

# Blog Post Creation & Sharing Guide

This guide explains the process for creating and sharing stories using the content management system (CMS), social media channels and mailchimp.

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# PART 1: GATHER MEDIA ASSETS

This section provides image dimensions and places to find media assets. Instructions for adding or embedding assets can be found in the [Adding Images](#) and [Embedding Other Assets](#) sections.

## Images

### Featured

- Feature images appear as a thumbnail on the Stories Page and as the very first image at the top of a story.
- The recommended dimensions for feature images are 725x406 (landscape orientation) with 100-150 dpi.

### In-story

- For most blog posts, include at least three images within the body of text.
- Where possible, images within the body of a story should be landscape orientated and 725x406 with 100-150 dpi.
- Portrait orientated images should have a width of 725 pixels max and a height of 650 pixels max.
- Images with a width of less than 725 pixels should be centered using Text Mode (<center></center>) or the HTML Mode **Align Center** button within the content management system (CMS)
- Photos should be under 300KB. Larger file sizes will cause issues with the CMS and may result in loss of access to the folder where the upload was attempted.

### Author

- The recommended dimensions for author images are 100x100.
- Wherever possible, use a clear headshot of the story's author.
- If a headshot is unavailable, use the generic square Episcopal Relief & Development logo icon.

## External Places to Find Assets

In addition to photos, you can also consider including videos, slideshows, graphics, tweets, Storify Stories, and other types of media.

## Social Media

### Videos

[YouTube](#) or the [Episcopal Relief & Development channel](#).

### Tweets

[Twitter](#) or the [@EpiscopalRelief](#) timeline.

### Presentations & Publications

[ISSUU](#) or [Episcopal Relief on ISSUU](#).

### Photos

[Google Images](#), [Flickr](#), or [Episcopal Relief on Flickr](#).

### Storify (Social Media) Stories

[Storify](#) or [Episcopal Relief on Storify](#).

## Affiliated Organizations

The list below consists of affiliated organizations. You can visit their websites to search for additional text, graphics, publications, and other content. Be sure to cite sources if the content you use is not branded with the organization's name or logo.

- Alliance for Malaria Prevention - <http://allianceformalariaprevention.com>
- Alliance to End Hunger - <http://alliancetoendhunger.org>
- Anglican Alliance - <http://www.anglicanalliance.org>
- Bill & Melinda Gates Foundation - <http://www.gatesfoundation.org>
- CORE Group - <http://www.coregroup.org/index.php>
- Global Impact - <http://charity.org>
- Grand Challenges Explorations - <http://gcgh.grandchallenges.org>
- InterAction - <https://www.interaction.org>
- ReliefWeb - <http://reliefweb.int>
- The Conrad N. Hilton Foundation - <https://www.hiltonfoundation.org>
- The Margaret A. Cargill Foundation - <http://macphilanthropies.org>
- UN Women - <http://www.unwomen.org/en>
- UNICEF - <http://www.unicef.org>
- United Nations (UN) - <http://www.un.org/en/index.html>
- United Nations Development Programme - <http://www.undp.org>
- We Will Speak Out Coalition - <http://www.wewillspeakout.org>
- World Food Programme - <http://www.wfp.org>



# PART 2: DEV 1 WEBSITE

## The Dashboard

1. Log-in to the Dev 1 website at <http://www.episcopalrelief.bfmdev1.com/admin/users/default/login> using your login credentials.
2. Once on the Dashboard page, scroll down to **Blog** (located at the bottom right of the page).

## Authors

Click **Authors** and search for the name of the story's author.

- If the name of the story's author is listed, return to the Dashboard by clicking the **Dashboard** button.
- If the name of the story's author is not listed, you will need to create a new Author Profile.
  1. Click **Create**.
  2. Enter the author's name in the **Author Name** field using proper capitalization.
  3. Enter the author's name in the **Author Alias** field using all lowercase letters and hyphens in place of spaces.
  4. Click the **Choose File** button and select the author's headshot or the square logo file.
  5. Excluding a few exceptions, the author email for all authors should be [communications@episcopalrelief.org](mailto:communications@episcopalrelief.org).
  6. Click **Save & Close**.
  7. Return to the Dashboard by clicking the **Dashboard** button.

# Creating The Story

## The Basics

Click **Articles Management** in the Blog section of the Dashboard. Click **Create**.

The screenshot shows the article creation interface. At the top, there is a 'Title \*' text input field. Below it is a 'Category' dropdown menu with 'Choose Category' selected. A green message states 'Recommended size is 725\*406 px'. The 'Image' section shows 'not set' and 'no file selected' with a 'Choose File' button. Below the image is a rich text editor toolbar with options for Styles, Paragraph, Font Family, and Font Size, along with various formatting icons. The 'Intro Text \*' field is a large text area. At the bottom, the 'Path' is shown as 'p' and there is a 'Text Mode' button.

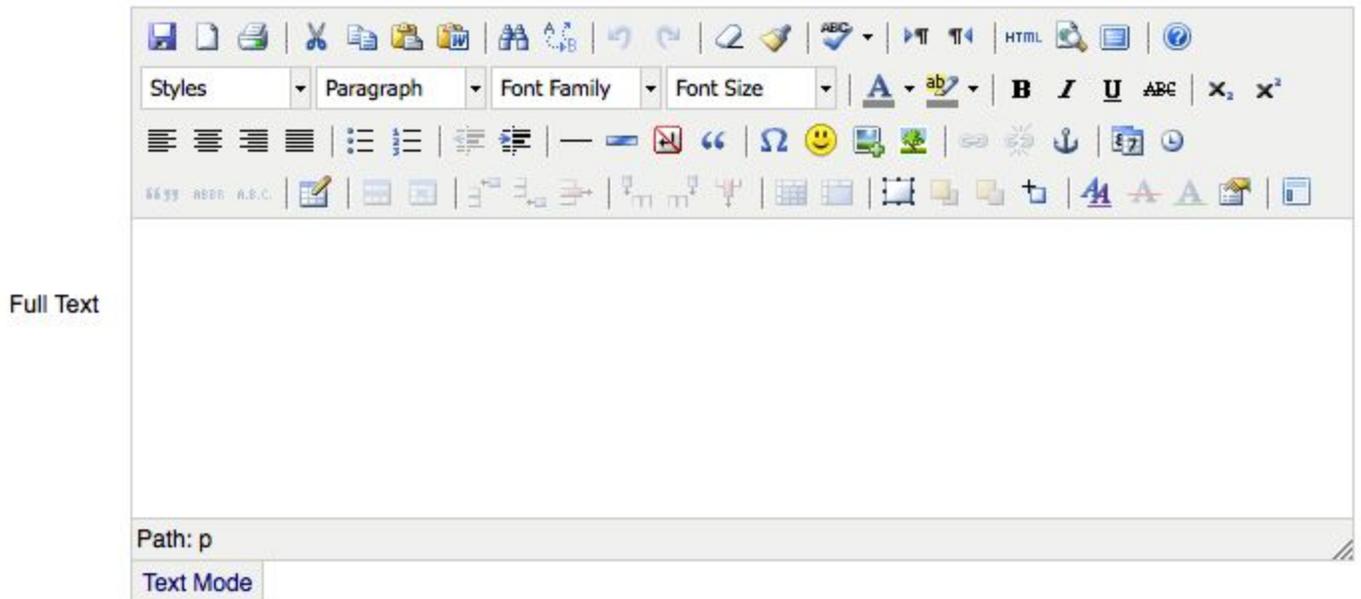
1. Enter the story's title in the **Title** field.
2. Select **Blog** from the Category drop-down list.
3. Click the **Choose File** button and choose the file that will be used as the Feature Image.
4. Enter a 1-2 sentence excerpt from or summary of the story in the **Intro Text** field.

This screenshot shows the same article creation form but with data entered. The 'Title \*' field contains 'Working Together in Response to This Year's Not So Little'. The 'Category' dropdown is set to 'Blog'. The 'Image' section now shows a small thumbnail of a landscape, with 'Clear image' and 'Choose File' buttons. The 'Intro Text \*' field contains the text: 'El Nino episodes occur every 3-5 years, and result in changes in rainfall patterns globally, therefore leading to the potential of either drought, or heavy rains and flooding - both of which can hugely disrupt the seasons of the small family farmers we work with.' The 'Path' is now 'p » span' and the 'Text Mode' button is still present.

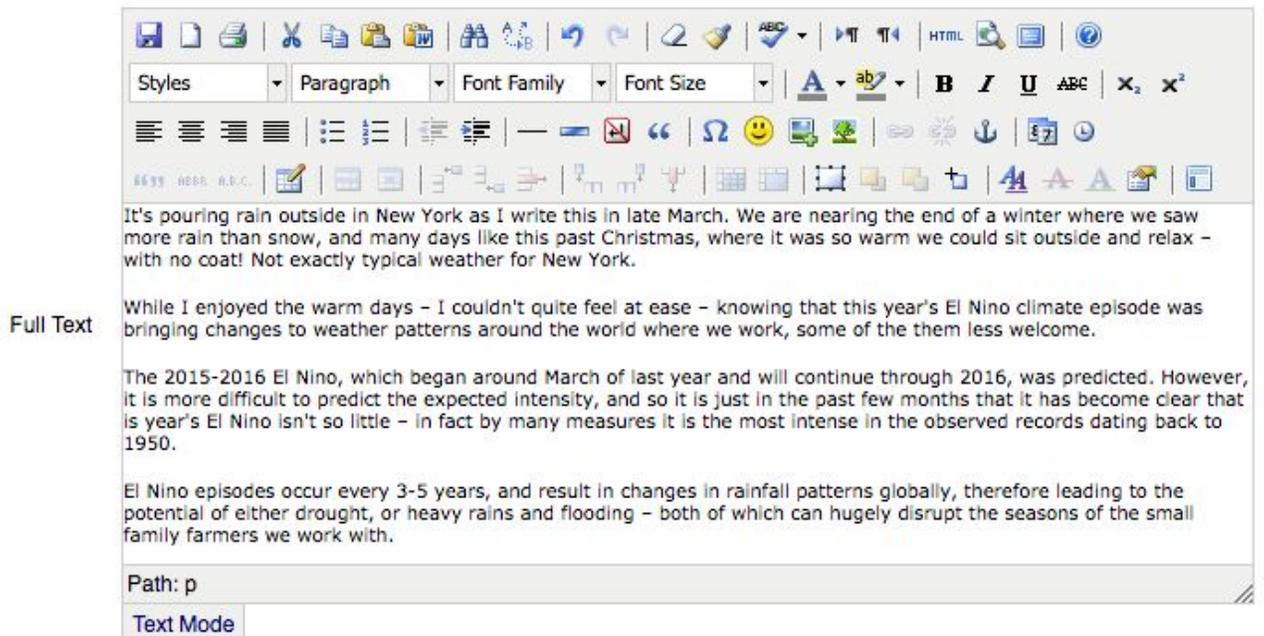
5. Scroll down to the bottom of the page and select the author's name from the **Author Name** drop-down list.
6. Click **Save**.



## HTML Mode



1. Copy the story's text from your source file and paste the text into the **Full Text** box by either placing your cursor in the field and clicking the **Clipboard** button or using the paste shortcut. (If pasting from Microsoft Word, click the **Paste from Word** button.)



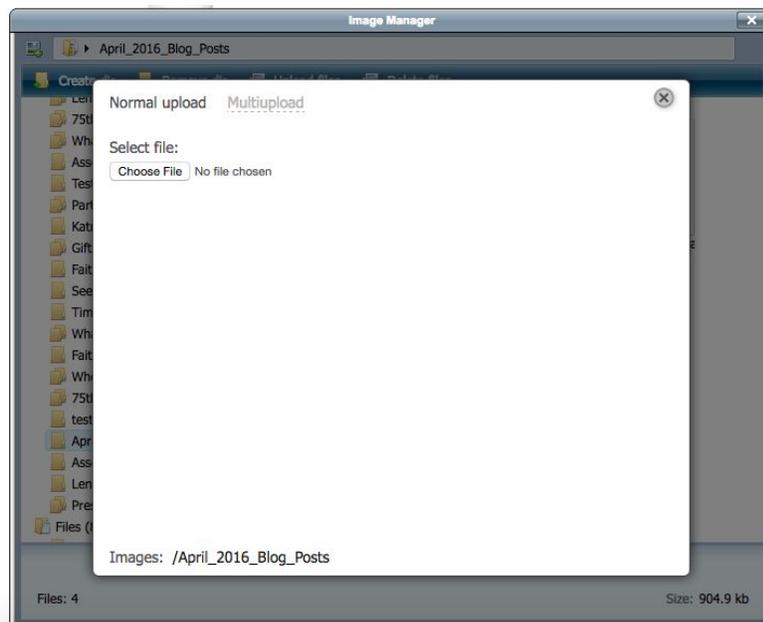
2. Go through the text and add 2-3 links to related pages, stories, press releases, etc. To create links, highlight the **Anchor Text** and click the **Insert / Edit Link** button. Paste the destination link into the **Link URL** field and select the **Target** type from the dropdown menu.  
**Note: Be sure to link to pages on the Live Website not the Dev 1 Website.**
3. Click **Save**.

## Adding Images

1. Click the **Image Manager** button (it looks like sunny photo icon with a green plus sign).
2. Select one of the existing folders or click **Create dir** to create a new folder.



3. Click **Upload files** and upload a single file or multiple files using the **Multiupload** option. Click the **X** to return to the Blog Post's Dashboard.



4. Once the images have been uploaded, you will have the option of renaming the file. Click on the **Image** once and the file's name will appear at the bottom of the dialog box with a pencil. Click the **Pencil** and type the new file name in the dialog box. Spaces are not allowed in this field. Instead, use hyphens or underscores to separate words.

5. Close and re-open the **Image Manager**. When the Image Manager is re-opened the “Link to file” **Link** should display the new file name.
6. Click on the “Link to file” **Link** and copy the URL address. Close the Image Manager.
7. Click the **Insert / Edit Image** button (icon with a tree located to the right of the Image Manager icon).
8. Paste the image’s URL into the **Image URL** field and add a short description in the **Image Description** field.
9. Click **Insert** and the image should appear within the Full Text field.
10. The image will be left aligned by default. To change the image’s alignment, select the image and click **Align Center** or **Align Right**.
11. Repeat steps 6 through 10 for each image.
12. Click **Save**.

## Embedding Other Assets

### YouTube Videos

1. Go to the YouTube video you want to embed.
2. Under the video, click **Share**.
3. Click **Embed**.
4. Copy the HTML code from the box that appears.
5. Reserve the code for pasting into your blog post.

### Tweets

1. From Twitter.com or within TweetDeck, find the Tweet that you would like to embed.
2. Click the **More** button at the bottom of the tweet.
3. Select the **Embed Tweet** option from the list and copy the generated HTML markup.
4. Reserve the code for pasting into your blog post.

**Note:** You can also collect and embed Tweets via Storify. ([See next page.](#))

### ISSUU Publications

1. Open the publication you would like to embed. Click **Share**, then **Embed**, at the bottom of the page.
2. This will open a pop-up box that allows you to make styling adjustments. You can change the size of the embed, single or double page view, and the background color of the embedded reader.
3. Select your style choices and click **Save style**.
4. Copy and reserve the code for pasting into your blog post.
5. Sign-in to the Episcopal Relief & Development ISSUU account for more advanced styling options or to access the list of all previously created publications.



## Review

1. Visit the Dev 1 website and navigate to the story section. The story should now be visible.
2. Return to the Blog Post's Dashboard to make any edits. Save your edits and refresh the story page to view changes.

# PART 3: LIVE WEBSITE

## The Basics

1. Log-in to the Live Website at <http://www.episcopalrelief.org/admin/users/default/login> using your login credentials.
2. Follow the Dev 1 Website instructions for [The Dashboard](#), [Authors](#), and [The Basics](#).

## Adding The Story's Text

1. Open the Blog Post's Dashboard on the Dev 1 Website.
2. Switch the **Full Text** field to Text Mode. Copy and paste the code into a Text Editor. Delete the code for images and save as a plain text file.
3. Return to the Live Website. Copy and paste the code from the plain text file into the **Full Text** field.
4. Follow the Dev 1 Website instructions for [Adding Images](#).
5. Go through the story and double-check that all links, image links, etc. are directed to the Live Website.
6. Set the **Created Date** and **Published Date**.
7. Click **Save**.  
**Note: The story will go live as soon as it is saved. It is not possible to save unpublished drafts on the Live Website. However, stories will not appear on the **Story** page until the Published Date.**
8. When the page refreshes the **Published** box will be checked and the story's title will appear as the **Article Alias**.

## Review

1. To preview the story, paste <http://www.episcopalrelief.org/stories/> and the **Article's Alias** into your browser.  
  
Ex: <http://www.episcopalrelief.org/stories/article-alias>.
2. Return to the Blog Post's Dashboard to make any edits. Save your edits and refresh the story page to view changes.

# PART 4: SHARING CHECKLIST

## Website Ticker

1. Visit the main Dashboard on the Live Website. Scroll down to **Widgets** and click **News Updates**.
2. Add a bullet at the top of the list and type "**Latest Story: STORY NAME Read >>**".
3. Highlight **Read>>** and add a link to the new story.

## Social Media

### Facebook

1. Go the Episcopal Relief & Development Facebook Page <https://www.facebook.com/EpiscopalRelief>.
2. Create a status update with an introduction to or summary of the story. End the text with a call to action and a link to the blog post.
3. Facebook should automatically pull the story's feature image (as a link), title, and intro text.
4. In the event that Facebook doesn't pull the proper image, remove the image that is pulled, and manually add the correct image to the update.

### Twitter

1. Go the Episcopal Relief & Development Twitter Profile <https://twitter.com/EpiscopalRelief>.
2. Create a tweet with a Bitly link to the story, relevant hashtags, and an image if space allows.

## Story Portal on Google Sites

1. Visit the **Story Sharing Tools Page** in the Story Portal at <https://sites.google.com/a/episcopalrelief.org/story-sharing-portal/75-stories-sharing-tools>
2. Click **New Post** and include the story's title along with the following:
  - Summary
  - Direct Link
  - Bit.ly Link
  - Twitter Post
  - Facebook Post
  - Shareable Facebook Link
  - Images (Click **Add files** icon)
3. Click **Save**.

# Deployment Parties

Major stories are shared via email and social media during team meetings that are referred to as “Deployment Parties”. The [Deployment Checklist](#) is used to track the influencers that are to be contacted.

## MailChimp (Email Newsletter)

- Log-in to the MailChimp account at [www.mailchimp.com](http://www.mailchimp.com).

### Updating the Template

1. Click **Templates** and select your desired email template (usually *Custom Stories 2016*). This will take you to a page where you can view the template’s design (left pane) and edit the code (right pane).

The screenshot displays the MailChimp email editor. On the left, a preview of an email template is shown. The header includes the logo for 'Episcopal Relief & Development' with the tagline 'Healing a hurting world'. The main content area features a title link: 'What You Can Do: Four Key Prevention Messages from the Zika Taskforce', followed by the author: 'By Katie Mears, with members of the Zika Taskforce on May 24, 2016'. Below this is a featured image of a mosquito with the text 'ZIKA VIRUS AWARENESS'. The footer text reads: 'Across the US, Episcopalians are gearing up for summer activities. Common questions include: what's the theme for this year's summer day camp? Who are we partnering with on...'. On the right, the 'Edit code' pane shows the HTML code for the article content, with line numbers 696 through 712. The code includes a title link, author information, and an image tag for the featured image. At the bottom of the editor, there are buttons for 'Save', 'File Manager', and 'Save and Exit'.

2. Scroll past the template’s CSS to the HTML code for the newsletters’ body content.
3. Update the newsletter’s **Title Link**, **Author**, and **Publish Date**.
4. Update the feature image and link.
  - a. Replace the feature image’s link with the link to the new blog post.
  - b. Highlight the image’s source link and click **File Manager**.
  - c. Click **Upload** and select the file that you would like to use.

- d. After the file uploads, click the **Copy URL** button. You should then be automatically returned to the design + code page.
  - e. Paste the copied URL to replace the feature image's source link.
5. Provide a summary or intro to the blog post as the newsletter's content.
  - a. Give recipients an idea of the blog posts' subject but try to hold back a bit of information so readers have to click-through to read the blog post on the website.
  - b. If the intro was written by someone outside of M&C their name and title should be included at the end of the text.
6. Update the **Read [Blog Post's Name]** link.
7. Update the **Share on Twitter** and **Share on Facebook** links.
 

Note: These links use special code that includes "http". To avoid incorrectly replacing the code, only highlight and paste in the link from "www.episcopalrelief.org/" on. Do not delete or add portions of "http://".
8. Update the **Recent Stories** links with the three most recent blog posts.
9. Check the newsletter in the left design pane and if everything looks correct, click **Save and Exit**.

## Creating the Newsletter

1. Click **Campaigns** at the top of the screen and select **Regular campaign** from the *Create Campaign* dropdown menu.
2. On the *Recipients Tab*, select the list to which the newsletter should be sent (*Send to the Entire List* in most cases). Click **Next** at the bottom of the screen.
3. On the *Setup Tab*, enter a name and email subject for the newsletter.
  - a. The newsletter's Name will be used within MailChimp. Choose a short title that describes the subject of the blog post and the year (ex: Zika Virus Blog Post - May 2016).
  - b. The Email Subject will be seen by the newsletter's recipients. Choose a title that is descriptive but interesting (ex: 4 Key Prevention Messages from the Zika Taskforce). If the blog post is happy / light-hearted, you can include a relevant Emoji in the subject.
  - c. Usually, the other settings on this tab do not need to be changed.
  - d. Click **Next** at the bottom of the screen.
4. On the *Template Tab*, select **Saved Templates** and choose the template you would like to use. Click **Next** at the bottom of the screen.
5. On the *Design Tab*, choose **Send a Test Email** from the *Preview and Test* dropdown menu.
  - a. Enter the email address(es) that you would like to send a test email to. A test email should arrive in your inbox within a few minutes. Review the email and make any necessary corrections within MailChimp. Be sure to click **Save And Exit** before leaving this tab.
  - b. After ensuring that the design is correct, click **Next** at the bottom of the screen.
6. On the *Confirm Tab*, click **Send** to send the newsletter immediately or **Schedule** to set delivery of the newsletter for a later date.

**Congratulations, you've created and  
shared a story!**