1 | Logging In and Passwords

A] Go to the Home Page: https://theculturevulture.co.uk/

B] In the **MENU BAR**, click **ABOUT** then **CONTRIBUTORS**. Click on the **CONTRIBUTOR LOG-IN** link.

C] Type your **Username** in the first box, then your **password** in the next. Your password should be **STRONG** and contain a mix of **UPPER** and **lower** case letters, **numbers** and **$ymß@└ʃ**. Do not share your password with anybody else.

2 | **The Dashboard** – creating a new post template

A] As a **CONTRIBUTOR**, the buttons available to you are **POSTS** and **MEDIA** in the left sidebar. **IGNORE** Quick Draft option.
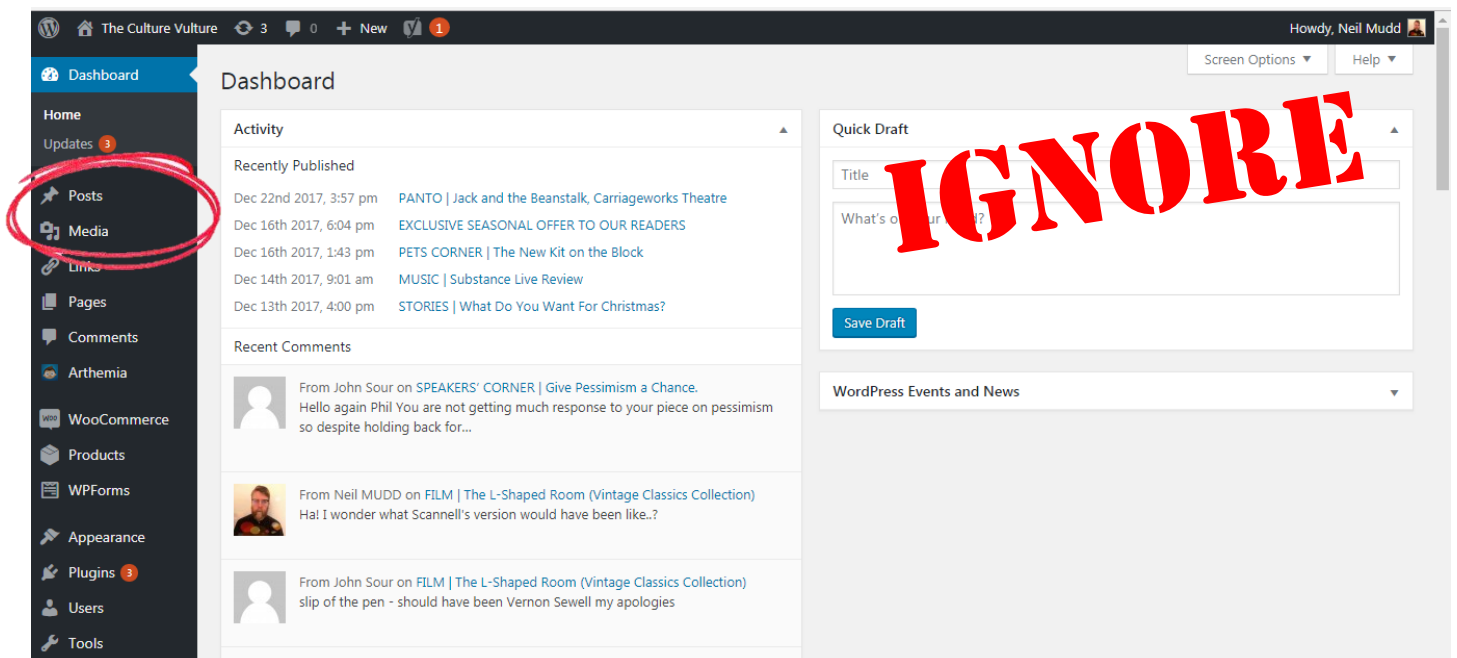

B] Click **POSTS** to open a new dialogue box.

Click either **ADD NEW** (if you are posting for the first time) or **THE TITLE OF YOUR POST** (if you are editing it). you can access and edit only those posts for which you are the author.

For information | **CATEGORIES** – Click to view posts by **CATEGORY**. Use this if you are unsure which category to choose. Please email Phil or me if a new **CATEGORY** is required. **TAGS** – Click to view posts by their **TAGS**.
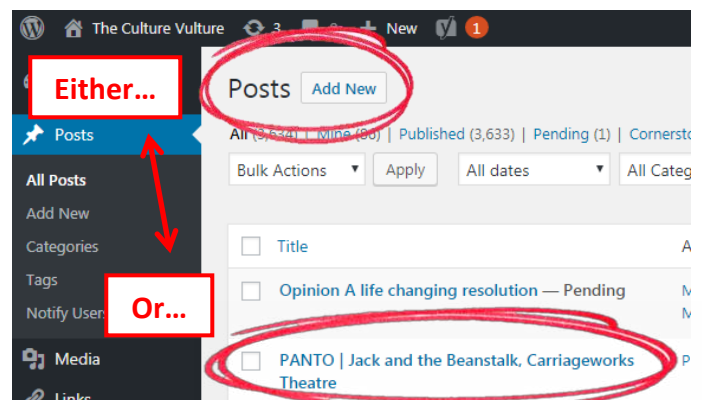
3 | **Creating Posts** – adding a headline, a strap, an image and copy

A] The format for headings is always **CATEGORY (See CATEGORIES LIST in APPENDIX) | Brief summary and hook**. Where possible, try to include a **KEY-WORD** [see below] for **SEARCH ENGINE OPTIMISATION (SEO)**.
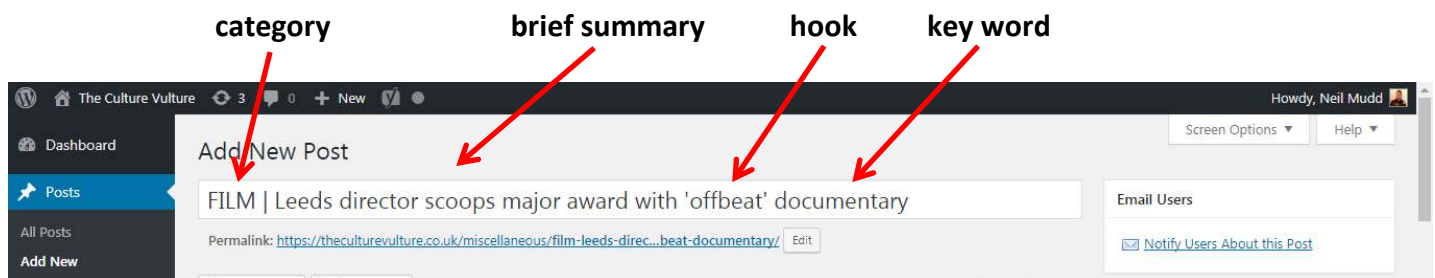

B] All articles should include a **SUMMARY STRAP**. The strap introduces the topic and hook of the article. Aim for two sentences, the first setting up the topic, the second introducing the hook, the **NAME** of the subject and your **BY-LINE** (always capitalised and always in that order). The **STRAP** should always be **BOLD** and *ITALICISED*.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. PHIL KIRBY talks to YOUR NAME Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

C] To **INSERT AN IMAGE**, position the cursor at the point of insertion, click **ADD MEDIA**, click **UPLOAD FILES**, then **SELECT FILES** from your computer or device:
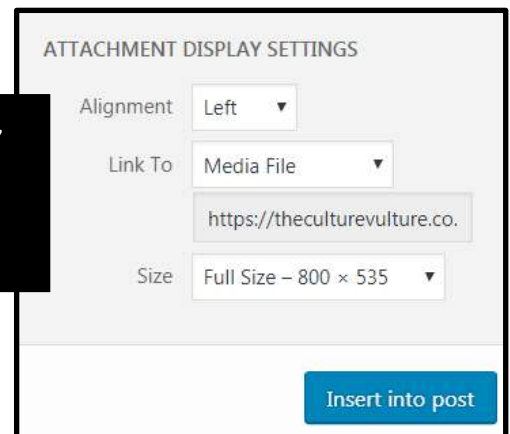

Images should be **landscape** and **800 px** wide. (Though the default maximum file size for theCV WP site is 2MB, the **optimum size** is **1.25MB**). Please **CAPTION** photographs and include a **PHOTO CREDIT** where appropriate. If possible include the **KEY-WORD** in the caption (images are SEO responsive too) and copy all caption text into the **ALT-TEXT** box (This effectively converts the image into speech for visually impaired users).
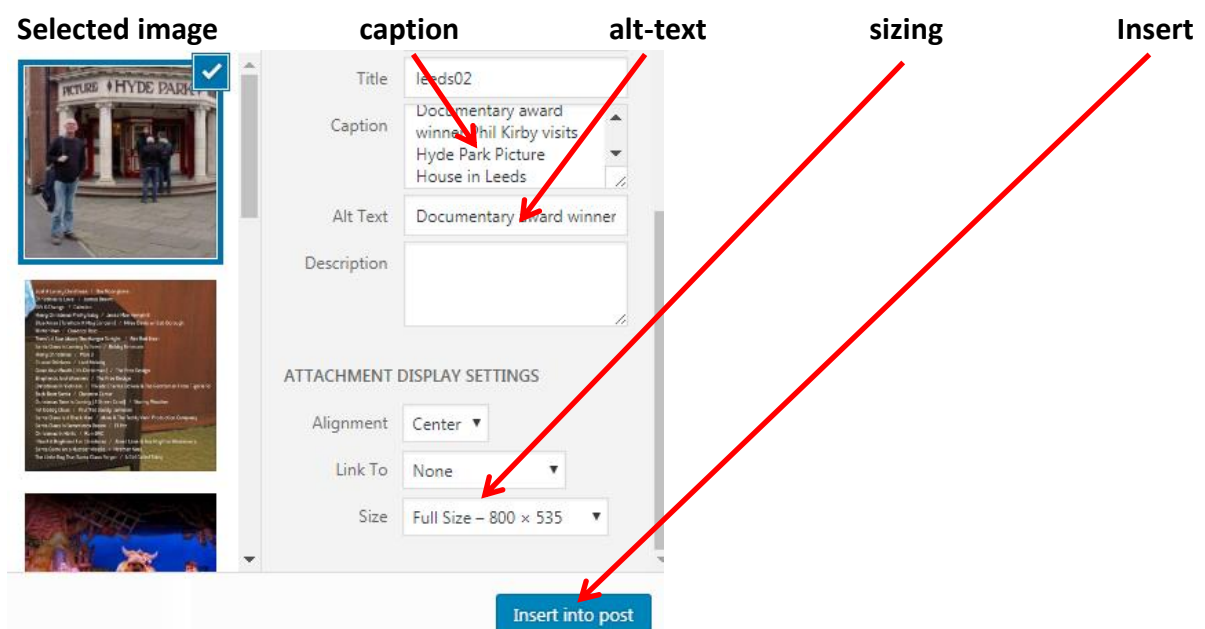
Alternatively…

For a **THUMBNAIL** which enlarges to full size when the user hovers over it, select **Media File** in **LINK TO** (the URL is automatically identified for you) before clicking **INSERT INTO POST**. There are no restrictions in this procedure; images can be larger than 800px.
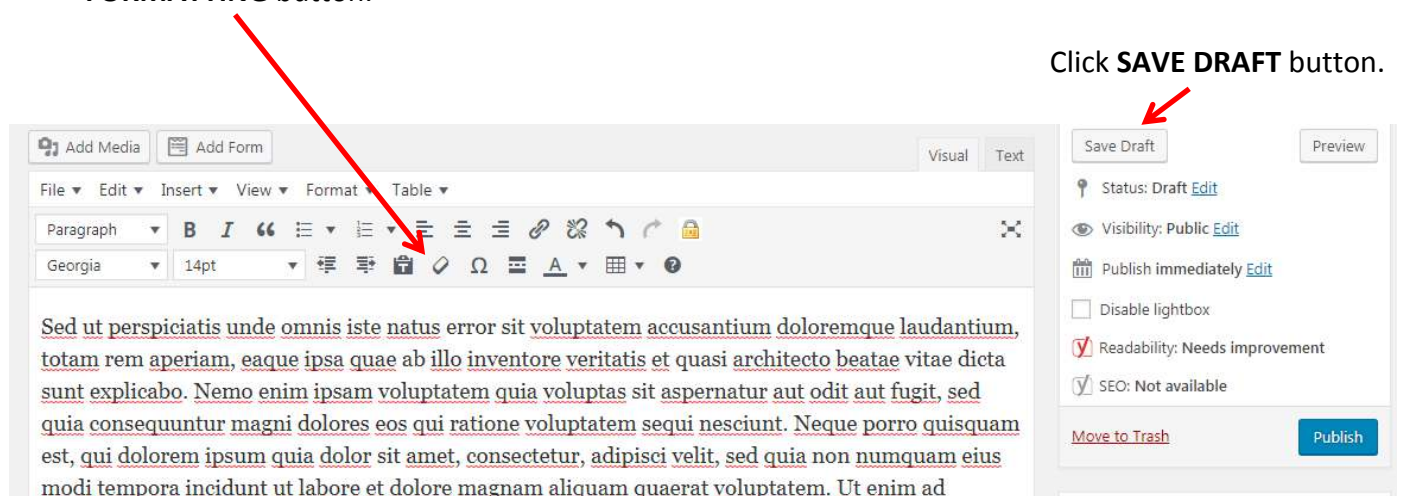
D]   To **ADD COPY**, open your original document, **SELECT ALL** (Ctrl+A) and **COPY** (Ctrl+C) then **PASTE** (Ctrl+V) in the **POST WINDOW** within **Dashboard**. Next, highlight the copy and click the **CLEAR FORMATTING** button.

Click **SAVE DRAFT** button.

4 | Before Publishing – Featured Images, Excerpts and YOAST SEO

Below the copy window, various headings need your attention before you submit your post for publication. These are:

A]   <u>**YOU MUST SET**</u> **A FEATURED IMAGE** – the thumbnail used in the preview listing of your post. It does not need to be identical to ones used in your article, but it must relate to your piece.

Click **SET FEATURED IMAGE**, select your chosen image from the **MEDIA LIBRARY**. Wordpress automatically resizes the image to a suitable thumbnail size. Click **SET FEATURED IMAGE**.

B]   <u>**YOU MUST WRITE**</u> **AN EXCERPT** – the **EXCERPT** sells the story in the preview version that appears on the site and across our social media platforms. Similar to the **SUMMARY STRAP** (see above) think of the **EXCERPT** as an amuse bouche – include the topic and hook of the article and your by-line in **CAPS**. Unlike the **SUMMARY STRAP**, however, the **EXCERPT** is short (ideally no more than 15 words).

The good news is if you have written an effective **STRAP**, the **EXCERPT** can be adapted from that (as in the example below)

PHIL KIRBY talks to YOUR NAME Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

C]   **YOAST SEO** – For the main part you should ignore this. It's a real time suck. Help Phil and me by choosing a KEYWORD in the relevant box though. **KEYWORDS** are a pain to choose, but try identify one word that relates to the specific topic of your piece and which appears in the actual text itself a few times. FILM would too generic for our example; **DOCUMENTARY** would be more appropriate.

Finally, when all is said and done, press SUBMIT, and drop Phil or me an email via theCVdesk@gmail.com to let us know to keep an eye out.

Please **DO** email me (mudds69@gmail.com) if you find anything in this **Style Guide** confusing, wrong or if you discover new trick or shortcut worthy of adding to future editions. This revised edition is based on the new theme and my way of working through a post, so if there's a quicker way do let me know about it.

Revised February 2018

APPENDIX 1 | Categories

CULTURE   **CONVERSATIONS**   **VOICES**

Art   Architecture   Fictions
Beauty   Big Idea   Pet Sounds
Books   Community   *#SLANT*
Comedy   Editorial
Dance   Family
Digital & design   Speaker's Corner
Exhibitions
Festivals
Film
Food & Drink
Music
Photography
Poetry
Sculpture
Sports
Style
Television
Theatre

EVENTS

COMPETITIONS