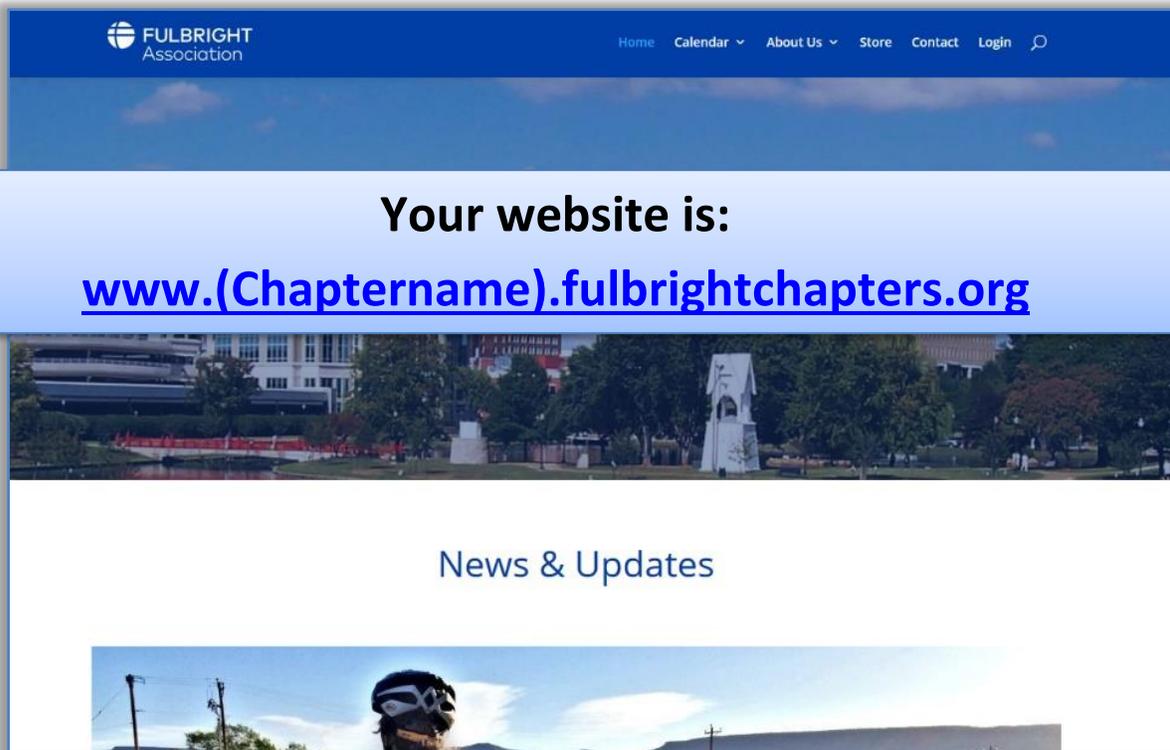


# Using Your Chapter Website (vers. 1)



## Overview

- Websites are powered by Wordpress.com
- All Chapters will have similar websites, which creates branding uniformity

## Helpful Vocab

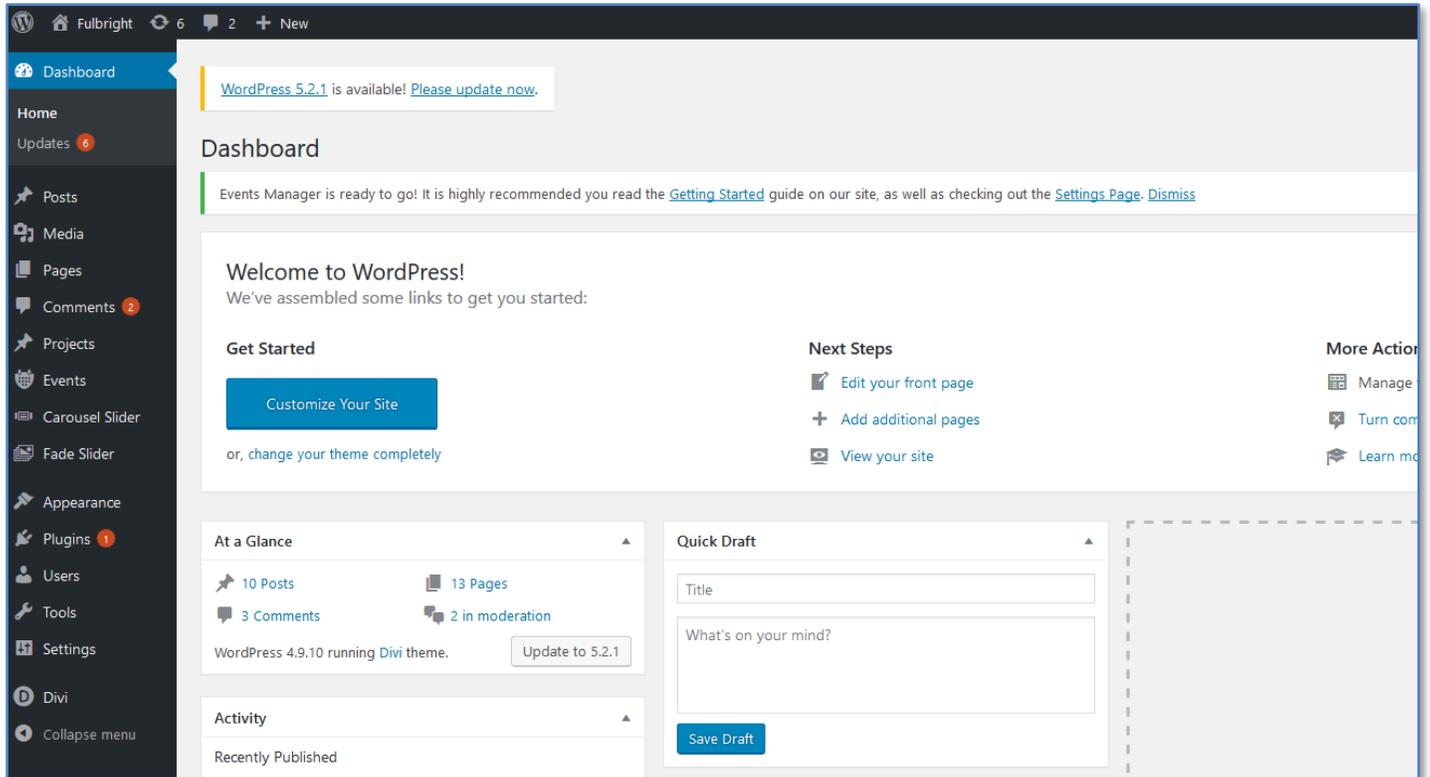
- Frontend: What your website looks like when you visit it normally.
- Backend: The editor mode, where you can access all the site design features to make updates, create pages, upload photos, and change the overall appearance of your site.
- Domain name: a web ID representing your IP address; your website's URL
- Widget: a module in your site builder with varying functions (such as text block, button, image, video, etc.)

**Logging in:** The easiest way to find the login page is to type your homepage and add /wp-admin to the end. Example: for the Alabama chapter, this would be

[www.alabama.fulbrightchapters.org/wp-admin](http://www.alabama.fulbrightchapters.org/wp-admin)

Enter your **username** and **password** to login to the Backend of the site.

# EDITING YOUR SITE



**Your website is already built.** But this doesn't mean your chapter can't make the site your own. You are welcome to add to or edit the website in a way that best serves your chapter, as long as branding remains consistent and the site contains important information for your network.

## Okay to do!

- Create or edit pages
- Write blog posts
- Update the menu
- Add calendar events, pictures, and other content
- Purchase additional domain names for your site
- Connect the site to your chapter's social networks

## Please don't...

- Change the logo
- Severely change the layout of the site
- Change the color scheme of the site
- Delete the site or any important content
- Disregard your official chapter e-mail address

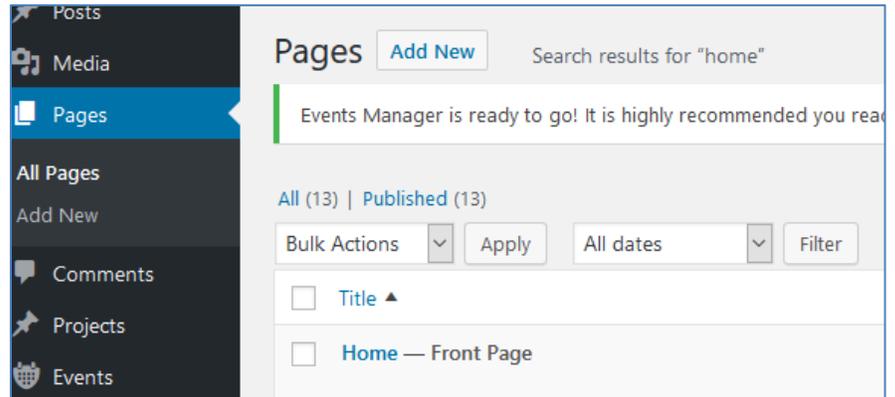
## PIECES OF YOUR SITE

All pages will have the same header menu, footer, and theme. We have created for you several web pages to start with, which you can find when you go to **Pages** → **All Pages** in the Backend.

### ➤ HOMEPAGE

The homepage is the page that appears when you type your website's URL. Currently, the homepage only has two pieces: a banner image with your Chapter's name, and an embedded blog which you can use for general updates under the title "News & Updates".

**Note:** You do **not** need to update the homepage. The "News & Updates" blog is updated separately through the blog; you can't add new posts by editing the homepage.



### ➤ CALENDAR

This page contains a Calendar widget. Like the Homepage's blog, you do not update or add content to this calendar by editing the page itself. (We'll get to this shortly, too!)

**Please note:** On the menu, we also have linked separately to the national website's calendar. These are two separate pages, and you can't edit the National calendar page.

### ➤ ABOUT US

This page was created to describe the purpose and reach of your Chapter, and what areas of the state(s) your Chapter covers. We have also added your Chapter's Board of Directors to this page, so we recommend keeping this up-to-date.

### ➤ CONTACT

This page contains your chapter e-mail address ([chaptername@fulbright.org](mailto:chaptername@fulbright.org)), as well as contact information for the National office. This page also contains a link to subscribe to your Chapter's Mailchimp list. (Please contact us if you don't have access to this Mailchimp account.)

### ➤ PRIVACY POLICY

This page contains a general privacy policy for users visiting the site. Please don't edit or delete this.

### ➤ OTHER PAGES CURRENTLY OTHER PAGES LINKED TO YOUR MENU

Other pages in your website's menu link to pages on either [www.fulbright.org](http://www.fulbright.org) (our national website) or <https://members.fulbright.org> (our membership database, which is the website you login to for our FA account, buy things from the store, register for events, and edit your account – including enrolling in Chapters.)

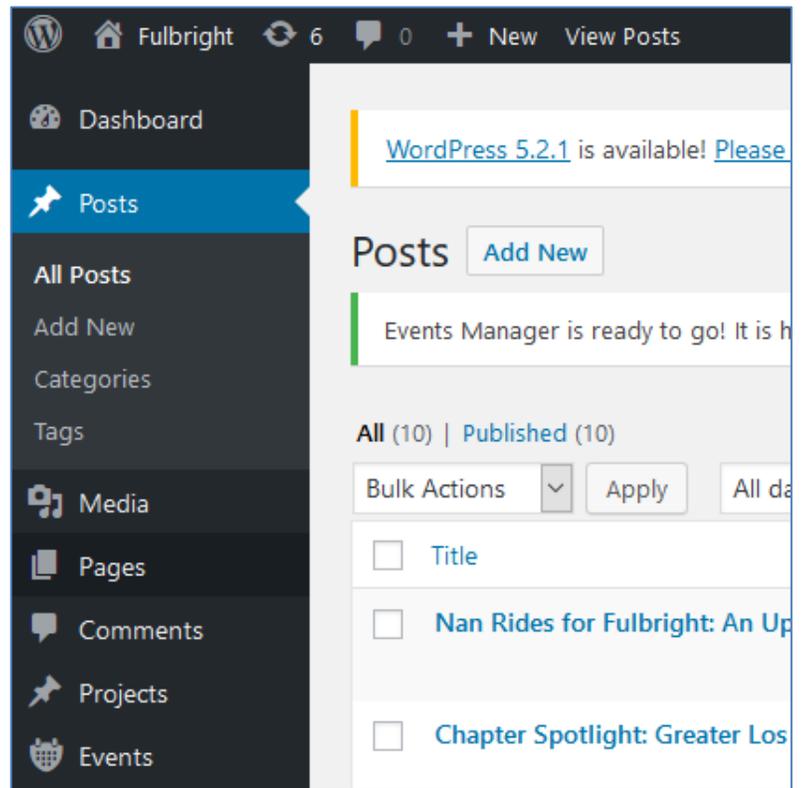
### POSTS (BLOG)

Posts refer to simple pages that are collected in your Blog(s). They are similar to pages, and each have their own unique URL, just like your pages do. But posts are listed in a separate section in the Backend, entitled Posts, instead of Pages.

**PAGES VS. POSTS:** Though Pages and Posts can technically serve the same function, Posts should be used for things like updates and announcements. Pages should be used for more “permanent” content.

- Appropriate for Pages: Programs you regularly hold, a regular event, a Board of Directors page, an Award your chapter gives out, etc.
- Appropriate for Posts: announcing a Board election, announcing an upcoming event, summarizing last night’s event, announcing a brand new program or campaign

Note that Posts usually tend to be simple – only text and basic images/videos. You will typically have more design options when you make a Page. It is also usually appropriate to add Pages to your menu, but usually you won’t add Posts to your menu (but you can, if you want – it might be especially appropriate for certain announcements, like board elections information, that you want people to be able to quickly and easily access.)



**News & Updates (Homepage):** Your blog is embedded in the homepage. Therefore, any time you publish a new Post, it will automatically appear at the top of your homepage and be considered an “update”. (Pages will not appear here, and even after publishing a Page, no one will know how to access it unless you link it somewhere in your site or add it to your Menu.)

Your site has been preloaded with some Posts from our National website. This is only so your site can have some content for visitors to peruse right off the bat, but no additional posts from the National website will be uploaded. You are free to delete this existing Posts if you prefer, but we recommend filling it with your own content first.

### **Nan Rides for Fulbright: An Update**

May 31, 2019 | News | 0 Comments

Almost halfway through her journey, Nan McEntire is going strong on her “Ride for Fulbright”. After completing over 1320 miles, Nan is currently in Kansas and making her way through the Midwest. Officially departing on May 12th, the first mission of...

[read more](#)

## **HOW TO CREATE OR EDIT A PAGE OR POST**

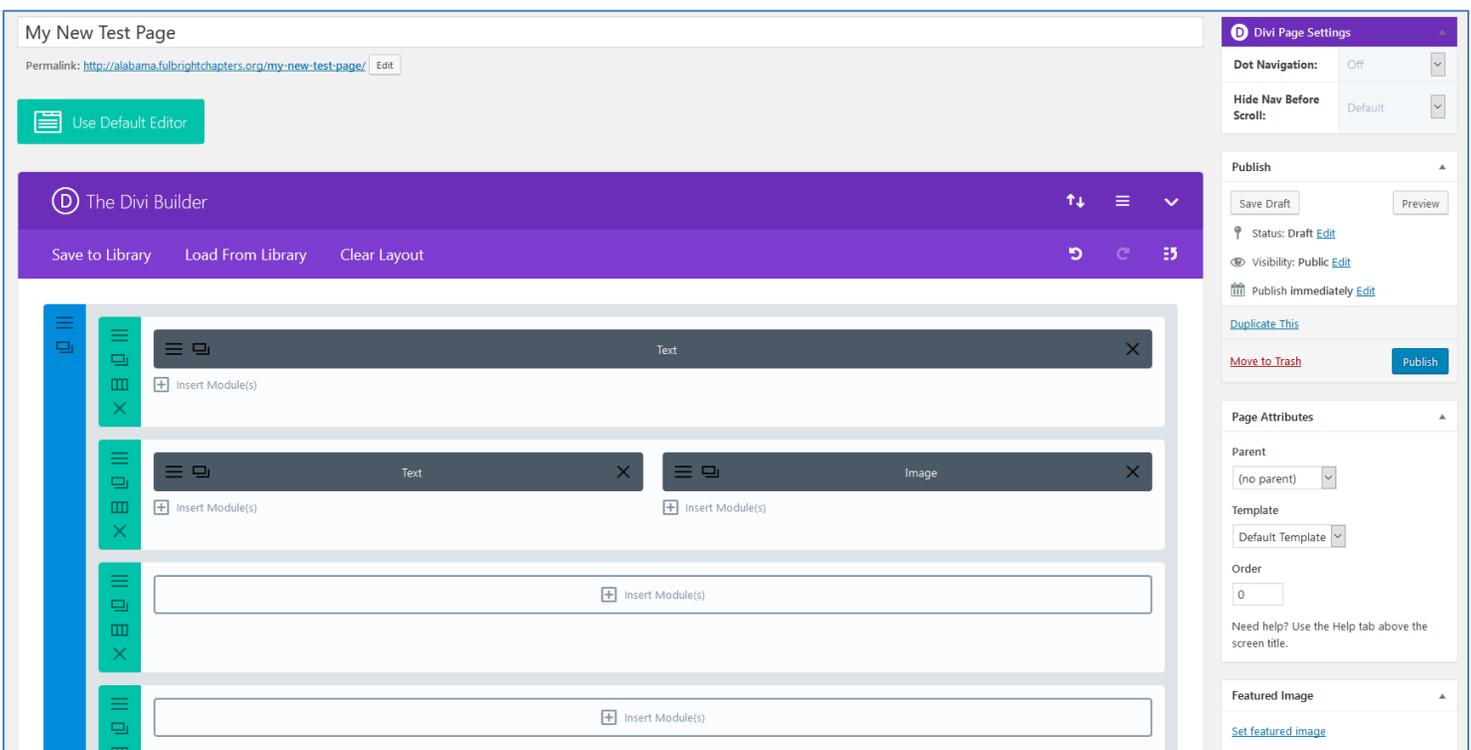
**To start a new Page or Post,** go to the Backend of your site and click **Add New** on the **Posts** or **Pages** section. Your default Page or Post URL will be derived from the Title, but you can edit either individually as you like.

**To edit an existing an existing Page or Post,** access it from “All Pages” or “All Posts”.

When working on a Page or Post, you can either type in **Plain mode** (“Default Editor”) – and toggle between the Visual editor or HTML editor – or you can activate the **Divi Builder**, which is the theme your sites have been built under.

- **For Posts**, I recommend using the default editor, since you’ll probably only be adding basic text and a few pictures.
  - You may add a **“Featured Image”**, which you can do in the lefthand column. This is the image that will appear as a banner on the top of your post and in your homepage.
  - You may wish to add **tags or categories** to your posts, so readers can easily find other similar Posts. (You can create new Tags or Categories as you need.)
- **For Pages**, I recommend using the Divi Builder, as you’ll be able to take advantage of more modules to create a more visually exciting page. However, if you find this mode too confusing, you can just use the Plain editor – but note that your pre-existing Pages were created using the Divi Builder and you cannot switch back to the Plain editor, or the content will be lost.

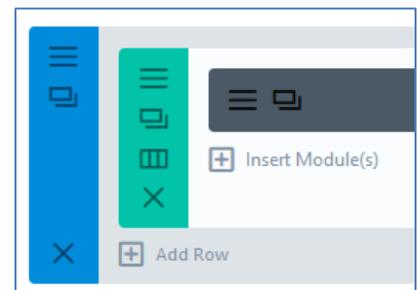
## USING THE DIVI BUILDER



The Divi Builder will show you the organization of the page through Modules. You can drop and drag things around, divide your page content into columns, add text, photos, videos, buttons, and other features. You can frequently click the Preview button to see how this module layout translates into your actual Page.

**Practice using the Divi Builder:** I recommend starting a new Page and playing around with the different modules, and clicking Preview to see what things will look like. Avoid editing existing pages if you don’t know how the modules work.

- On a blank page, you’ll first need to add rows, which determine the page’s layout. Click “Add row” and choose the layout you want (e.g. full length row, two half-width columns, etc.)
- Once you’ve added rows, you can fill them with modules. Modules range from simple text blocks, to photos, videos, galleries, and more.



- To edit a module, click the icon of three horizontal lines. You can also duplicate a module by clicking the box-like icon next to it.
- You can rearrange the green content sections, or the grey modules, by clicking and dragging.
- If you create a module, row, or even full page template that you really like, you can save them to your library so you can reuse those settings on other pages.

**Always save your work!** Either click the “Save Draft” button, or click “Publish” to save the page and make it go live (or overwrite a previous live version of the page.)

## HOW TO ADD CALENDAR EVENTS

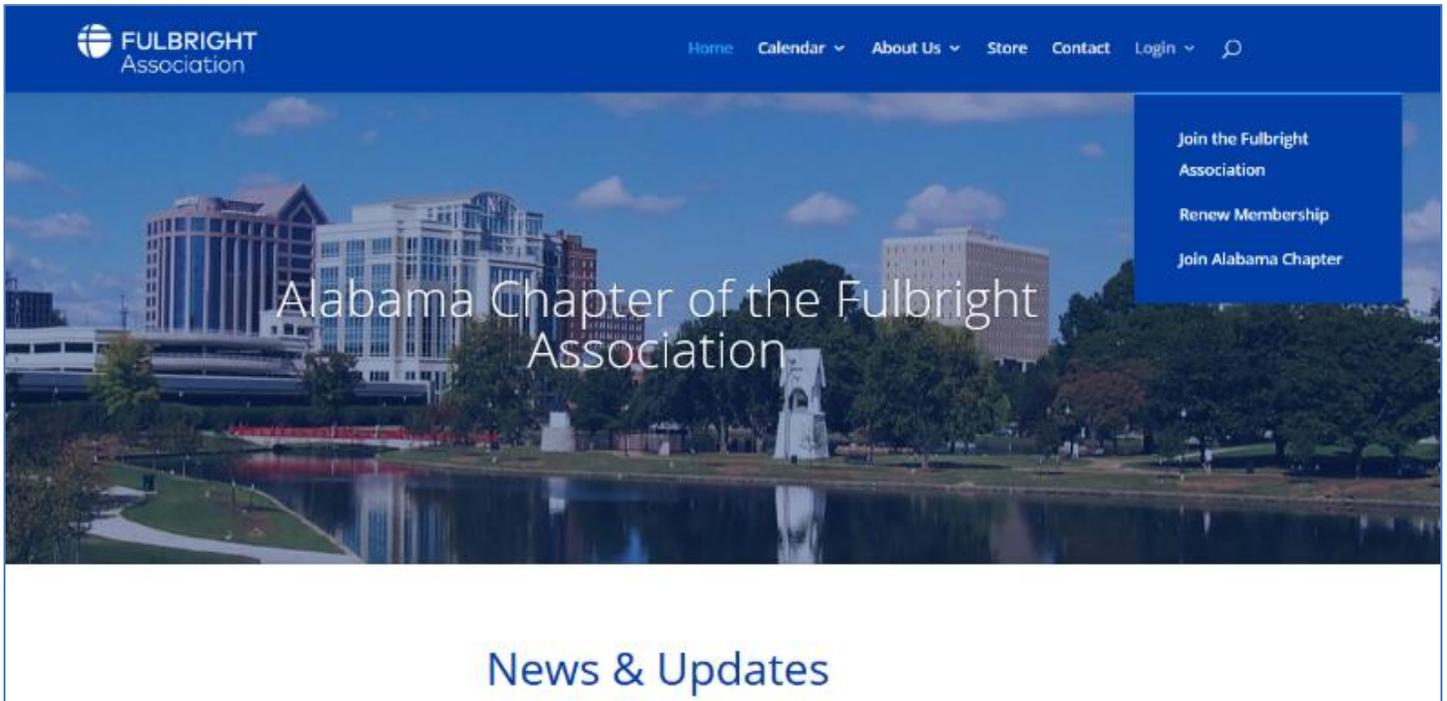
Your website has its own personal calendar, which you can fill up with any upcoming Chapter events (or other Fulbright-related events you’d like to plug in.) This can be found at the Calendar button on your menu.

To add an event to your calendar, go to the backend and click “Events” on the lefthand sidebar.

The screenshot shows the WordPress backend interface for editing an event. On the left is a dark sidebar menu with options like Comments, Projects, Events, Add Event, Event Tags, Event Categories, Locations, Recurring Events, Bookings, Settings, Help, Carousel Slider, Fade Slider, Appearance, Plugins, Users, Tools, Settings, Divi, and Collapse menu. The main content area is titled '42nd Annual Conference' and includes a permalink, an 'Add Media' button, and a rich text editor with a paragraph of text: 'The Fulbright Association will hold its 42nd Annual Conference in Arlington, VA.' Below the text is a word count of 15 and a timestamp 'Last edited by admin on May 28, 2019 at 5:01 pm'. There is a 'Where' section with a checked checkbox 'This event does not have a physical location.' and a 'Bookings/Registration' section. On the right is a 'When' sidebar with date pickers for 'From' (24/10/2019) and 'to' (26/10/2019), time pickers for 'Event starts at' (07:00 AM) and 'to' (08:00 PM), an 'All day' checkbox, a 'Timezone' dropdown set to 'UTC', and a note: 'This event spans every day between the beginning and end date, with start/end times applying to each day.' Below this is a 'Publish' sidebar with a 'Preview Changes' button, status 'Published', visibility 'Public', and a 'Published on' timestamp of 'May 28, 2019 @ 16:59'. It also includes buttons for 'Duplicate This', 'Duplicate Event', 'Move to Trash', and 'Update'.

Be sure to give your event a name, and add the event’s dates and times in the righthand sidebar. After you have published it, the event will appear on the Calendar.

## HOW TO CHANGE YOUR WEBSITE'S MENU



The “menu” refers to the top of your website, where viewers can access different pages through a series of organized links. Some of the menu items break down into sub-menus (ex. “Login”).

You do not need to edit these links, but if you want to add new pages, or rearrange content, you are free to do so. Currently, the menu is set up as follows:

- **Home** ([chaptername.fulbrightchapters.org](http://chaptername.fulbrightchapters.org))
- **Calendar** ([chaptername.fulbrightchapters.org/calendar](http://chaptername.fulbrightchapters.org/calendar))
  - **National Calendar** ([fulbright.org/calendar](http://fulbright.org/calendar))
- **About Us** ([chaptername.fulbrightchapters.org/about-us](http://chaptername.fulbrightchapters.org/about-us))
  - **ChapterName Chapter** ([chaptername.fulbrightchapters.org/about-us](http://chaptername.fulbrightchapters.org/about-us))
  - **Fulbright Association** ([fulbright.org](http://fulbright.org))
  - **Privacy Policy** ([chaptername.fulbrightchapters.org/privacy-policy](http://chaptername.fulbrightchapters.org/privacy-policy))
- **Store** (<https://members.fulbright.org/store/ListProducts.aspx?catid=625004>)
- **Contact** ([chaptername.fulbrightchapters.org/contact](http://chaptername.fulbrightchapters.org/contact))
- **Login** (<https://members.fulbright.org/Login.aspx>)
  - **Join the FA** ([https://members.fulbright.org/general/register\\_member\\_type.asp?](https://members.fulbright.org/general/register_member_type.asp?))
  - **Renew Membership** (<https://members.fulbright.org/members/membership.asp>)
  - **Join the ChapterName Chapter** (online group registration page)

**Menu Structure**

Drag each item into the order you prefer. Click the arrow on the right of the item to expand or collapse the sub-menu.

Home	Page	▼
Calendar	Page	▼
National Calendar	sub item	Custom Link ▼
About Us	Page	▼
Alabama Chapter	sub item	Page ▼
Fulbright Association	sub item	Custom Link ▼
Privacy Policy	sub item	Page ▼
Store	Custom Link	▼
Contact	Page	▼
Login	Custom Link	▼
Join the Fulbright Association	sub item	Custom Link ▼
Renew Membership	sub item	Custom Link ▼
Join Alabama Chapter	sub item	Custom Link ▼

To change the menu, go to the Backend, and go to **Appearance → Menus**. You will see all these links, with the main menu items on top of any submenu items, which you can click and drag to reorder.

There are several types of links you can add to the menu. Add them in the lefthand sidebar. They are divided by category, and the three main types of links you will probably add are as follows:

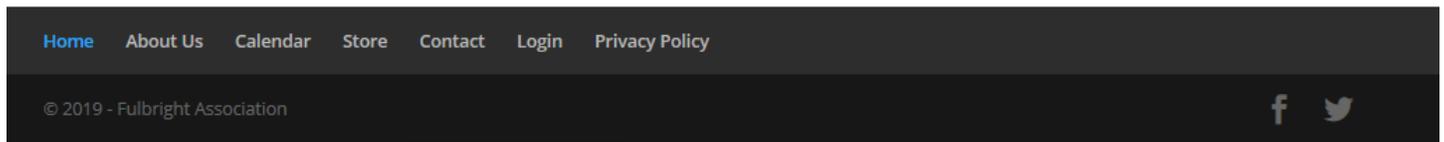
- **Pages:** Select a page you have *already created*, and then click the “Add to Menu” button.
- **Posts:** Select a post you have already created and click “Add to Menu”.
- **Custom Links:** If you want to add a link to page that was *not* made in your website, click custom link. Type the full URL, and click “Add to Menu”.

Once you’ve clicked “Add to Menu”, the new menu item will appear at the bottom of the gray menu layout. Click and drag this item to the place you would like it to appear in your menu. If you want it to appear under a top-level Menu item (for example, under the About Us category), be sure to drag underneath this item so it is indented slightly to the right.

- If you want to change the default title of the link, click the arrow on the item’s gray button. You can manually type in what you would like the link’s name to appear as.

Be sure to click **Save Menu** when you are finished, as the menu will not automatically save.

## HOW TO CONNECT SOCIAL MEDIA ACCOUNTS



Your website can link itself to your social media accounts, which you can find on the bottom of your page. If your Chapter uses social media, you will want to add these accounts so visitors can follow you more easily.

To add or edit social media accounts, go to the Backend, and go to **Divi → Theme Options**. Scroll down and past your Facebook and Twitter URLs into the “Facebook Profile URL” and “Twitter Profile URL” text boxes.

You can also add any social media accounts on the **Contact** page.

Note: If you do not have Facebook or Twitter, we can link by default to the National office’s accounts instead.

Facebook Profile Url	<a href="https://www.facebook.com/fulbrightassociation1/">https://www.facebook.com/fulbrightassociation1/</a>
Twitter Profile Url	<a href="https://twitter.com/FulbrightAssoc">https://twitter.com/FulbrightAssoc</a>

Questions? Contact Alison Aadland at [chapters@fulbright.org](mailto:chapters@fulbright.org).