open up the file your blog content is stored on, highlight the body text, then copy it (Ctrl + C on a PC, Command + C on a Mac).

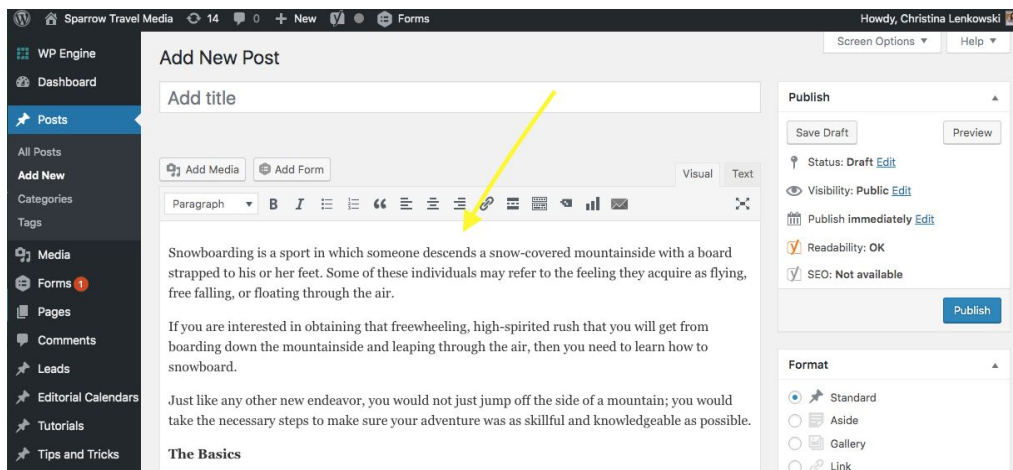
Article Body:

Snowboarding is a sport in which someone descends a snow-covered mountainside with a board strapped to his or her feet. Some of these individuals may refer to the feeling they acquire as flying, free falling, or floating through the air.

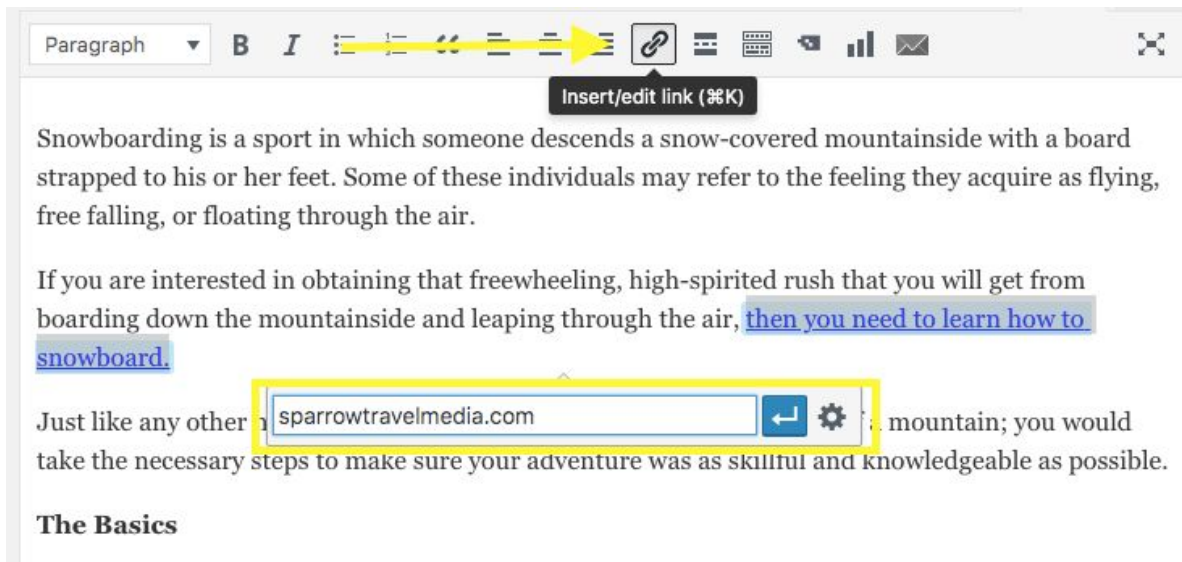
If you are interested in obtaining that freewheeling, high-spirited rush that you will get from boarding down the mountainside and leaping through the air, then you need to learn how to snowboard.

Just like any other new endeavor, you would not just jump off the side of a mountain; you would take the necessary steps to make sure your adventure was as skillful and knowledgeable as possible.

- Head back to your WordPress blog post, and click into the main empty box.
- Paste the text you've copied in there (Ctrl + V on a PC, Command + V on a Mac).



- If you need to add hyperlinks to your blog copy, head in and highlight what you need to link.
- Navigate to the link icon at the top of the box and press it.
- Paste the URL you'd like to link to in the pop-up box and hit the arrow.



Paragraph **B** *I* [List icons] [Link icon] [Table icon] [Image icon] [Bar chart icon] [Envelope icon] [Close icon]

Insert/edit link (⌘K)

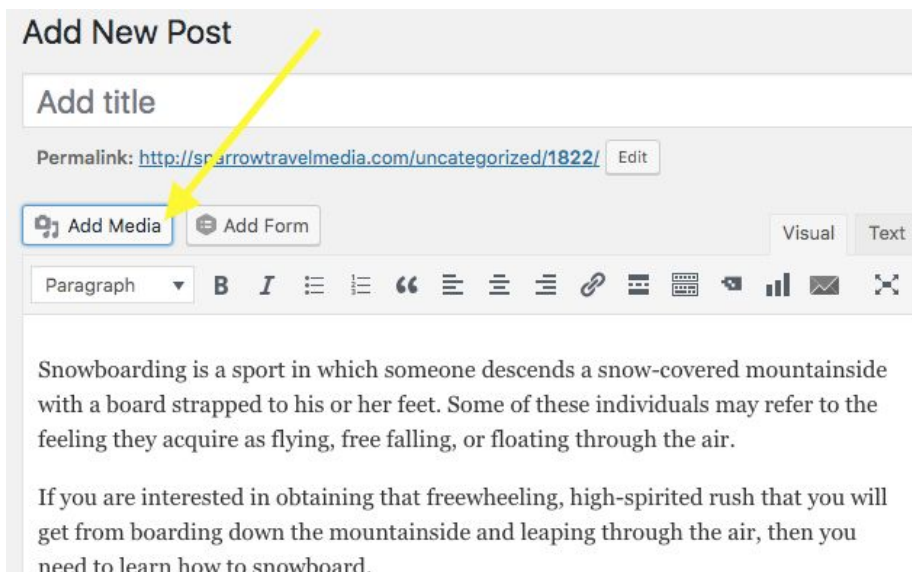
Snowboarding is a sport in which someone descends a snow-covered mountainside with a board strapped to his or her feet. Some of these individuals may refer to the feeling they acquire as flying, free falling, or floating through the air.

If you are interested in obtaining that freewheeling, high-spirited rush that you will get from boarding down the mountainside and leaping through the air, [then you need to learn how to snowboard.](#)

Just like any other mountain; you would take the necessary steps to make sure your adventure was as skilful and knowledgeable as possible.

The Basics

- If you'd like to add a photo or video, click the "Add Media" button above the text box.



Add New Post

Add title

Permalink: <http://sparrowtravelmedia.com/uncategorized/1822/> Edit

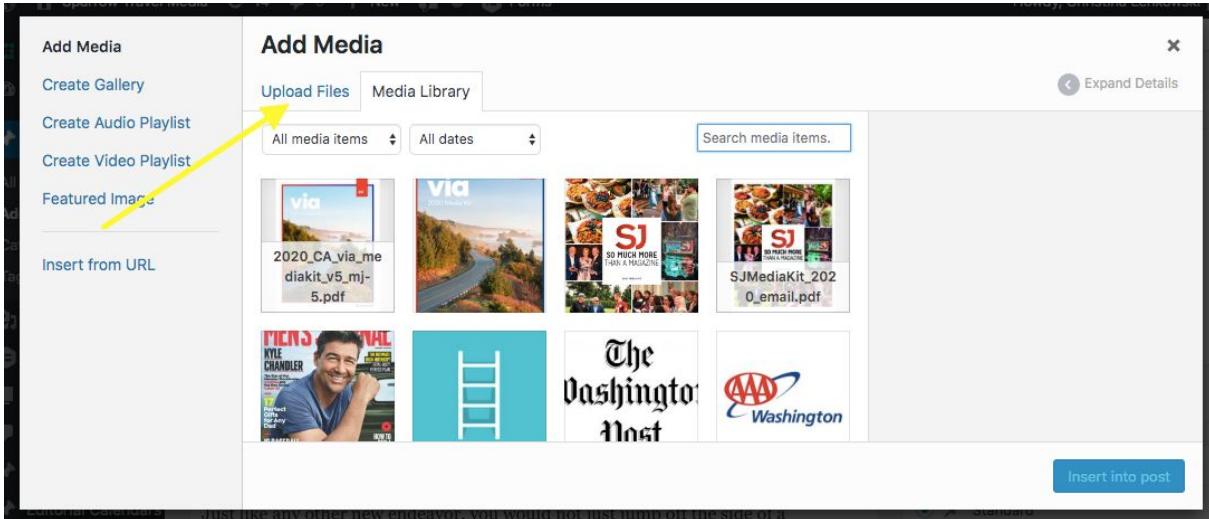
Add Media Add Form Visual Text

Paragraph **B** *I* [List icons] [Quote icon] [List icons] [Link icon] [Table icon] [Image icon] [Bar chart icon] [Envelope icon] [Close icon]

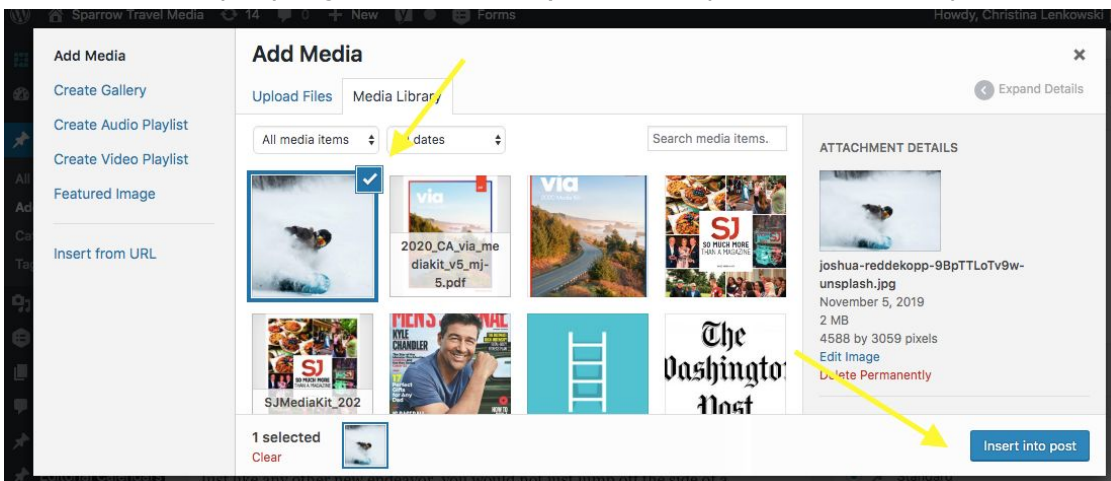
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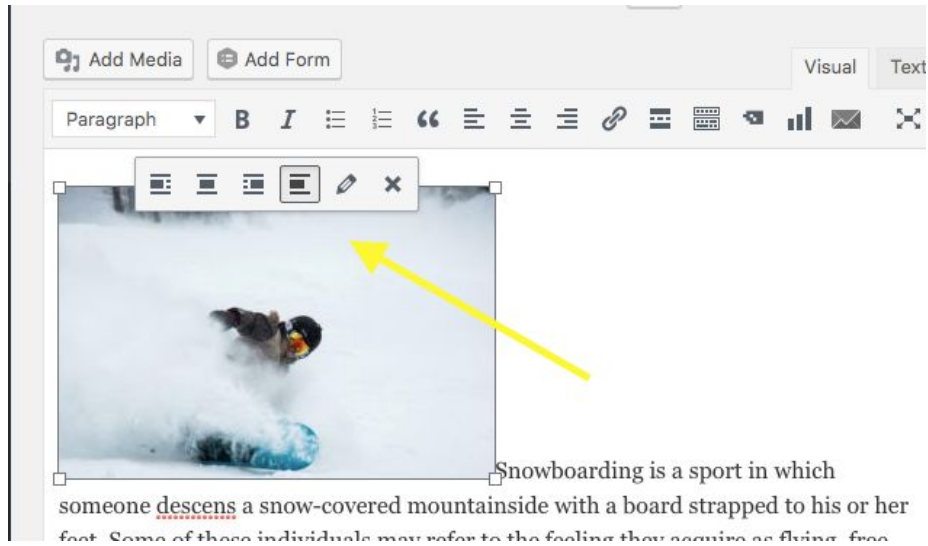
- If the image you'd like to use with the blog is already in your Media Library you can simply click on it and press "Insert into post" at the bottom right-hand of the pop-up box.
- If you need to upload an image, click on the "Upload Files" tab



- Wordpress will not upload images bigger than 2 MB. If you need to resize your image head to <https://www.photoresizer.com/>
 - NOTE: all the photos we supply are 2 MB or smaller.
- On the "Upload Files" tab you can drag-and-drop your image or upload it from your computer.
- When the file gets dropped in, it will automatically start uploading in the "Media Library."
- Once downloaded, ensure the correct image is highlighted (it should do it automatically if you just downloaded), and then press "Insert into post."

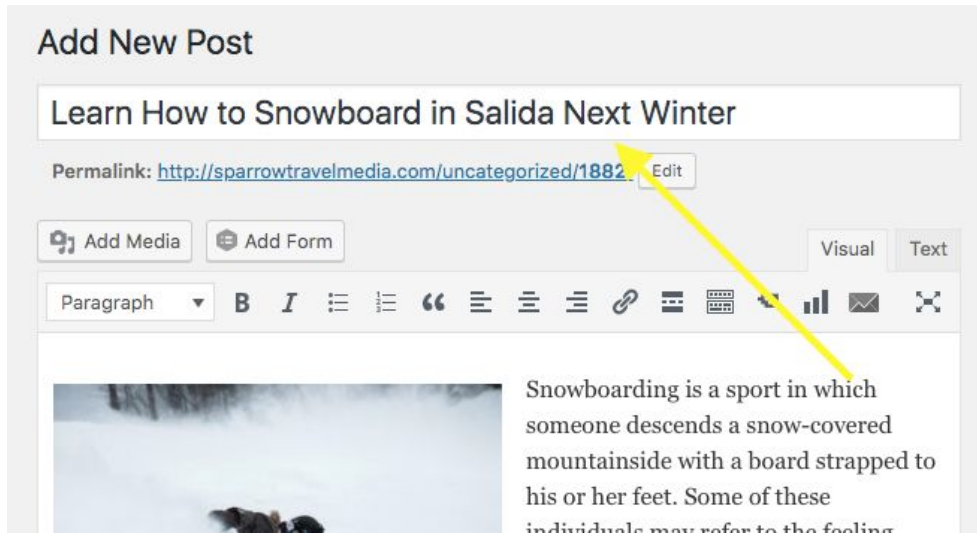


- If you'd like your text to wrap around the image, click on the photo directly in your post.
- Click on the text wrap icon you'd like to use (you can try them all before deciding)

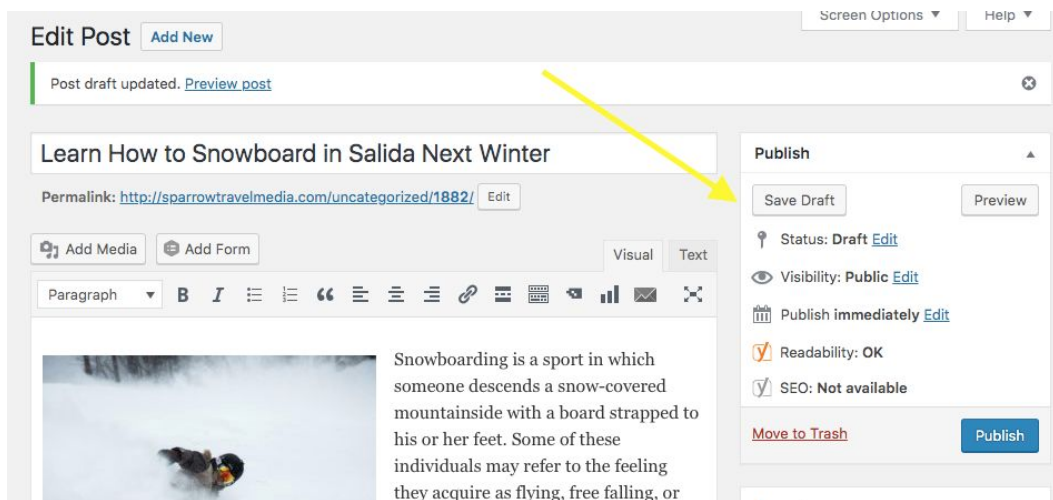


- Once wrapped, it will look like this.

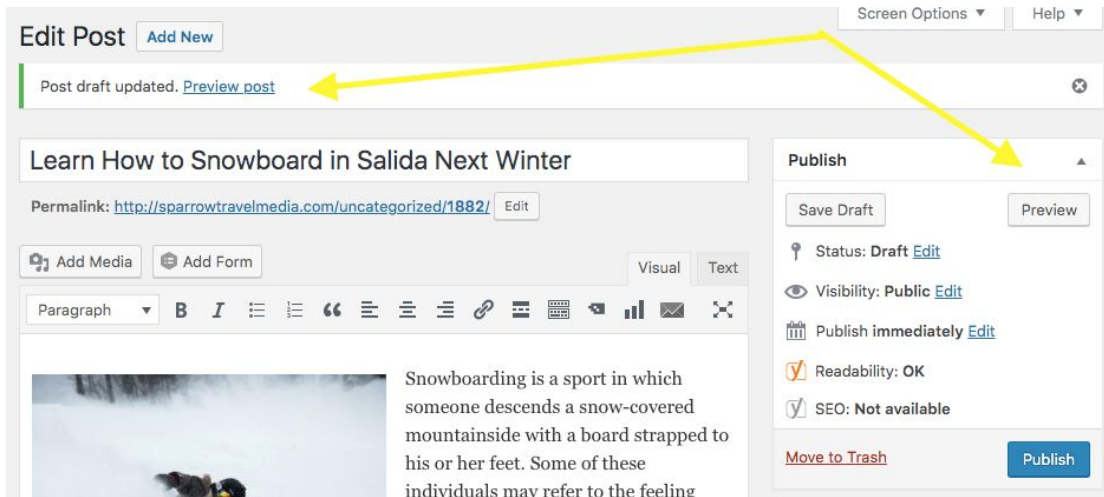
- Add a title to your blog post - something direct and using key words is much better from an SEO standpoint than simply doing something clever.



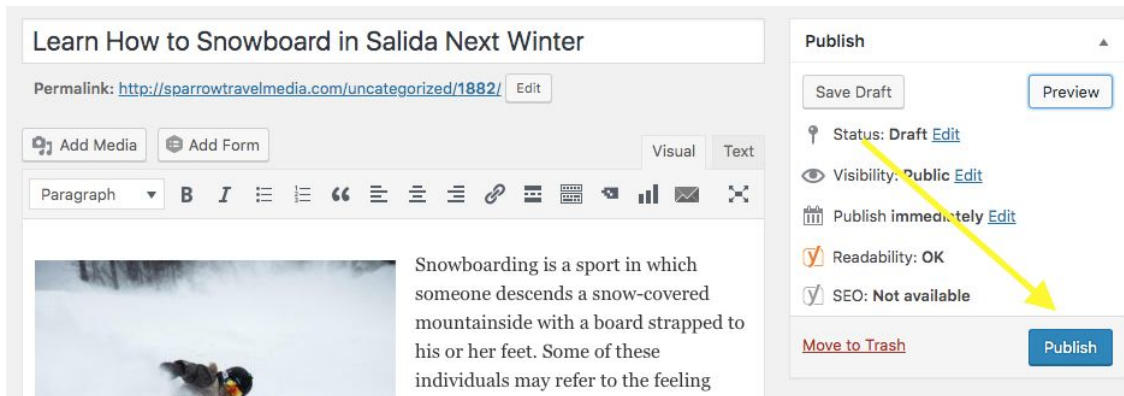
- When you're ready to publish, head over to the right-hand side of the WordPress Post page.
- Hit "Save Draft." This will ensure that if anything should happen while you preview your post, you will still have a copy of it.



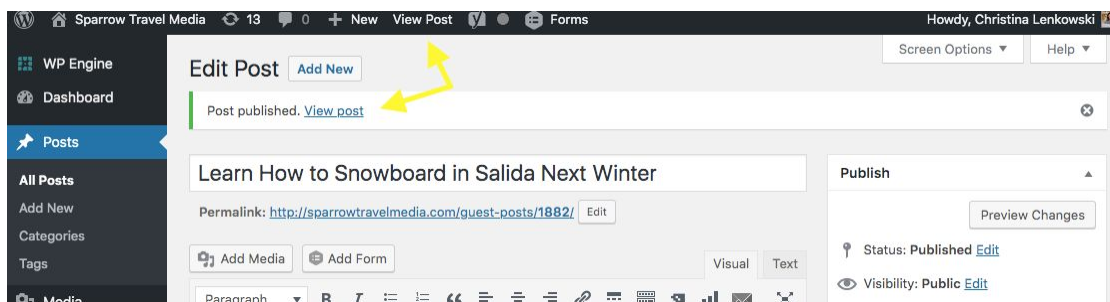
- After the draft is saved, preview the post.

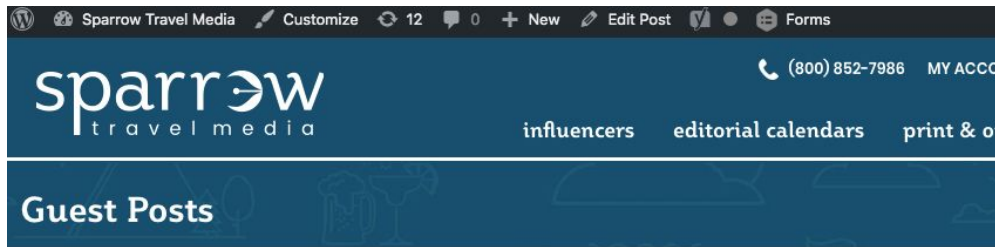


- Check the links and make sure everything looks good.
 - If edits need to be made go back in and do them, being sure to save the draft when you're done.
- Once it looks good, hit "Publish"



- After it publishes, be sure to view the live post on your blog page.





Learn How to Snowboard in Salida Next Winter

Christina Lenkowski

11/05/19



Snowboarding is a sport in which someone descends a snow-covered mountainside with a board strapped to his or her feet. Some of these individuals may refer to the feeling

FUTURE STEPS

What Comes Next?

Now that you've posted your blog, you can promote it across all your channels. So include it in your eNewsletter, and link to it from Facebook or Instagram!

In future lessons, we'll teach your how to repurpose content, so you can get multiple pieces of content and promotion from one blog post.