



Website and Social Media Guide

Designed for the Emergency Services Foundation

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Preface

This document is designed to aid in the management of the Emergency Services Foundation website and its social media accounts through documentation of important aspects of web development and use of a Content Management System (CMS).

Web Security

Web security is an important consideration when running a website. If one is not careful, he/she and visitors to his/her website may be in danger of scams and attacks. Using authentication services like reCaptcha helps to deter these attacks, by distinguishing human users from malicious robots seeking to steal personal information or compromise website integrity. Encryption and security services like this are especially important when monetary transactions are involved, as these can lead to vulnerabilities when transferring financial information. Using a known, secure, and reputable service like Paypal greatly reduces this risk. Plugins and apps like WordFence can take care of most security issues, but it is important to be aware that your website may face attacks.

The plugin Wordfence adds security by allowing an administrator to block IP-addresses from certain regions, including those known for frequently trying to hack websites. In addition, Wordfence increases security by removing users that are clicking through a website too quickly, such as bots attempting to advertise other sites on forums as a way for another site to increase its ranking in search engines.

When using plugins, it is important to keep them up-to-date, as outdated plugins are less secure than those updated with the most recent security protocols. In addition, some hackers target outdated plugins as a means to gain access to webpages.

Search Engine Optimisation

The process of making a website more visible on search engines such as Google, known as search engine optimisation, allows a website to get increased traffic. Search engine optimisation (SEO) can be difficult because today's search engines look at over 200 factors, and the way they rate these factors is not public knowledge. In addition, in an attempt to provide better recommendations, search engines consistently update the way they weight each factor. It is possible, however, to look at sites that rank high in search ratings as well as investigate what search engines themselves say about how to optimise for their algorithms. Methods of optimisation will be highlighted below.

Through official posts from Google and Bing on methods of increasing rankings in their respective search engines, there are a few important things that a web developer should take note of. First, it is important to keep the site setup so that it has a clear hierarchy and static text links. Keep the website design for users as opposed to engines, ensuring that content is good and that title elements are descriptive as these are one important aspect to how search engines

define a site and make sure to keep URLs human friendly as opposed to a long string of numbers. WordPress should do this automatically.

Another way to help increase visibility is by making it easier for search engine's crawlers to find content on the site and match it to common search terms. By using common terms people use to search the web as well as links to other pages within the site, web crawlers and users have an easier time finding content.

For rich content, such as images, video, or audio recordings, include a way for the search engines to more easily index the content. For images, alt text can help a crawler understand what is going on, for videos and audio recordings a summary or transcript can help a crawler better understand the content on the page.

In order to aid in SEO, the plugin **Yoast SEO** was installed on the ESF website. This plugin provides analyses of each page and post on your website in the editor. It provides suggestions and recommends fixes to improve search engine optimisation and readability.

Purpose of this Guide

Clear and concise instructions are provided in this guide to help website administrators with updating the ESF website. While WordPress contains too many features to cover concisely in one guide, the following instructions should allow a person without a web development background to make most necessary changes to the website.

Social media can be considered a vehicle to increase homepage visits and general exposure to the public. For this reason, guidelines on best practices for social media are also included in this manual.

1. Website Maintenance

This section will detail how an admin can easily navigate the intricacies of website upkeep. It will include both page and media management. These consistent updates to the website will help retain returning users.

In order make most changes to your website, first navigate to and log in at:

esf.com.au/login/

Note: There are often many ways to make a given change to your website. This guide describes how to make changes in a method that is simple, but may not always be the quickest. If you find a faster or easier way to make changes, there is no need to adhere to this guide step-by-step.

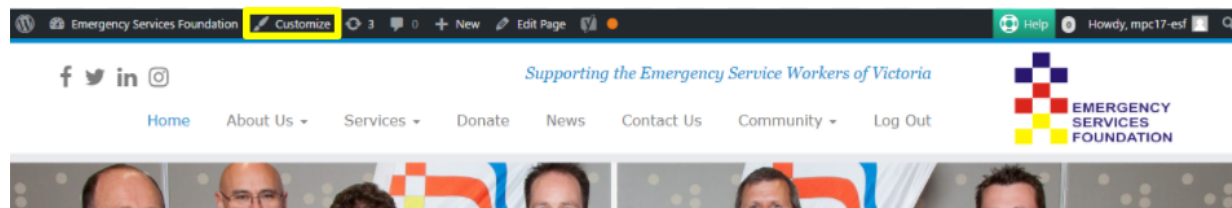
Themes

“Fundamentally, the WordPress Theme system is a way to ‘skin’ your weblog. Yet, it is more than just a ‘skin.’ Skinning your site implies that only the design is changed. WordPress Themes can provide much more control over the look and presentation of the material on your website.” - WordPress Codex

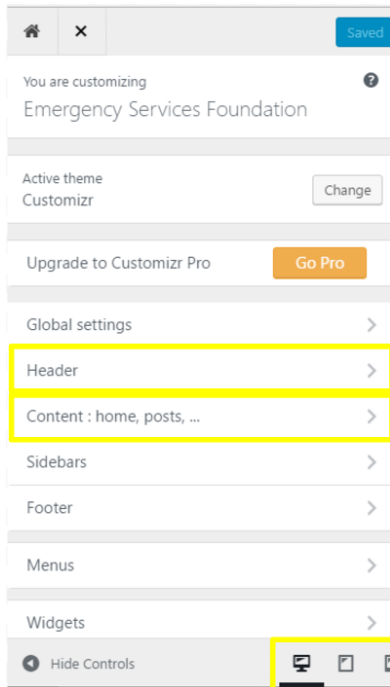
Themes determine the overall appearance of your website. There are thousands of free and paid Themes available. Changing the Theme of your website will not affect the content of pages, but may result in the loss of Theme specific features, such as sliders and featured pages. Reverting back to a previously used theme will cause this content to reappear, as long as the Theme was not completely uninstalled.

In the construction of the Emergency Services Foundation website, the Customizr Theme was chosen due to its extremely positive reviews and the high degree of customizability it offers without requiring coding knowledge. This Theme also offers a paid version, called Customizr Pro, that allows for additional customization of fonts as well as other features that may prove useful, but may not be necessary for the ESF.

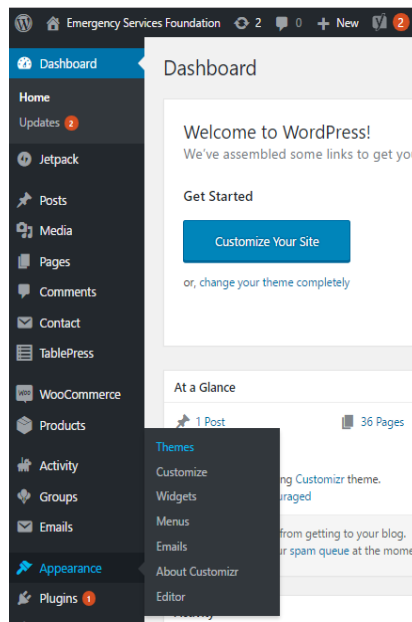
It is recommended that you select **Customize** from the toolbar while on the ESF website and explore all the available options. There are too many features to cover in this guide, so you should familiarize yourself with the options available in the Customizer.



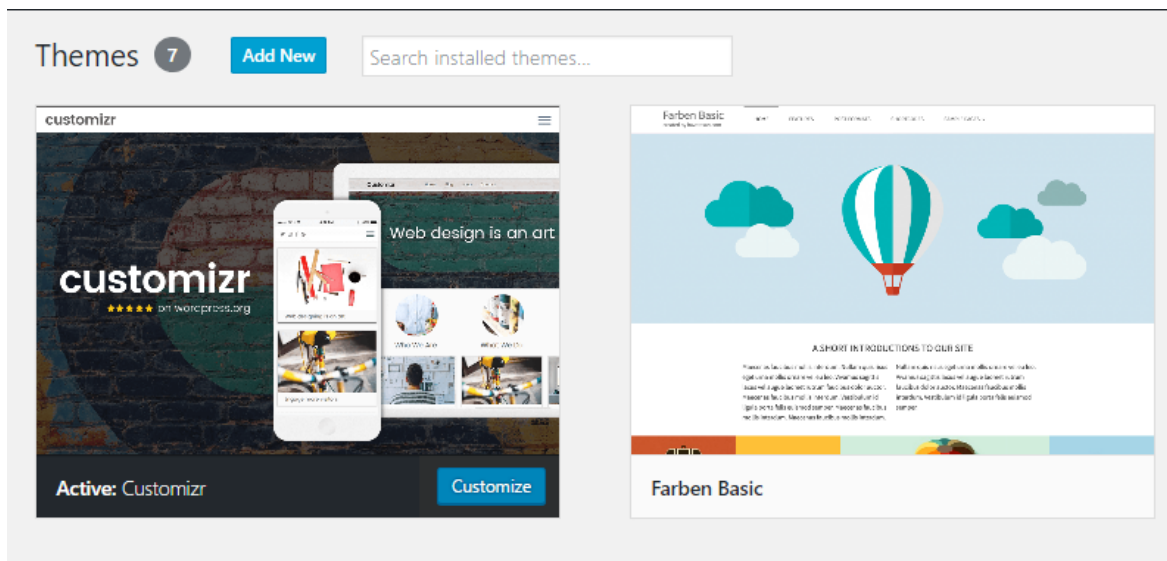
Options of particular interest are boxed in yellow in the image below. Try clicking these to explore their functions, and take a look through other options as well.



Additional Themes may be downloaded by navigating to **Appearance > Themes** from the **Dashboard**.



Next, select **Add New**, and then hover over and select **Install** on the Theme of your choice.



Important Note: To ensure security and operation of your website, you should only add themes with positive reviews, a high number of active installs, and recent updates.

Plugins

“Plugins are ways to extend and add to the functionality that already exists in WordPress.” - WordPress Codex

WordPress is a content management system (CMS) that offers a high degree of customization. However, there are limits to what the base form of the WordPress is capable of doing. Fortunately, WordPress is also open-source, meaning that any user can add to the CMS. This is primarily done through the creation of plugins. Plugins are extensions to WordPress that improve usability and functionality of a website. With thousands of plugins available, it is possible to solve many problems with your website with a quick installation and activation of a plugin. Plugins, however, do not necessarily work with each other or with the chosen theme of a website. Therefore, it is important to check the functionality of your website after the installation and activation of each plugin. If the website or its components do not operate properly, you should deactivate or uninstall the most recently activated plugin.

Plugins can be immensely useful tools. If you run into a problem with WordPress or find that you cannot implement some functionality that would be helpful to the effectiveness of your website, a quick Google search or short keyword search of WordPress plugins can often lead to a solution. Once installed, regularly check the WordPress dashboard for notifications about plugin updates so that you can keep your website functional and secure.

A number of plugins have already been installed for the Emergency Services Foundation Website:

Akismet Anti-Spam	Helps protect blogs from spam.
BuddyPress	Build community and implement social media features.
Contact Form 7	Create flexible contact forms.
Custom Sidebars	Insert highly customizable sidebars.
Move Login	Change login URL extension from /wp-admin/ for security purposes.
PayPal Donations	Accept donations on your website.
Rotating Tweets (Twitter widget & shortcode)	Display recent activity from your Twitter feed.
TablePress	Embed tables without having to write code.
UpdraftPlus WordPress Backup Plugin*	Backup your website.
WooCommerce	Sell products on your website.
Wordfence*	Improves security of your website.
WP Gallery Custom Links	Link images in galleries to specific pages.
Yoast SEO	Analyzes website content and provides suggestions to improve search engine optimization and readability of pages.

*Premium or paid version of this plugin is recommended by the WPI team.

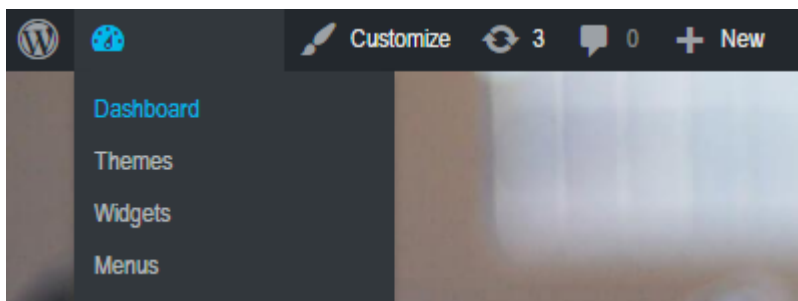
All of these plugins were chosen for the specific functions they provide and the high user reviews they received compared to similar plugins. Should you find any yourself limited using

any of these, you may want to replace a plugin with a similar one or read the documentation on a plugin and decide whether the features provided by the premium version are worth the cost.

Plugins can be added in much the same way as Themes, except by selecting **Plugins** from the Dashboard menu instead of **Appearance > Themes**. As with themes, you should only add plugins with positive reviews, a high number of active installs, and recent updates.

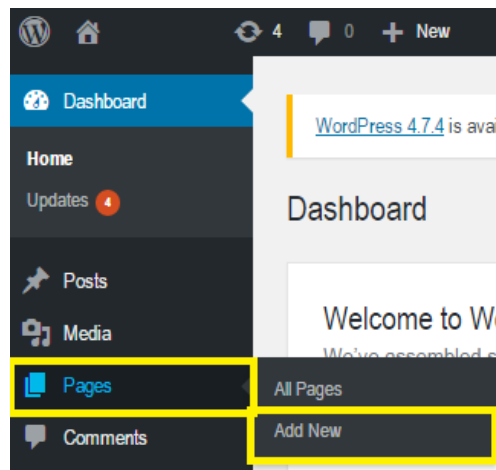
Pages

WordPress allows for fairly user-friendly management of pages. It has a simple access point which can be found on the scrolling sidebar which readily appears on the left-hand side of the **Dashboard**. The **Dashboard** can be accessed by hovering over the clock-looking button in the furthest top-left hand corner and clicking the **Dashboard** option. Here you can find the sidebar with a link titled **Pages**. This is the main area where we manage our pages.



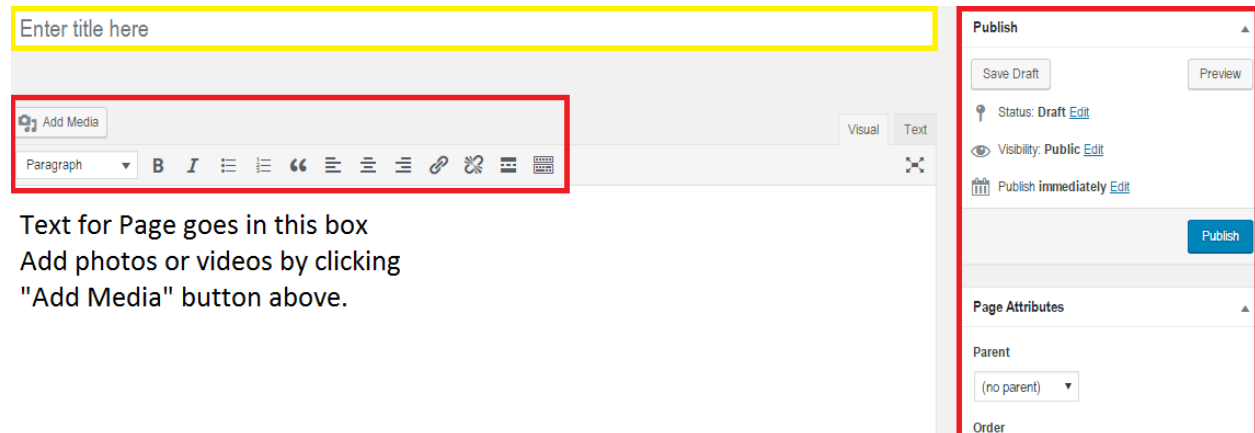
Adding

Located on the middle of the sidebar in the **Dashboard** is a button titled **Pages**. Hovering over this button will display a subbar with a button titled “**Add Pages**.” Clicking this button will bring you to WordPress’ page creation feature.



Editing

Once in the Wordpress page creation tool, you will see a faded **Enter title here** locator. Clicking on this grey tag will allow you to type and replace it with the new page name. Beneath this new title is the toolkit for editing the page, shown in **red**. It contains formatting tools for text and allows for insertion of new media.



Before you publish a page, you should think about the organisation of your website and how this page fits in. If the topic of a page falls under the topic of another page, you may want to set the broader page as a **parent** using the menu shown above in a red box and below the **Publish** button. This helps to maintain the hierarchy of your page, reflected in the URL. In general, if the only way to navigate to page B is through a link on page A, then page A should be set as the parent of page B. If these pages are going to be added to a menu, they should be organised according to the parent-child hierarchy; more information on this is covered in the **Reordering** section below.

Example:

When designing this website, information about scholarships was put into the pages **Scholarships**, **Scholarship Applications**, **Scholarship Recipient Reports**, and **Scholarships for Volunteers**. Overviews of scholarships were also given their own pages. In order keep the site organised, **Scholarships** (the page with the least specific topic) was set as the parent of **Scholarship Applications**, **Scholarship Recipient Reports**, and **Scholarships for Volunteers**. **Scholarship Recipient Reports** was set as the parent for all of the scholarship overviews, and since **Scholarships** are a service provided by the ESF, **Services** was set as the parent of **Scholarships**. This results in a tree represented visually below, where alternating colors represent parent-child relationships of pages:

Services

↳ Scholarships

↳ Scholarships Applications

↳ Scholarship Recipient Reports

↳ Reagan Key's Scholarship

↳ Wayne Rigg's Scholarship

↳ etc.

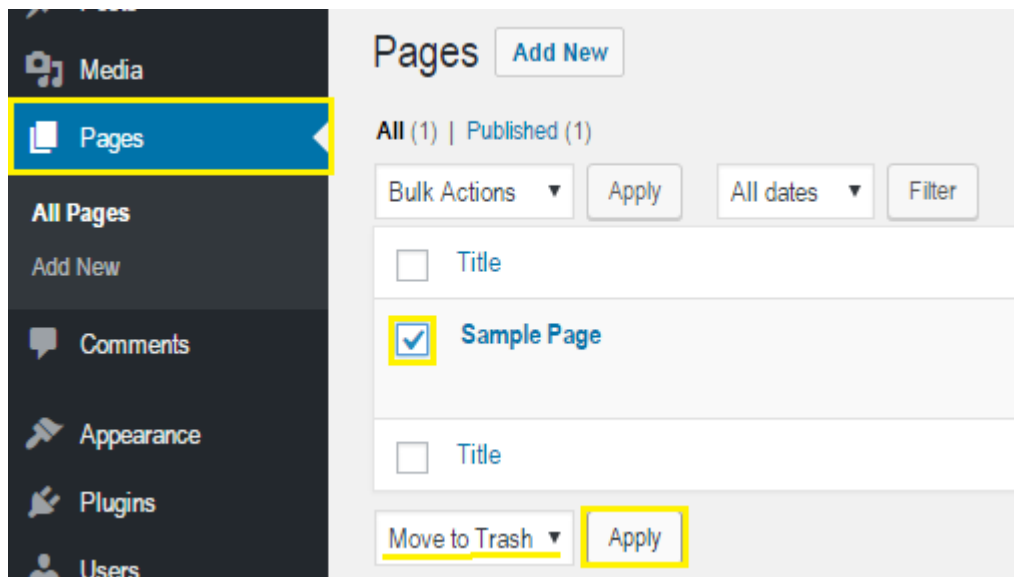
↳ Scholarships for Volunteers

As a result the URL for the page containing, for example, an overview of Reagan Key's scholarship is:

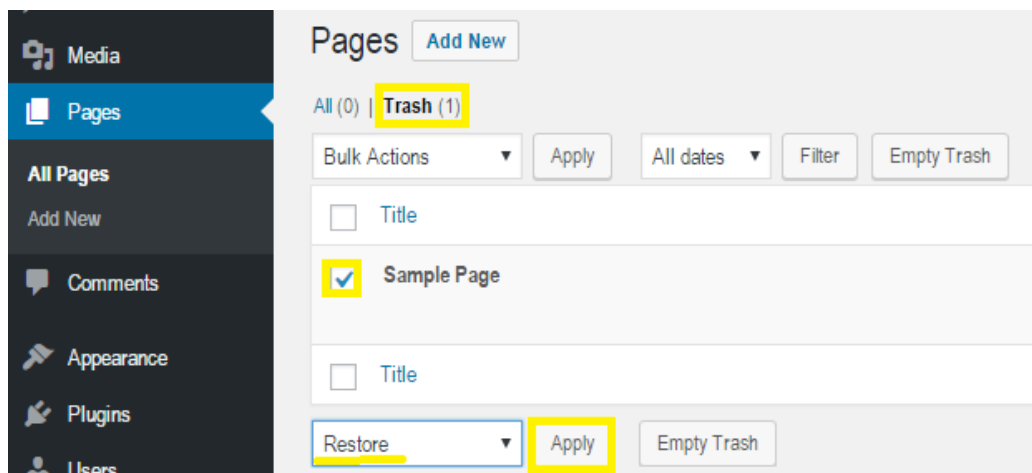
<http://esf.com.au/services/scholarships/recipient-reports/key/>

Removing/Restoring

Deleting a page can be useful if you decide that a page does not serve the intended purpose or is no longer relevant. In WordPress, this can be accomplished quickly by clicking the **Dashboard** button in the top-left hand corner, then the **Pages** link on the sidebar. A list of the currently published pages will be loaded. Check the boxes of any pages you want to delete, and then change the drop-down beneath or above the list to **Move to Trash**. Click the **Apply** button and your pages will be sent to the trash.



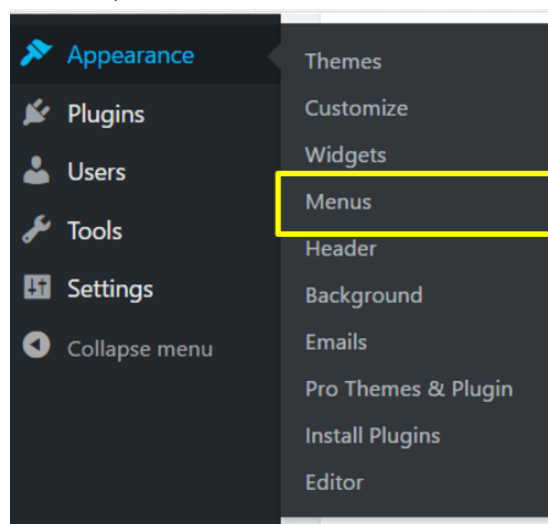
Note that trashed pages can be restored if you should desire. To do this, click the **Trash** button beneath “**Pages**”, and select the deleted page. Use the drop down menu to restore selected pages.



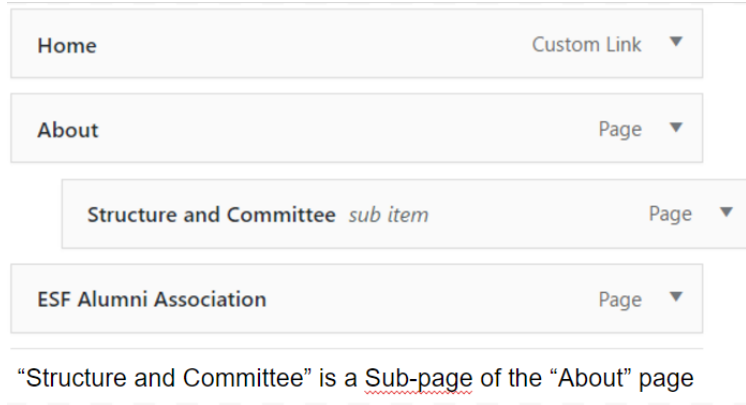
Menus

In WordPress, ordering pages allows control over the menu bar visible to those using the site itself. Pages should be organised in menus according to the parent-child relationships described above. In addition to a drag-and-drop interface for pages already added to the menu, adding new pages to the menu can be done through the following method:

1. Under the **Appearance** tab, click on the **Menu** Button



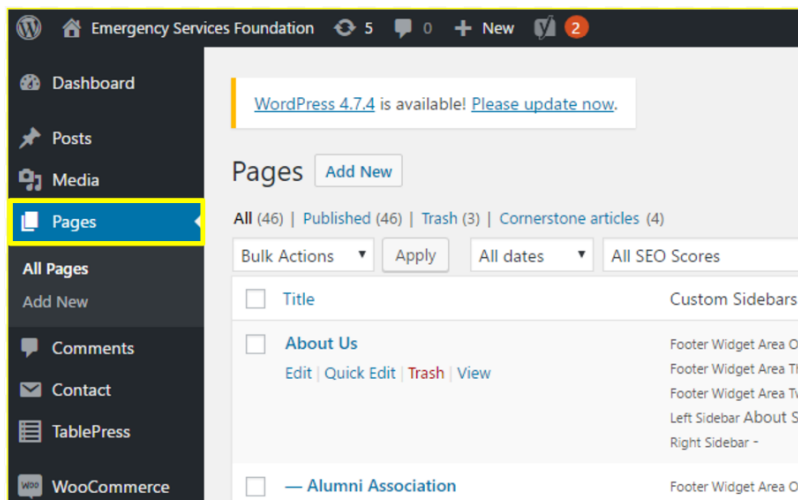
2. Drag the Pages into the desired order. To reflect that a page is a child of another page, or part of a sub-menu, drag it so that it is indented below the main page



Multiple Menus can be made by selecting **create a new menu**. These menus can be inserted as a **Custom Menu** into sidebars and footers, which are described below.

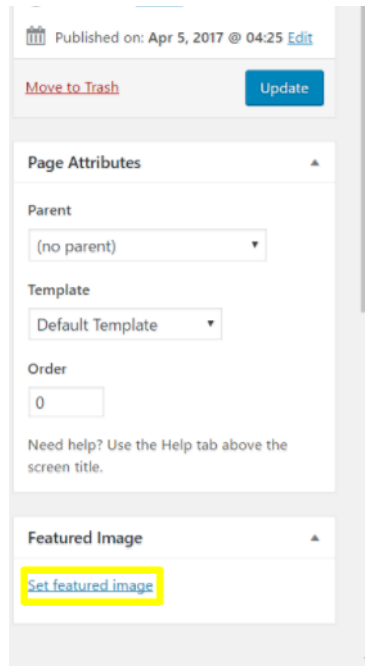
Adding Photos/Videos

To add media (images, videos, documents, etc.) to WordPress, you must first upload it to your website. To do this, from the dashboard select **Media > Add New**, select **Choose File**, browse your computer and select the desired file(s), then select **Upload**.

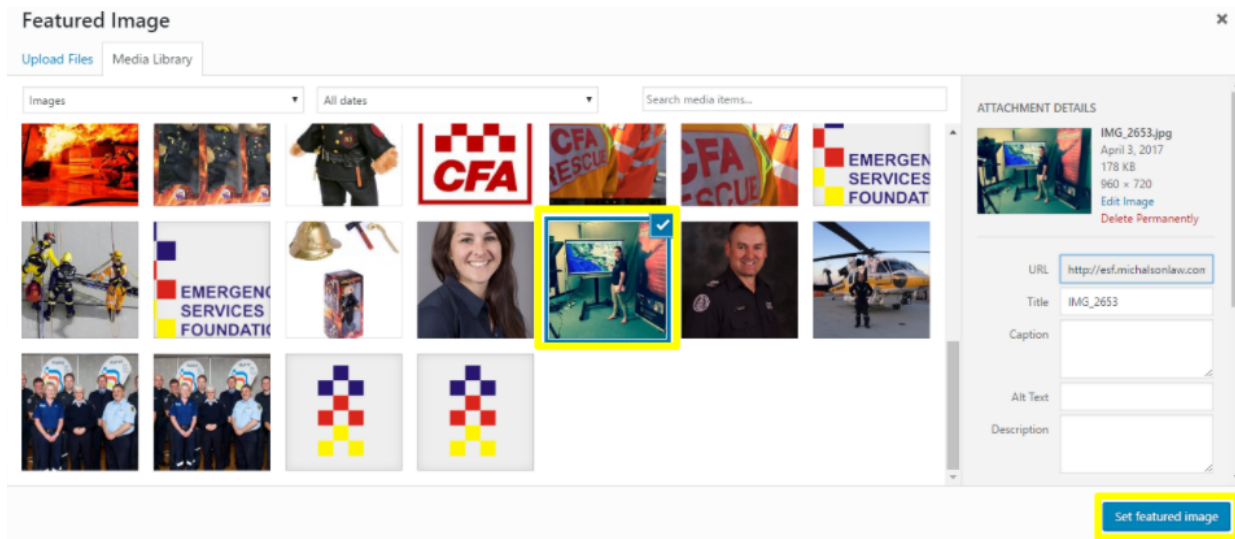


Setting a Featured Image

If you want a specific image to appear in the thumbnail for a page, you should set that image as the **Featured Image**. To do this, navigate to the editor for the page you want the image to represent, and click **Set Featured Image** from the sidebar on the right hand side of the editor.



WordPress will prompt you to select an image from your media library. If your image has previously been uploaded to your WordPress media library, select it and then click **Set Featured Image** in the lower right hand corner of the pop-up window. Otherwise, click **Add New** and select an image to upload to your WordPress media library.

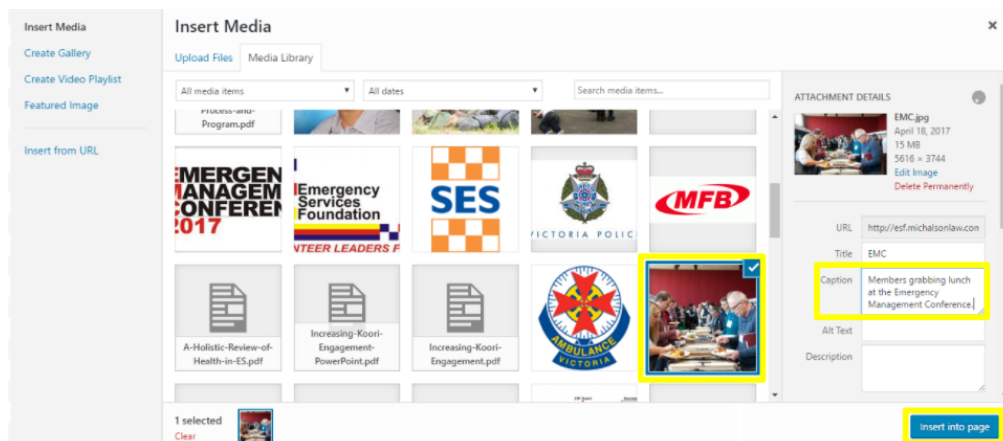


Inserting an Image into the Content of a Page

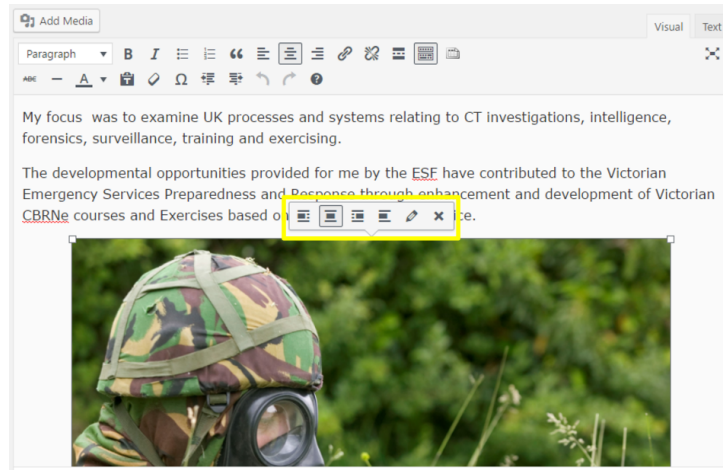
If you want to insert an image into the page itself, click inside the editor where you want the image to appear. Click the **Add Media** button (the plus sign inside of the circle).



Then, select the image you want to insert, optionally fill out any information in the fields (such as caption) on the right side of the window you wish to, and select **Insert into page**.



This may require further formatting, which can be done by clicking the image in the editor and selecting an alignment type from the tool menu that pops up. In addition, you may drag and drop the image. This toolbar also allows you to edit image options, such as title and caption, that were set when it was inserted into the page.



Follow the steps below under **Linking to Other Pages** to bring a user to a specific page when an image clicked.

Inserting a Gallery

If you want to insert multiple images into a page, you may want to create a gallery. To do this, follow the same steps as for a single image until after you have clicked the **Add Media** button. Then, select **Create Gallery** from the left-hand side of the window. Select all the images you want to include, and then click, **Create a new gallery**.

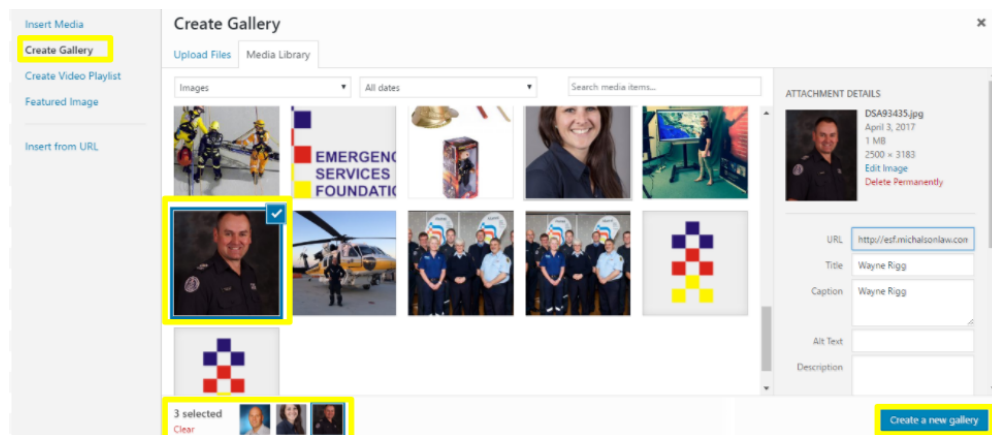
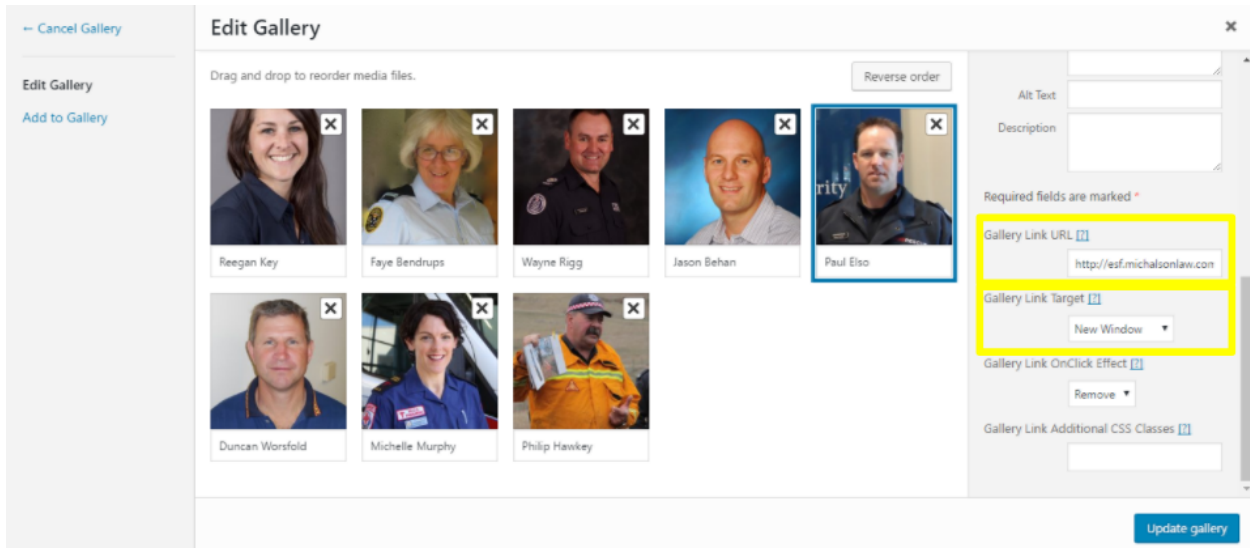


Image options can be set by clicking on each image and filling in the fields on the right, as before, and these as well as the entire gallery can be edited using the same toolbar mentioned above. Important options when making a gallery are **Image size** and **Number of columns**. These options determine the appearance of your gallery. Media File is the recommended setting for the **Link to** option in **Gallery Settings**.

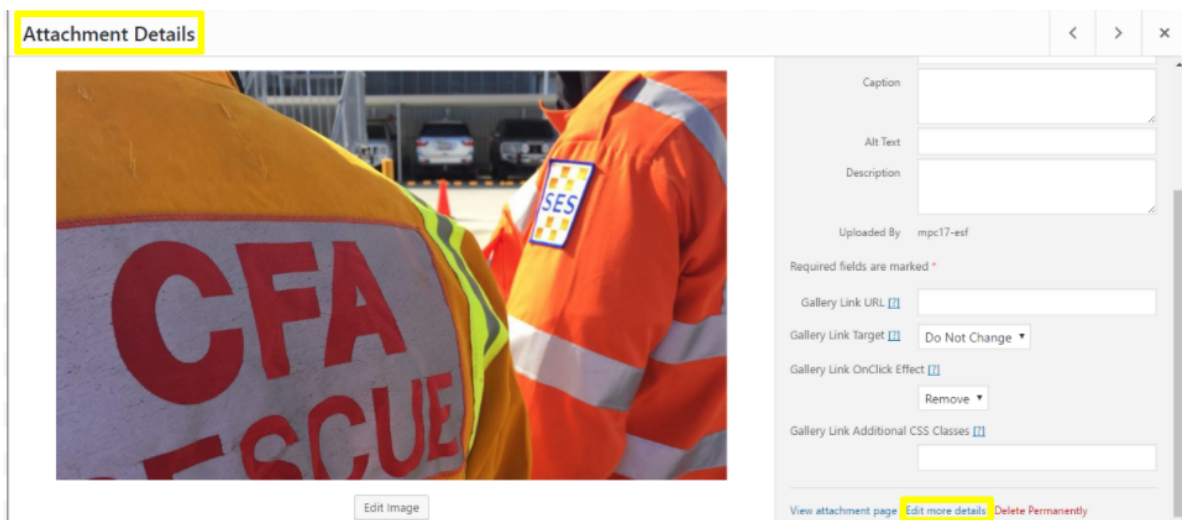
If you wish to link images in a gallery to other pages, then paste the hyperlink into the **Gallery Link URL** box and set the **Gallery Link Target** to **New Window**.



Inserting/Editing a Slider

The theme used to design the ESF website, Customizr, allows for the use of sliders. Sliders cycle through and prominently display images with text and optionally links on a page, or “slides.”

To create a slider, first upload or select an image from the media library. Selecting an image from the media library will bring up the **Attachment Details** window. Scroll to the bottom of the fields on the right-hand side and click **Edit more details**.



Scroll down to **Slider Options** and click the switch to select **Yes**. Fill out the fields that appear, including **Title text**, **Description Text**, **Button text**, and **Choose a linked page or post or or a Custom link** (**Button text** and link only need to be filled if you want this image in the slider to link to another page). If you are linking to a document or external site, you should select **Yes** for **Open link in a new page/tab**.

Title text (80 char. max length)

Description text (below the title, 250 char. max length)

Title and text color

Button text (80 char. max length)

Choose a linked page or post (among the last 100).




or a custom link (leave this empty if you already selected a page or post above)

Open link in a new page/tab
 NO

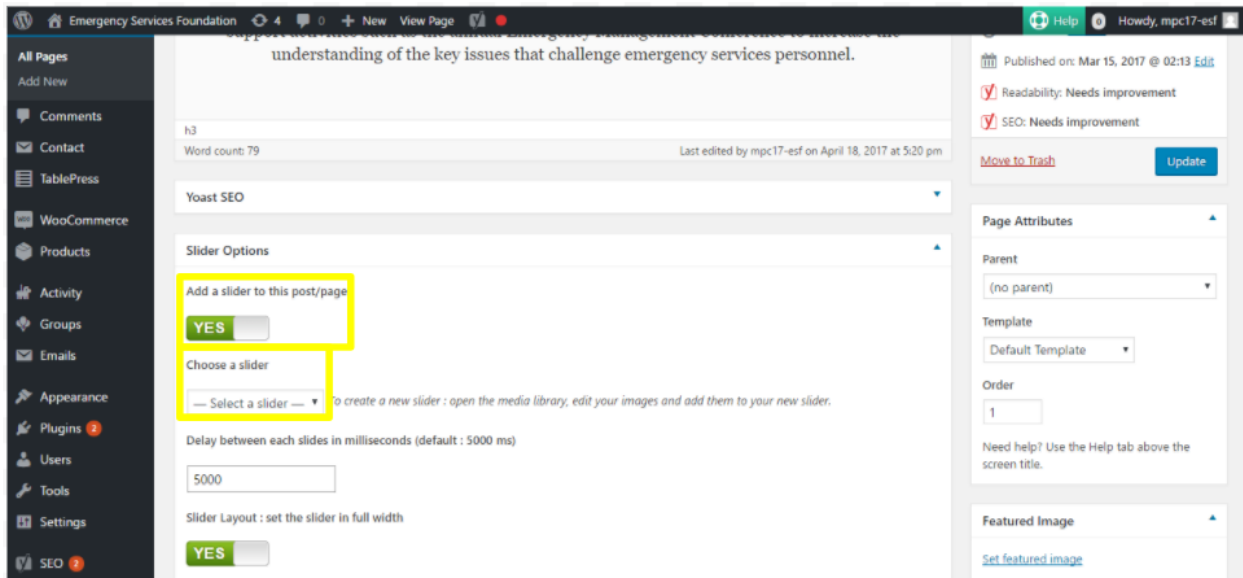
Choose a slider from the dropdown menu if you wish to add this image to an existing slider or enter a title for and **Add a slider** if you are creating a new slider. Sliders can be edited later by selecting an image from the media library that is in the desired slider and clicking **Edit more details**, as before. At the bottom of this page, you can switch to the editor for other images in the slider by selecting **Edit this slide**.

Choose a slider

[Delete this slider](#)

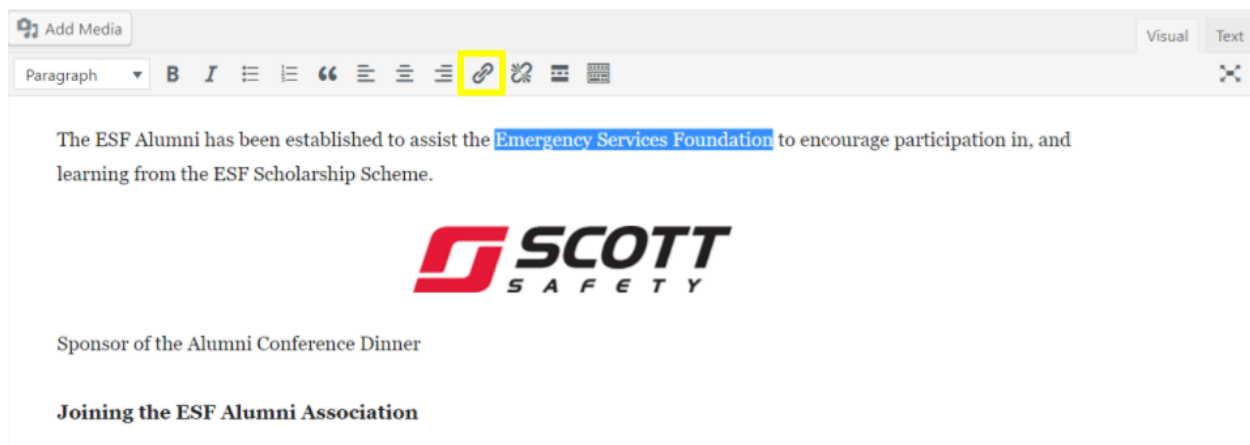
Slide Image	Title	Slide Text	Button Text	Link	Edit
	The ESF Scholarship Scheme	Our scholarship program helps first responders improve the quality of emergency services in Victoria	Learn more	Scholarships	<input type="button" value="Edit this slide"/>
	Building Camaraderie	The Emergency Management Conference and Volunteer Leaders Forum help build relationships between first responders and emergency service agencies	Find Events	Conferences	Current slide
	Meet Ashley, the Fire Services Bear	Our limited edition collector bear allows the ESF to continue to assist emergency service workers and their families, and he makes a great gift too!	Purchase	Ashley – ESF's Collector Bear	<input type="button" value="Edit this slide"/>

To insert a slider into a page, navigate to the editor for the page where you would like to include the slider, scroll down and select **Yes** on the switch for **Add a slider to this post/page** under **Slider Options**. Select the slider from the dropdown menu and edit the other options to fit your preferences.

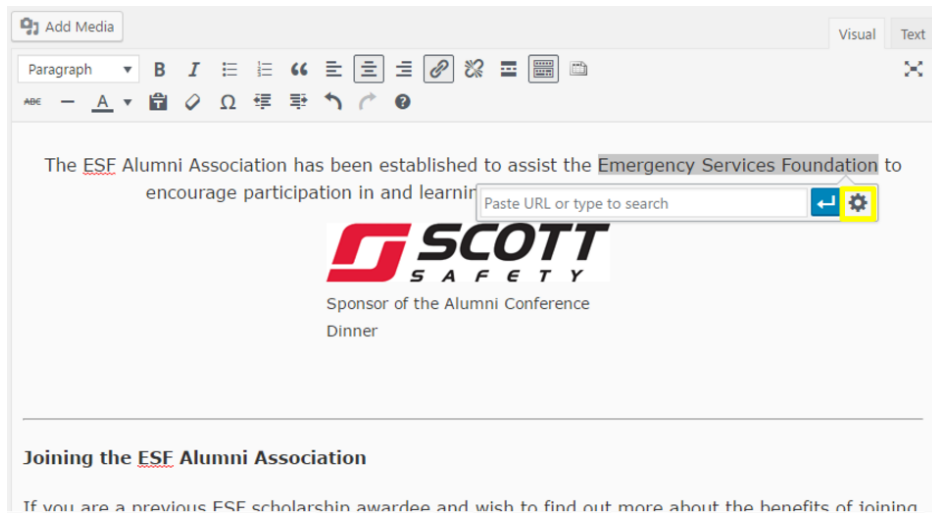


Linking to Other Pages

To link to other pages, either on your website or on another website, first navigate to the Editor on the page you wish to edit. Next, type the text or insert the image you wish to appear as a link. Highlight the text/image you would like to make a link and click the **Insert/edit link** button.



When you click the **Link** button, a small dropdown will pop up. Clicking the **Gear** will bring up the full link menu.



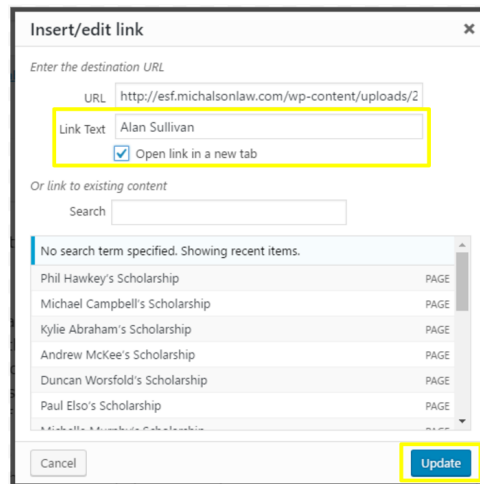
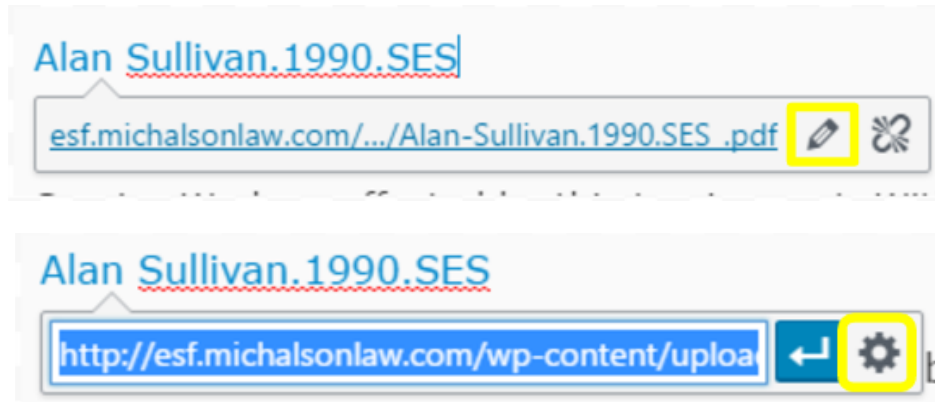
Type or paste the web address you want to link to in the **URL** box. If you are linking to an external site, it is recommended that you select the **Open link in a new window/tab** box so that traffic is not being steered out of your website. When finished, click the **Add Link** button.

A screenshot of a link configuration dialog box. The "URL" field contains "https://www.wpi.edu" and is highlighted with a red box. The "Link Text" field contains "Worcester Polytechnic Institute (WPI)". The "Open link in a new window/tab" checkbox is checked and also highlighted with a red box. Below these fields is a section titled "Link to existing content" with a search bar and a list of items, each with a radio button. The items are: "Bob" (TESTIMONIAL), "Emergency Services Foundation Projects" (PAGE), "Emergency Services Foundation Alumni Association" (PAGE), "Scholarships for Volunteers" (PAGE), and "Scholarship Recipient Reports" (PAGE). At the bottom of the dialog are "Cancel" and "Add Link" buttons.

Links may be edited later by using the same **Insert/Edit link** button picture above and may be removed by using the adjacent **Remove link** button.

Linking to a PDF

If you would like to link to a PDF, first upload the PDF to your media library in the same way you would a photo or video. Add the PDF using the **Add Media** button in the editor, like a photo or video. This will insert the file name as a link to the PDF. You can change the **Link Text** by clicking the link in the editor, clicking **Edit** in the popup toolbar, and clicking **Link options**. Be sure to check, **Open link in new tab** and then click **Update**.



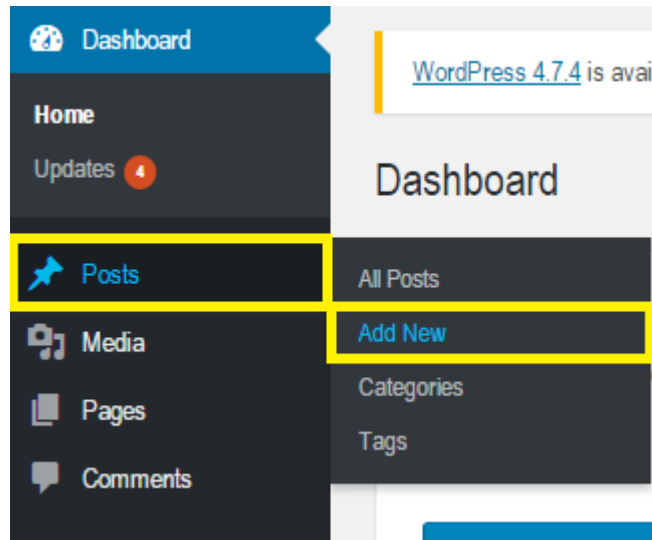
The image shows the "Insert/edit link" dialog box in WordPress. The URL field contains "http://esf.michalsonlaw.com/wp-content/uploads/2". The Link Text field contains "Alan Sullivan". The "Open link in a new tab" checkbox is checked. The "Update" button is highlighted.

Or link to existing content	
Search	
No search term specified. Showing recent items.	
Phil Hawkey's Scholarship	PAGE
Michael Campbell's Scholarship	PAGE
Kylie Abraham's Scholarship	PAGE
Andrew McKee's Scholarship	PAGE
Duncan Worsfold's Scholarship	PAGE
Paul Elso's Scholarship	PAGE

Blog Posts

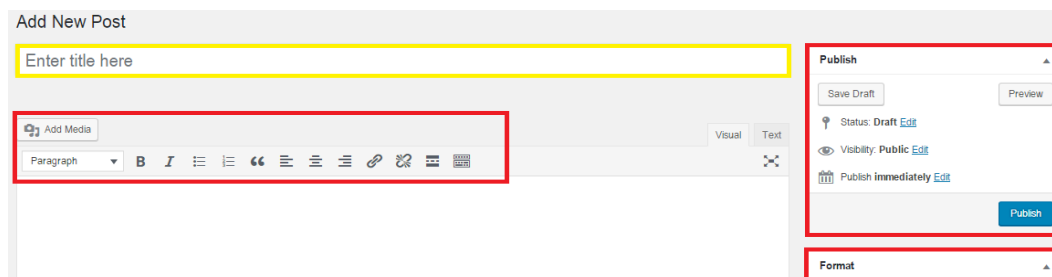
Blog posts allow updates to be shared with users. They should be used to share recent news about the ESF, member organisations, or community members and announcements with the public. They differ from pages in that they will be archived when they are old and all posts are listed on one page of the website. In the case of the ESF website, this page is **News**.

The process of adding/editing a blog post is virtually the same as that for a page on WordPress. To create a new post, navigate to the **Dashboard** page. Next, click on the **Posts > Add New** in the sidebar to go directly to the blog creation screen.



This screen will retain the faded **Enter title here** label that exists on the **Pages** screen. This allows you to label the post with a theme or title message. You can add various forms of media such as pictures and video by clicking the **Add Media** button. Otherwise, all of your text will go into the space beneath said bar.

After the post has been modified as desired, click the **Publish** button on the right hand side of the page. This will publish your post onto your webpage and list the post on the **Posts** page within the **Published** tab. It is also important to note the **Preview** function above the **Publish** button. This allows a preliminary view of how your post will appear on screen before committing to publishing in publicly.

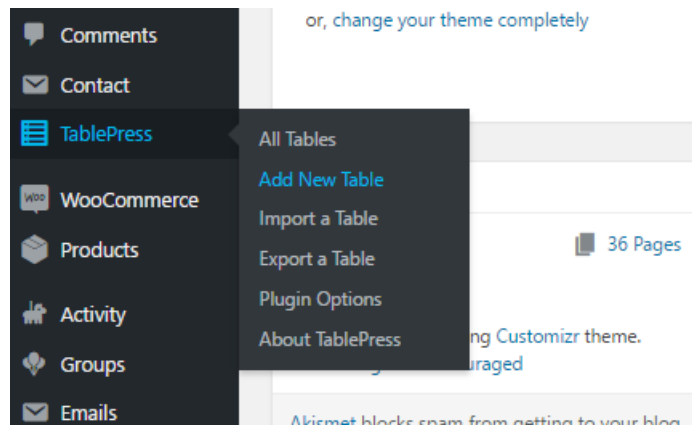


Tables

Tables are not supported by the base version of WordPress, unless the user has knowledge of the HTML language. However, tables can be a useful tool for communicating information and formatting text. In order to allow for the use of tables, the plugin TablePress was installed on the ESF website and all tables from the previous website were transferred over from HTML to TablePress tables.

Creating a New Table

To create a new table, navigate to **Tablepress > Add New Table** from the **Dashboard**.



Give your new Table a name and optionally a description, select the number of rows and columns (these can be added or deleted later), then click **Add Table**.

A screenshot of the TablePress 'Add New Table' form. At the top, there are navigation tabs: TablePress, All Tables, Add New (selected), Import, Export, Plugin Options, and About. Below the tabs, there is a brief instruction: 'To add a new table, enter its name, a description (optional), and the number of rows and columns into the form below. You can always change the name, description, and size of your table later.' The form itself is titled 'Add New Table' and contains the following fields: 'Table Name:' with a text input containing 'My Table' and a subtext 'The name or title of your table.'; 'Description (optional):' with a text area containing 'Table for learning purposes.' and a subtext 'A description of the contents of your table.'; 'Number of Rows:' with a text input containing '5' and a subtext 'The number of rows in your table.'; and 'Number of Columns:' with a dropdown menu containing '5' and a subtext 'The number of columns in your table.' At the bottom of the form is a blue 'Add Table' button.

Now you can begin filling in the cells in the **Table Content** box. Use the buttons under **Table Manipulation** to make changes to the table. One very useful tool is the **Advanced Editor**, which may be quickly accessed by selecting a cell with **Shift+Click**. This allows for insertion of links and images as well as bold and italics text among other features.

Table Content

	A	B	C	D	E	
1						1
2						2
3						3
4						4
5						5

Table Manipulation

Combine cells:

Selected rows:

Selected columns:

Selected rows:

Selected columns:

Add row(s)

Add column(s)

Select the **Table Options** you wish to implement. If you want to make a dynamic table, make sure that “Use DataTables” is selected in the **Features of the DataTables Javascript library** box is checked, then select the features you would like to be applied to the table.

Table Options

Table Head Row: The first row of the table is the table header.

Table Foot Row: The last row of the table is the table footer.

Alternating Row Colors: The background colors of consecutive rows shall alternate.

Row Hover Highlighting: Highlight a row while the mouse cursor hovers above it by changing its background color.

Print Table Name: Show the table name the table.

Print Table Description: Show the table description the table.

Extra CSS Classes:

Additional CSS classes for styling purposes can be entered here. This is NOT the place to enter [Custom CSS code!](#)

Features of the DataTables JavaScript library

Use DataTables: Use the following features of the DataTables JavaScript library with this table:

Sorting: Enable sorting of the table by the visitor.

Search/Filtering: Enable the visitor to filter or search the table. Only rows with the search word in them are shown.

Pagination: Enable pagination of the table (viewing only a certain number of rows at a time) by the visitor.

Show rows per page.

Pagination Length Change: Allow the visitor to change the number of rows shown when using pagination.

Info: Enable the table information display, with information about the currently visible data, like the number of rows.

Horizontal Scrolling: Enable horizontal scrolling, to make viewing tables with many columns easier.

Custom Commands:

Additional parameters from the [DataTables documentation](#) to be added to the JS call.

Once you are finished, you may wish to see what the table might look like on your website. To do this, select the **Preview** button. Once you are satisfied with your table, select **Save Changes**.

To insert the table into your page, copy the shortcode from the top of this page and paste it into the editor for the page where you would like it to appear.

Table Information

Table ID:	<input type="text" value="11"/>	Shortcode: <code>[table id=11 /]</code>
Table Name:	<input type="text" value="My Table"/>	
Description:	<input type="text" value="Table for learning purposes."/>	
Last Modified:	April 21, 2017 4:27 pm by mpc17-esf	

Editing a Table

To edit a table, simply navigate to **TablePress > All Tables**, and select the table you wish to edit. From this screen you can also find the shortcode for, copy, export, delete, or preview a table.

The screenshot shows the WordPress dashboard with the TablePress plugin interface. The 'All Tables' tab is active, displaying a list of tables. The table 'Boards & Committees' (ID 1) is highlighted, and its edit options are visible. The table list includes the following data:

ID	Table Name	Description	Author	Last Modified
1	Boards & Committees	List of ESF Members	mpc17-esf	April 20, 2017 2:20 pm
2	Ambulance Victoria	State, Phone, E-mail, and Website for AMBVIC	mpc17-esf	April 19, 2017 4:52 pm
3	Country Fire Authority	State, Phone, E-mail, Website for the CFA	mpc17-esf	April 19, 2017 4:51 pm
4	Metropolitan Fire Brigade	State, Phone, E-mail, and Website for MFB	mpc17-esf	April 19, 2017 5:13 pm
5	Victoria Police	State, Phone, Website for VICPOL	mpc17-esf	April 19, 2017 5:14 pm
6	State Emergency Service	State, Phone, E-mail, and Website for VICSES	mpc17-esf	April 19, 2017 5:11 pm

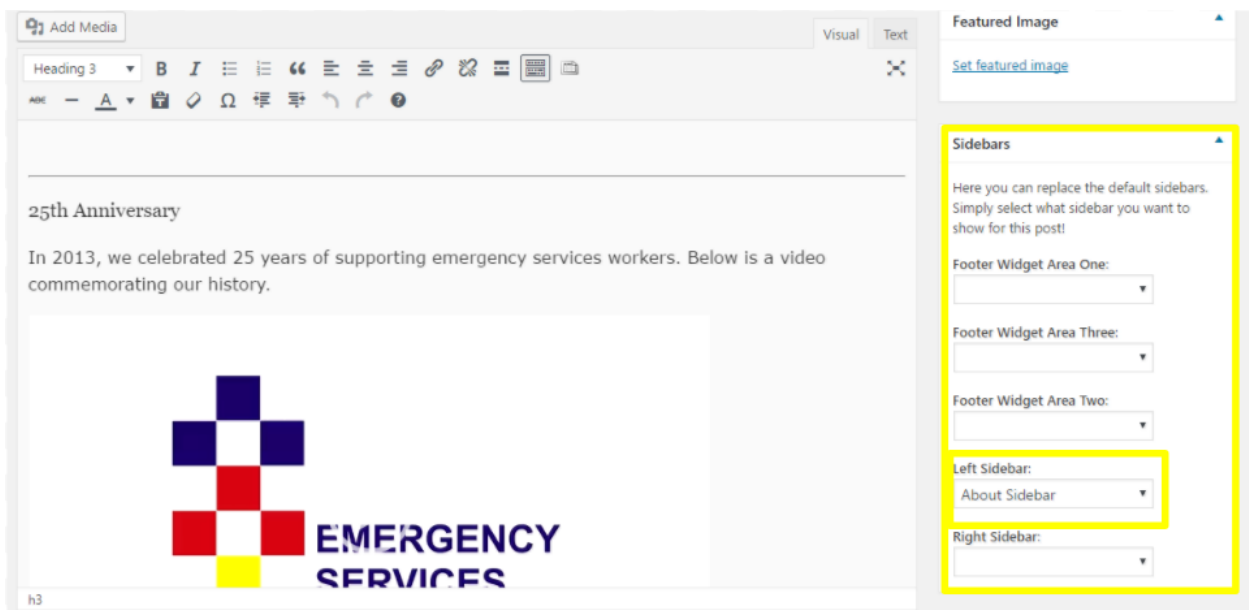
Sidebars and Footers

Many features can be implemented on WordPress through tools called “Widgets.” Widgets can appear in the Sidebars or Footers of almost any page. To select the default layout (how many which sidebars appear on each page) go to the **Customizer**, and select **Content: home, posts,...** then **Pages and Posts Layout** for normal pages and posts or **Front Page** for your frontpage. Among the options, select how you would like the pages to appear. A great degree of customization of sidebars and footers has been afforded to the ESF website thanks to the use of the **Custom Sidebars** plugin.

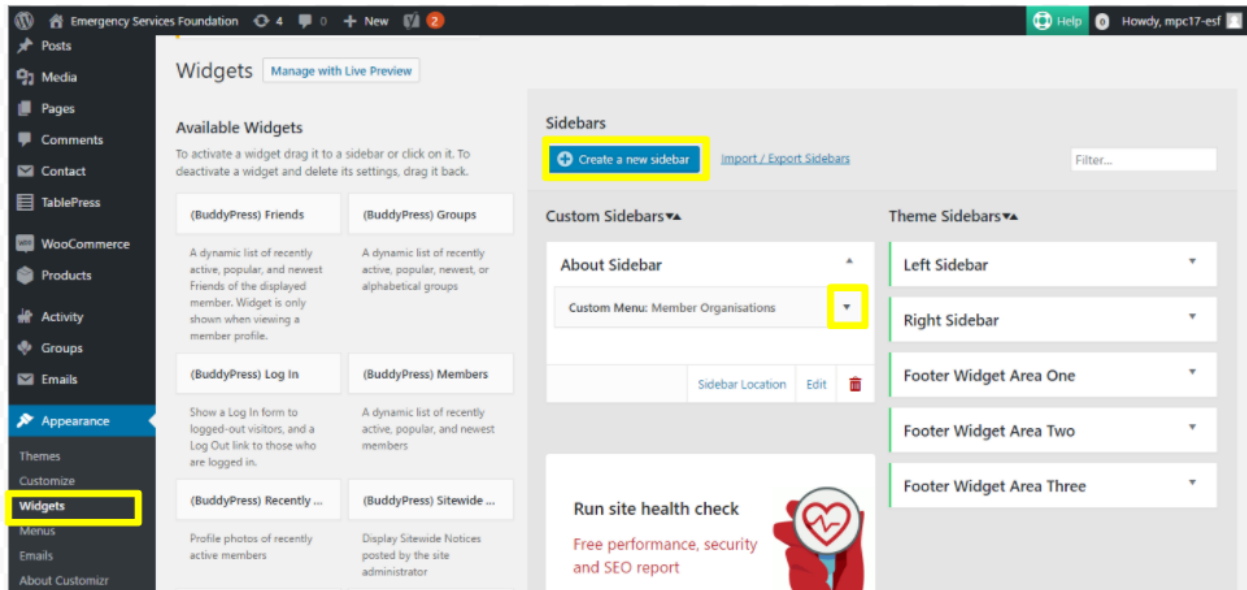
To change the layout of an individual page, navigate to that page in the editor, and select the layout you would like from the **Layout Options** on the right hand side of the screen.



The default sidebars and footers are the **Left Sidebar** in the Left Sidebar, **Right Sidebar** in the Right Sidebar, **Footer One** in Footer Widget Area One, **Footer Two** in Footer Widget Area Two, and **Footer Three** in Footer Widget Area Three. You can change which sidebars and footer appear in these spaces, however, using the **Sidebars** box in the editor. For example, below the custom **About Sidebar** replaces the default **Left Sidebar**.

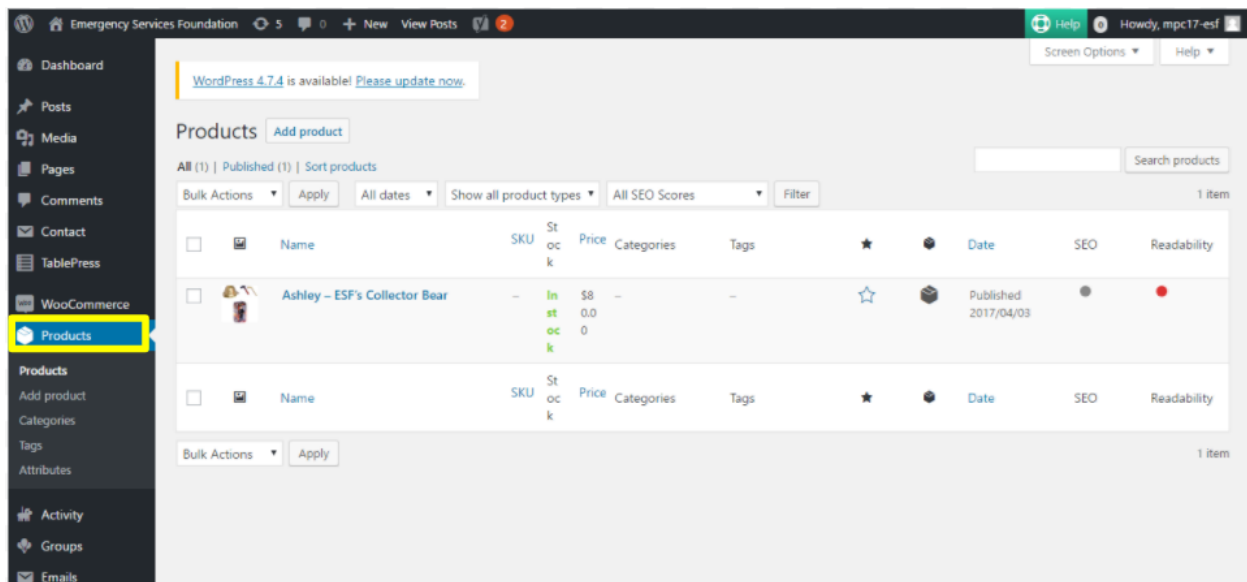


Sidebars and footers can be customized and created by navigating to **Appearance > Widgets** and dragging and dropping widgets into the desired sidebar or footer. Custom sidebars can also be created here and additional widgets may be used by installing plugins. Make sure to fill out the widget options when inserting a widget into a sidebar by clicking on the down arrow next to the widget name.

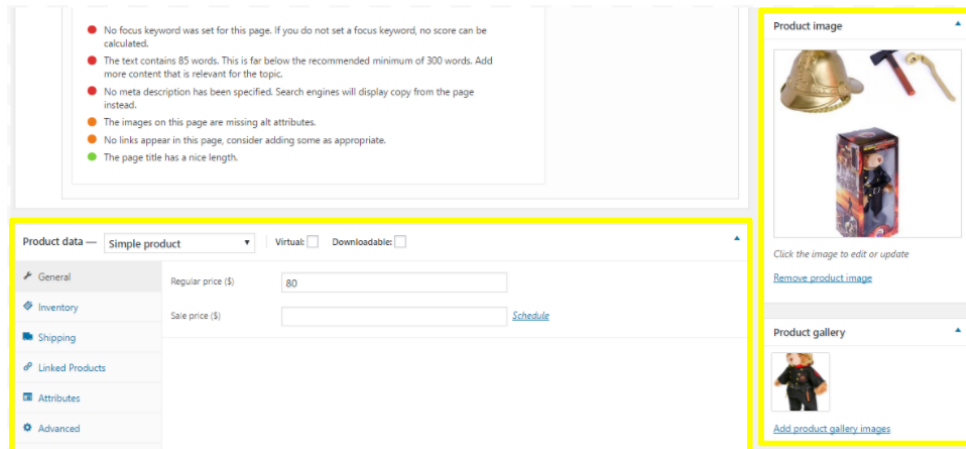


Shop and Products

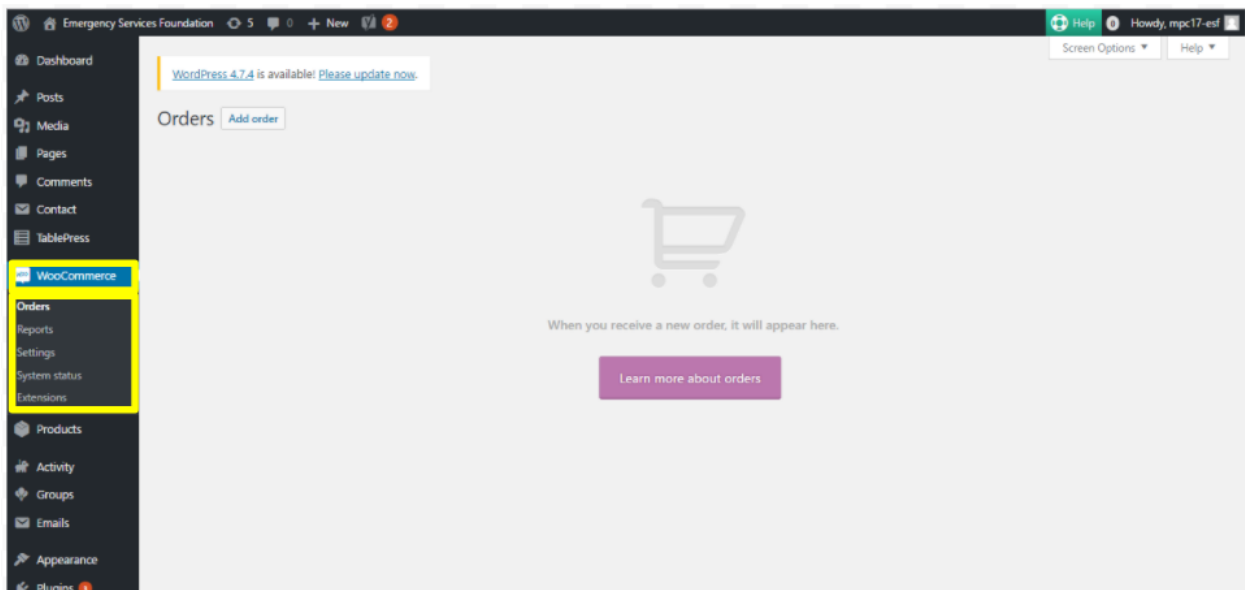
The WooCommerce plugin was installed on the ESF website to allow the ESF to sell Ashley Bears. In the future, the ESF may wish to remove the Ashley Bear from the website or add other fundraising products. WooCommerce automatically creates a **Shop** page which displays all **Products**. This page can be linked and added to menus just like any other page. To manage, add, and delete products, navigate to **Products** from the Dashboard.



Products are listed in the same way that pages and posts are. They can be deleted and edited the same way as pages. The only major difference is that when creating a product, you have to fill out information about the product in the editor under **Product Data**. This includes price, shipping information, and inventory. You can also set a product image and gallery images for a product.



A history of orders and other details and settings are available by pressing the **WooCommerce** button on the Dashboard menu.



2. Social Media Maintenance

Social media is meant to be easy to use and help connect people. Keeping with this theme, the guidelines provided below for high quality and effective posting on Facebook, Twitter, and Instagram are kept simple and concise.

General Tips

Almost all content you generate should be available on your website. In addition, particularly interesting or promotional (for the ESF or another organisation) content should also be shared on social media.

- Videos are a valuable source of content, often times catching and retaining the attention of viewers. This is true if the video is clear, audible, and conveys an interesting perspective or event.
- Photos should be the highest possible resolution for clarity.
- Events should be posted onto both the website and social media accounts, while linking the post on social media to the relevant page of your website. This will encourage cross-traffic between social media and your website.
- An effective text -based post contains a message or relevant reasoning but also provides useful insight. Varying length of posts and their subject material is essential to keep interest. For example, a clear and concise post could be the primary post template, and a longer, well-written post on a topic of particular importance could break up this routine and attract attention.
- Schedule posts ahead of time to make social media maintenance less time consuming. The service **Hootsuite** is recommended for this.
- **Communicate** with users who comment on social media posts. Showing that a human exists behind the post and cares about their content avoids the account feeling mechanized. This type of active conversation-like role is how an effective nonprofit builds a supportive base.
- Make note of which posts get liked and share most, and increase posts of a similar type

Facebook

- **Be Concise.** Keep posts under 250 characters, and if possible, write an even shorter post, less than 80 characters. But don't lose sight of the message being conveyed.
- **Upload Photos**, but remember to follow your organization's **posting** rules. Remember that sometimes, a cool picture you took may put someone's job at risk
- Thursday and Friday have higher engagement
- If you'd like comments on a post, ask a question. Posts with the words **Should, Would, Which,** and **Who** have the highest engagement rates
- Use 1 or 2 hashtags to help expand your post's reach

- Videos are great, but if you're going to post a video, make sure it can be viewed with the sound off too
- Encourage people to **Like** and **Share** your content

Twitter

- **Keep it short** and focus only one idea per tweet
- Include pictures and videos to draw more attention to your tweet
- **Use Hashtags** relating to popular events that you can link to that also fit your post's content
- Ask and answer questions to increase engagement
- Mix up tweets between promoting the ESF and sharing interesting content
- Encourage scholarship awardees and other organisation members to tweet to **@ESFAlumni**

Instagram

- As with Twitter and Facebook, **use hashtags**
- Like and share others' posts
- **Share consistently**, but ensure the quality of all posts
- **Post live updates** from events
- Invite Facebook friends to follow the ESF Instagram page
- Post both photos and videos

3. Content Generation for Website and Social Media

Content generation is the backbone of a strong social media presence and relevant website. Frequent posting to social media and website often attracts new users.

Updates

It is recommended that the ESF post about an link to articles about member organisations and heroic deeds on the ESF website. As posts, this content will show up on the **News** page. Posts can also be used to inform community members about events organised by the ESF or member organisations. Short summaries and links to these posts with a relevant image can double as content for social media.

Scholarship & Awardees

The primary type of content generated by the ESF pertains to scholarships and awardees. Posts to social media can include updates on awardees scholarship trips as well as announcements about scholarship application deadlines and who was awarded the scholarship each year. Ask awardees to keep a log of their activities while away for their own records. Request that the post on social media and tag the ESF's accounts on each platform.

When scholarships are completed, awardees should provide the ESF with images (including a headshot) and a 250 word overview of their scholarship. These overviews can then be added as pages linked from the gallery on the **Recipient Reports** page. If the gallery seems to be too large, you can remove old overviews from the gallery.

In addition, awardees should be asked to participate in a video testimonial for promotional purposes for the ESF. The following script was used to guide these testimonials and may be used and edited by the ESF in the future:

Please introduce yourself by stating your name and position.

Tell us about your day-to-day duties.

Are there any particularly important experiences you have had in your career that you would like to share?

How did you hear about the ESF and their scholarships?

What was the application process like?

Wad did you do with your scholarship? Where did you go? What did you research?

How has completing an ESF scholarship affected your career?

How has your research impacted emergency services in general in Victoria?

Do you have any final remarks about the ESF or life as an emergency service worker?

A tripod and a directional or lapel microphone should be used for recording regardless of device (mobile phone, camera, or camcorder). The resulting videos will require editing using a software such as iMovie, Windows Movie Maker, Final Cut Pro, or Camtasia. It is recommended that someone in the ESF becomes the designated video creator and familiarizes his/herself with the necessary equipment and software or outside help should be recruited.

Short clips of these videos may be shared on social media. Complete yet edited and polished videos can appear on the ESF website under Scholarship Recipient Reports, in posts, or in a different or new page. You should also send videos to everyone who appears in them before posting for approval.

Conclusion and Further Recommendations

While this guide was made as comprehensive as possible, it still could not possibly cover all information that the ESF might desire. Should further information about WordPress features or plugins be desired, the following or a similar query should be entered into a search engine such as Google:

*“*feature or plugin name* documentation”*

Reliable sources of information include the WordPress Codex (<https://codex.wordpress.org/>) and the documentation sites for plugins, often available or linked at a page with a URL similar to

[“https://en-au.wordpress.org/plugins/wordfence/”](https://en-au.wordpress.org/plugins/wordfence/)

Where “wordfence” would be replaced by the plugin name.

That said, forums can also prove to be a useful source of information, as they often include contributions from users who have run into issues or asked questions similar to your own and often experienced users respond with solutions.

In the case of a large-scale disaster, it is recommended that the ESF update the donation page to address the disaster and consequences and describe how donations will help. After about a month (time may vary depending on scale of disaster), the donation page should be reverted back to its usual form.

Finally, remember to frequently backup your website. This can be done using a variety of plugins. The currently installed backup plugin is UpdraftPlus, which will have to be manually used to update the ESF website. This can be done by navigating to the **UpdraftPlus** page from the Dashboard. Automatic scheduled backups can be used if the ESF decides to purchase the Premium version of the plugin.

Good luck to the Emergency Services Foundation in all future endeavours, both online and offline!