

# NSO WEB ADMINISTRATORS SEPTEMBER 2019 WORKSHOP

PART X – POST WRITING

# WRITING

---

“Writing, to me, is simply thinking through my fingers”

*Isaac Asimov*

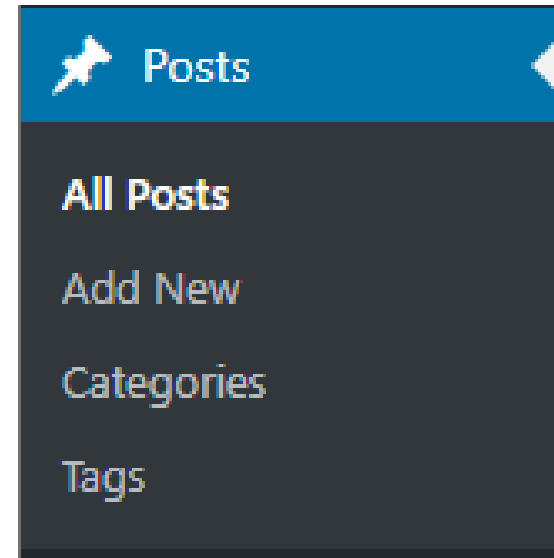
# POST WRITING

- What are Posts (again)?
  - Blog-like articles, to post about recent updates, events, etc. (feeds)
  - Organized in categories and tags.
  - Display in date descending order.
- Why Posts? Why not Pages?
  - Timely – Posts are date-sensitive
  - Dynamic sorting – Posts can be dynamically sorted in categories and tags .

# POST WRITING

- Posts

- On the Dashboard, navigate to and click (or hover) on Posts.
  - Opens up a sub-menu.
    - All Posts – Lists all existing posts (if any)
    - Add New – Add a new post
    - Categories – Create and add categories
    - Tags – Create and add tags



# POST WRITING

- Lets Add New Post
  1. On the Dashboard, click on Posts and Add New.
  2. Add title
  3. Then start adding content by choosing a content block.

You will notice that “Adding a post” and “Adding a page” workspace and somewhat identical.

The main difference between post and pages workspaces are the options for adding categories and tags.

# POST WRITING

- Post Options

- Stick to the top of the blog
  - Post that stays at the top of your blog until you remove it. Usually a new release or the most important post.
- Categories
  - Shows a list of categories.
  - Lets you add new categories
- Tags
  - Lets you create tags to add to you posts
- Excerpt
  - Optional text associated to a post.

Document

Block

×

Status & Visibility

VisibilityPublic

PublishImmediately

Post FormatStandard

☐ Stick to the top of the blog

☐ Pending Review

Authorjoomunited

Categories

Tags

Featured Image

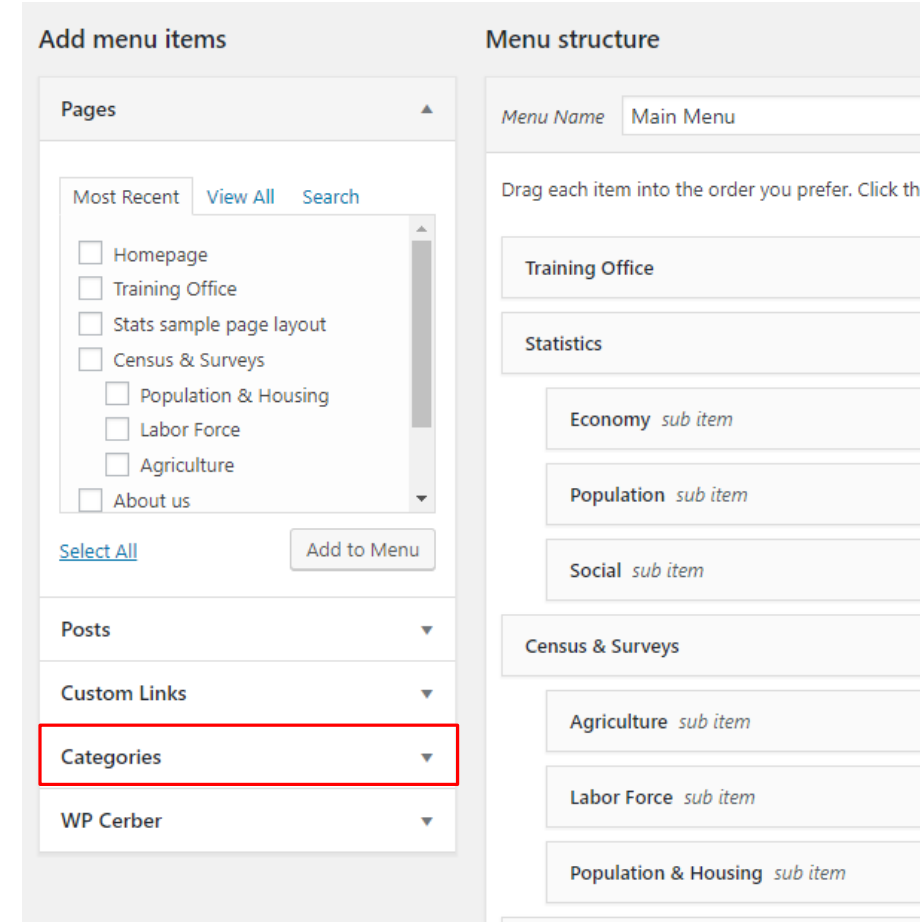
Excerpt

# POST WRITING

- Adding Categories as Menus
  - Avoid duplication of contents.
  - Less navigation.
  - Help users to easily find contents.
  - Shows related content

# POST WRITING

- Adding Categories as Menus
  - After creating your posts and categories, navigate to the menu settings.
  - Select the Menu Structure (e.g. Main Menu)
  - Under Categories, select the categories you would like to be on the menu.



The screenshot displays the WordPress menu editor interface. On the left, the 'Add menu items' panel is active, showing a list of 'Pages' with checkboxes for selection. The 'Categories' section is highlighted with a red box. On the right, the 'Menu structure' panel shows the 'Main Menu' being edited, with a list of menu items including 'Training Office', 'Statistics', 'Economy sub item', 'Population sub item', 'Social sub item', 'Census & Surveys', 'Agriculture sub item', 'Labor Force sub item', and 'Population & Housing sub item'.

**Add menu items**

Pages

Most Recent View All Search

- ☐ Homepage
- ☐ Training Office
- ☐ Stats sample page layout
- ☐ Census & Surveys
  - ☐ Population & Housing
  - ☐ Labor Force
  - ☐ Agriculture
- ☐ About us

[Select All](#) Add to Menu

Posts

Custom Links

**Categories**

WP Cerber

**Menu structure**

Menu Name Main Menu

Drag each item into the order you prefer. Click the

Training Office

Statistics

Economy *sub item*

Population *sub item*

Social *sub item*

Census & Surveys

Agriculture *sub item*

Labor Force *sub item*

Population & Housing *sub item*



# POST WRITING

- What is Copywriting?

- An act, or occupation of writing text for the purpose of advertising

<https://en.wikipedia.org/wiki/Copywriting>

- Is a form of inbound marketing, which simply means that you create content to pull audience in and provide relevant and valuable contents.

- Why it matters.

- Can easily attract and build an audience
  - As well as develop a strong reputation for your contents

# POST WRITING

- Copywriting tips
  - User-centred
  - Use good quality images or infographics as featured image.
  - Simplicity is everything, be simple as possible
  - Avoid spelling mistakes (sloppy copy).
  - Get straight to the point
  - Don't stop researching audience