

# Alumni Groups' Website Toolkit



This guide is to help you set up your alumni group's new website and assist you in the process of adding and managing your content.

It is intended to be easy to follow and written with step-by-step instructions and screenshots from a test site we have set up for an imaginary alumni group in Honduras!

The website is built on the WordPress content management system and is currently hosted for free with a wordpress.com domain name. Alternatively, it can be mapped to your own domain name for a monthly fee (see **section 9 – Domains**).

WordPress was chosen as it is intuitive and enables the user to hit the ground running, with little to no knowledge of html code.

Several groups are already successfully using the platform (see 'Other groups using WordPress' under **section 10 – Support and additional resources**). We suggest you contact these groups to ask for their experiences and any advice they can offer if you are considering taking up a WordPress website yourself.

If you need further assistance, please click on the question mark icon at the bottom right-hand corner of any page of your website for help topics. Alternatively, visit the WordPress support pages: <https://en.support.wordpress.com/>

Please also see **section 10 – Support and additional resources**.

You can also post questions on WordPress's public forums: (<https://wordpress.com/help/contact>), where they may be answered by community members.

Your group's website has been set up on a WordPress free plan but the Business Plan, for instance, offers personalised help – where you can receive email and live chat support. Find out more about the various WordPress pricing plans here: <https://wordpress.com/pricing/>

Alternatively, do please email us at: [networks@alumni.ox.ac.uk](mailto:networks@alumni.ox.ac.uk)

Good luck and happy posting!

**The Networks Team, Oxford Alumni Office**

**\*\*\*\* Please note:** The Alumni Office can take no responsibility for websites set up by the Networks Team on behalf of alumni groups on WordPress, once they have been handed over to the group. Equally we do not monitor or approve them, and will only intervene in exceptional circumstances, for example, if content could be perceived as damaging to the reputation of the University. We therefore ask that you include the following statement prominently on your site:

<Group name> is an autonomous group for alumni of the University <living in 'x'/interested in 'y', etc> and operates independently of the University. Responsibility for this website and any and all activities associated with it are the full responsibility of the group and its organising committee. This website is not maintained, monitored, or in any way under the control of the University of Oxford. \*\*\*\*

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*"This [the WordPress site] has resulted in a much cleaner looking site but we have still been able to include montage graphics which show off our region very well.*

*"The site offers members the possibility of receiving alerts when new articles are posted and, so far, 64 members have done so.*

*"So far in 2018, we have generated eight new posts, compared to 15 in the whole of 2017. This year too, has seen 170 visitors and 693 page views (all of 2017: 264, 1,035)."*

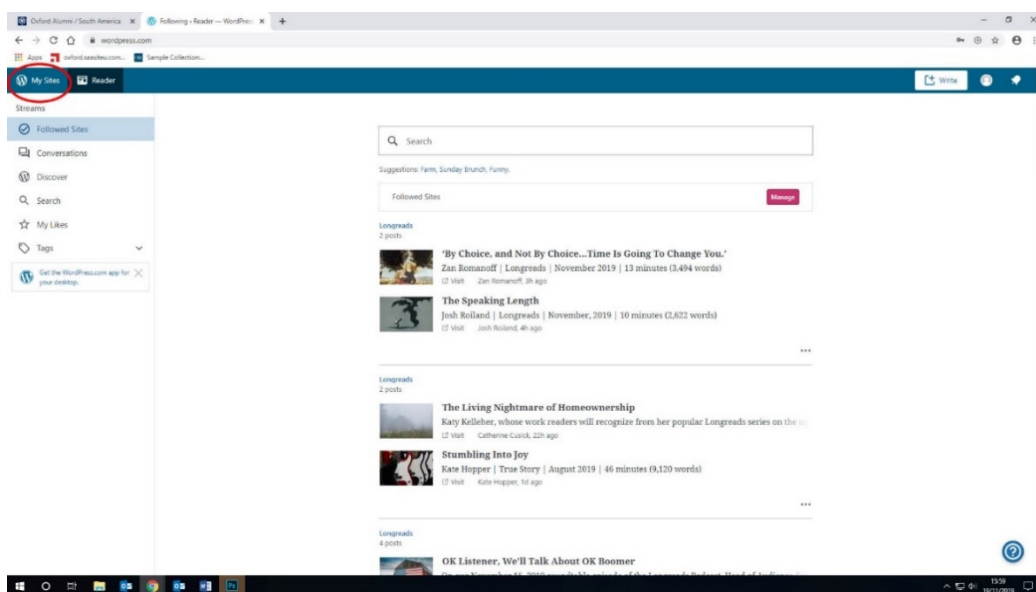
John Perry  
OUS South West France  
Web: <https://ousswfrance.com/>

## 1. Getting started:

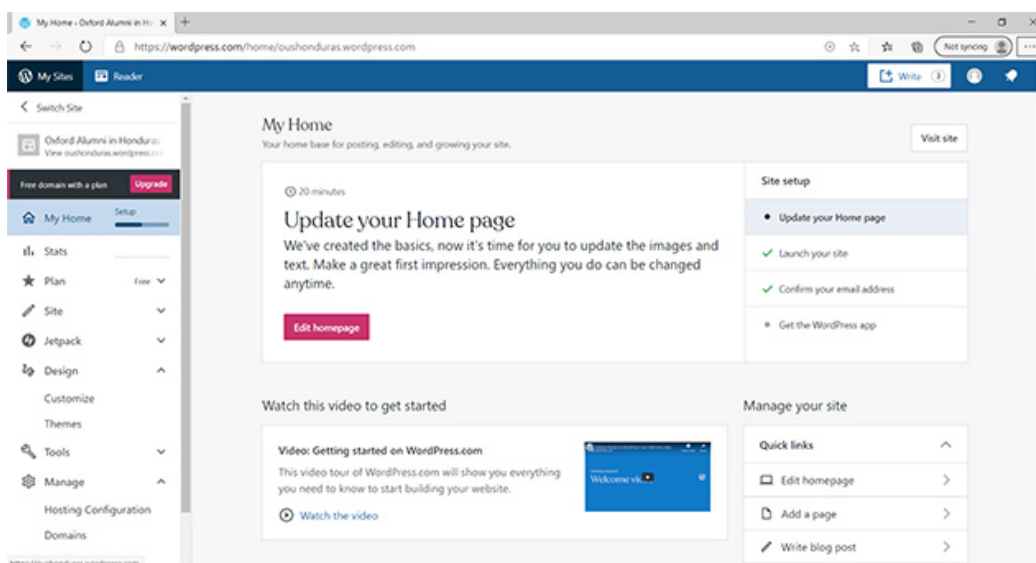
To log in to your WordPress website:

- Visit: <https://wordpress.com/>)
- Click on 'Log In' in the right-hand corner of the screen.
- Enter the username and password which should have been issued to you by the Alumni Office. If you have not yet received this, please email the Networks team at: [networks@alumni.ox.ac.uk](mailto:networks@alumni.ox.ac.uk) to request this. You are free to change the password at any time, but please notify us of the new password by emailing the same address.

Click 'My Site' in the left-hand toolbar (circled in red below):



This will take you to your site's 'My Home' page (see below):

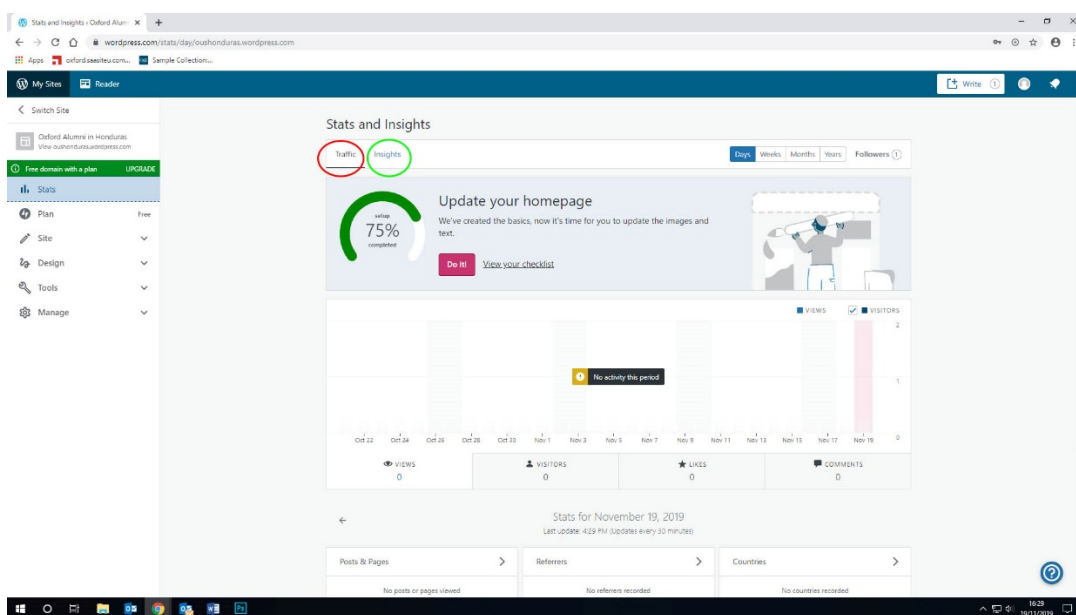


This is where you can do various tasks, including:

- Write a blog post (see **section 3 – Adding an event as a blog post**).
- Add a page (see **section 4 – Adding a new page**).
- Edit menus (see **section 6 – Changing the menu navigation**).

All of these options are in the right-hand toolbar on the previous screenshot.

Below 'My Home' in the left-hand toolbar, select 'Stats' to take you to the Stats and Insights page, shown below:



This is where you can see the latest information on who is viewing your site:

- **The 'Traffic' tab** (circled in red above) tells you the amount of traffic you are getting to your website and how many people have liked or commented on your posts.
- **The 'Insights' tab** (circled in green above) gives you insights on areas such as how many posts you have created on your website over various time periods.

## 2. Customising your website:

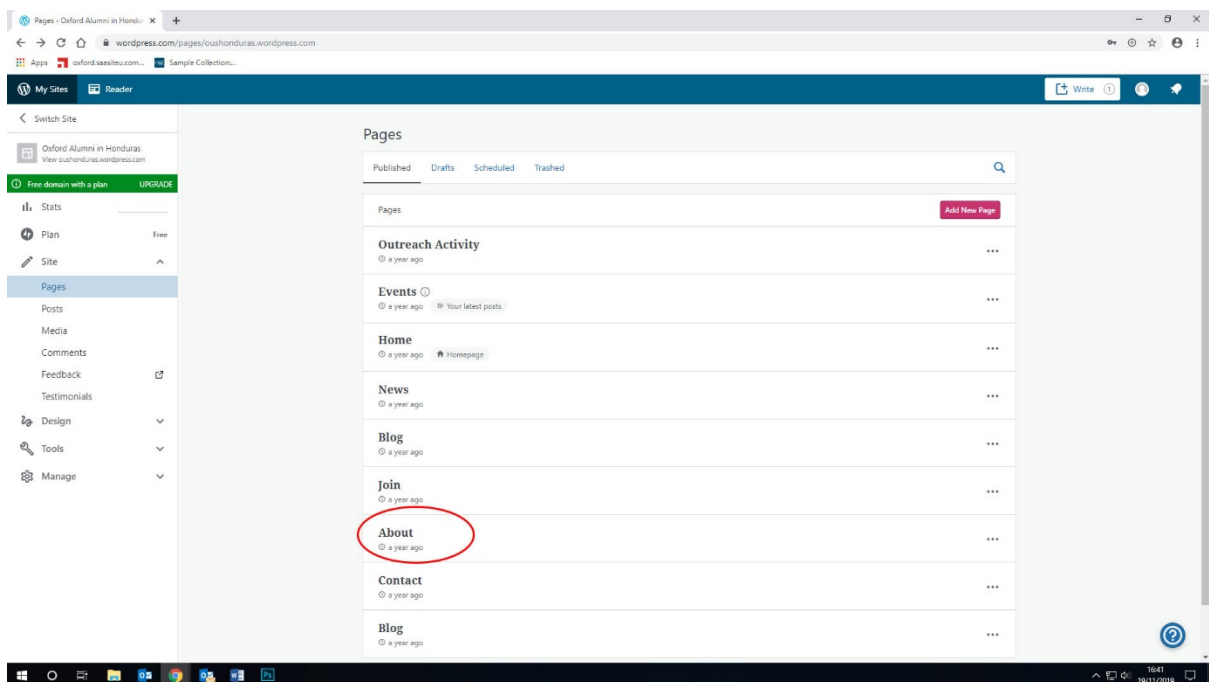
You can customise the design of your website, including changing the header image and menu structure. To do so:

- Click on 'Design' in the left-hand toolbar and then 'Customise' from the drop-down menu.

Some of these options are already pre-determined, including the fonts, logo and colours, and should not be altered (see **section 11 – Technical specifications**).

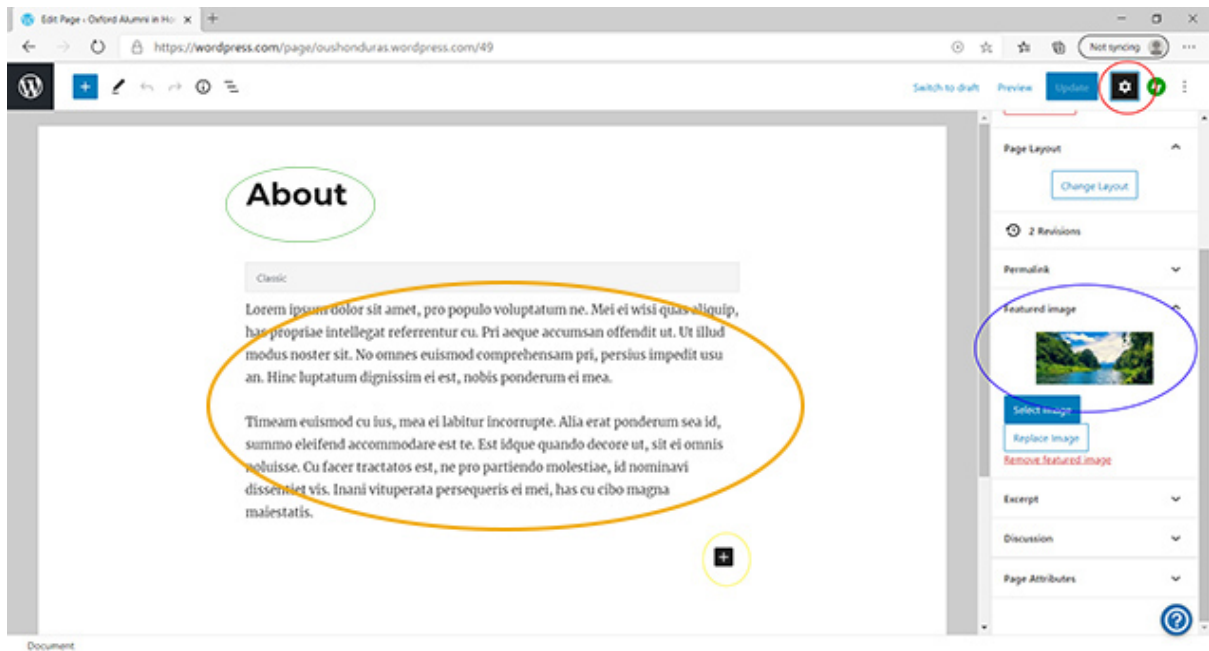
A basic menu has also been set up for you with 'Home', 'About', 'Events', 'Contact' and 'Join' menu headers and pages linked to them. The associated pages have been populated with placeholder text and images, which you can edit. To do this:

- Click on 'Site' in the left-hand toolbar, followed by 'Pages' in the drop-down menu – this will show a list of all your website pages.
- Hover over the page title you want to edit and click on it. The example below shows where you would click to edit the 'About' page, circled in red:



- To change the page title: Click on the title (circled in green on the screenshot on the next page) and make your edits to the text.
- To add body text: Click on the area where the placeholder text is located (circled in orange on the screenshot on the next page), delete the existing text and start typing your content.





- To change the featured image at the top of the page:
  - Click on the cog icon in the top right-hand corner of the screen (circled in red on the screenshot above) to reveal the toolbar (also pictured above).
  - Click on 'Featured Image' in the right-hand toolbar (circled in blue on the screenshot above)
  - Then click on the image that appears below (if you have an existing featured image) or 'Set featured image' (if you have yet to select a featured image).
  - You can then either select an existing image from the library in the subsequent screen or click 'Add new' in the left-hand corner to add a new image.
- To add an image in the body text:
  - Click on the '+' sign (circled in yellow in the screenshot above) or where it says 'Start writing or type / to choose a block' if the '+' sign is not yet appearing and then the '+' sign and select 'Image'.
    - You can then either upload an image from your device; select an existing image from your media library in your WordPress account, an image from Google Photos, or an image from Pexels Free Photos (see more on free images in **section 10 – Support and additional resources**.); or add one with a URL (web link).

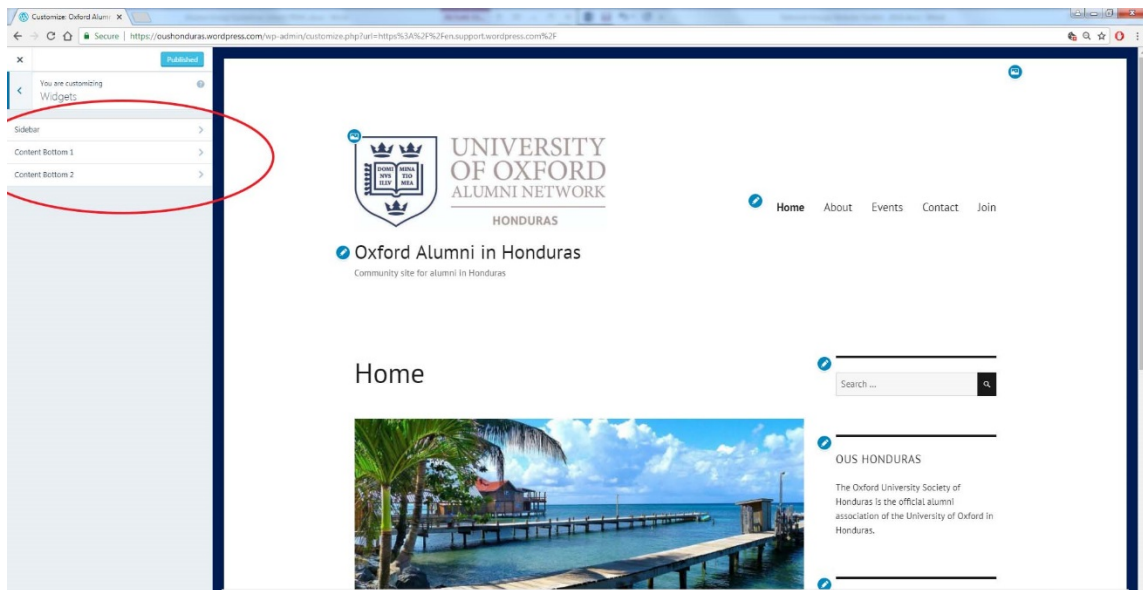
**Note:** Remember to click the blue 'update' button in the top right-hand corner of the screen after you make any changes to your pages or the changes will not be saved!

The 'Contact' page includes a contact form for you to receive enquiries. Details submitted via this form will be sent to the email address that you originally requested to have linked to the WordPress account.

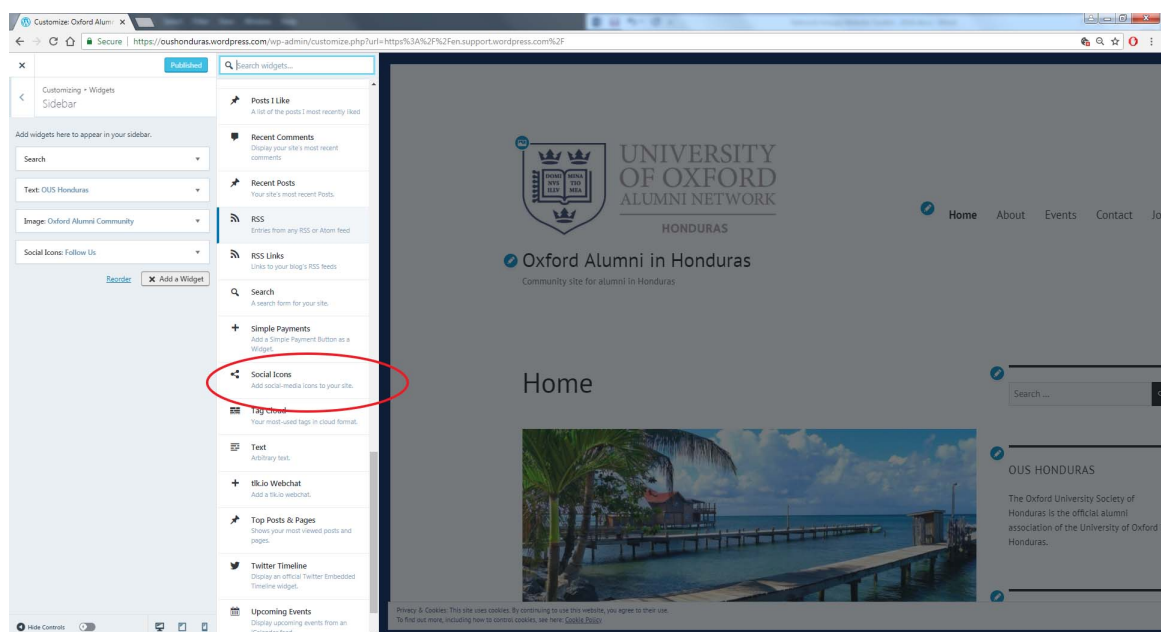
You may wish to add other menu headers and pages, for example, details of committee members (see [section 6 - Changing the menu navigation](#)).

If you have social media accounts, you can add links to these on your site. To do this:

- Click on 'Design' in the left-hand toolbar and then 'Customise' from the drop-down menu.
- Click on 'Widgets' in the left-hand toolbar on the next screen and a new toolbar will appear.
- Select from the new left-hand toolbar where you want the link to appear (see screenshot below – the choices are circled in red).

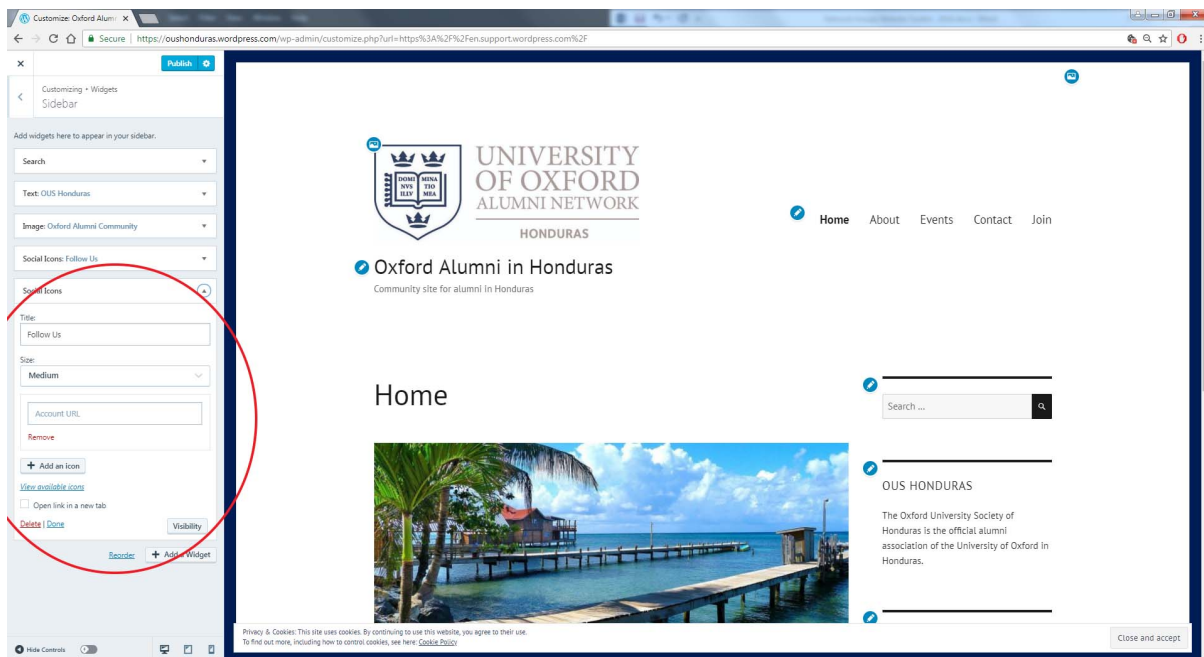


- Click on the 'Add a Widget' button and scroll down on the menu that appears to the right of the left-hand toolbar until you find 'Social Icons' (see screenshot below, circled in red).





- The title is automatically preset to 'Follow us'. To change this, click into the box below 'Title' (circled in red below) and amend the text.
- Select under the 'Size' option what size you want your link to appear as (circled in red below – small, medium, large – you can preview these and change if necessary).
- Click on the 'Add an icon' button (circled in red below) and copy and paste here the web link for your social media page.
- Select 'Done' (circled in red below). Repeat this process until you have added all of the social media links you wish to add.



**Note:** Remember to click the blue 'Save Changes' button in the top left-hand corner of the screen after you make any changes in this section or the changes will not be saved!

*WordPress support for customising your site:* <https://en.support.wordpress.com/video-tutorials/customize-your-site/>

### 3. Adding an event as a blog post:

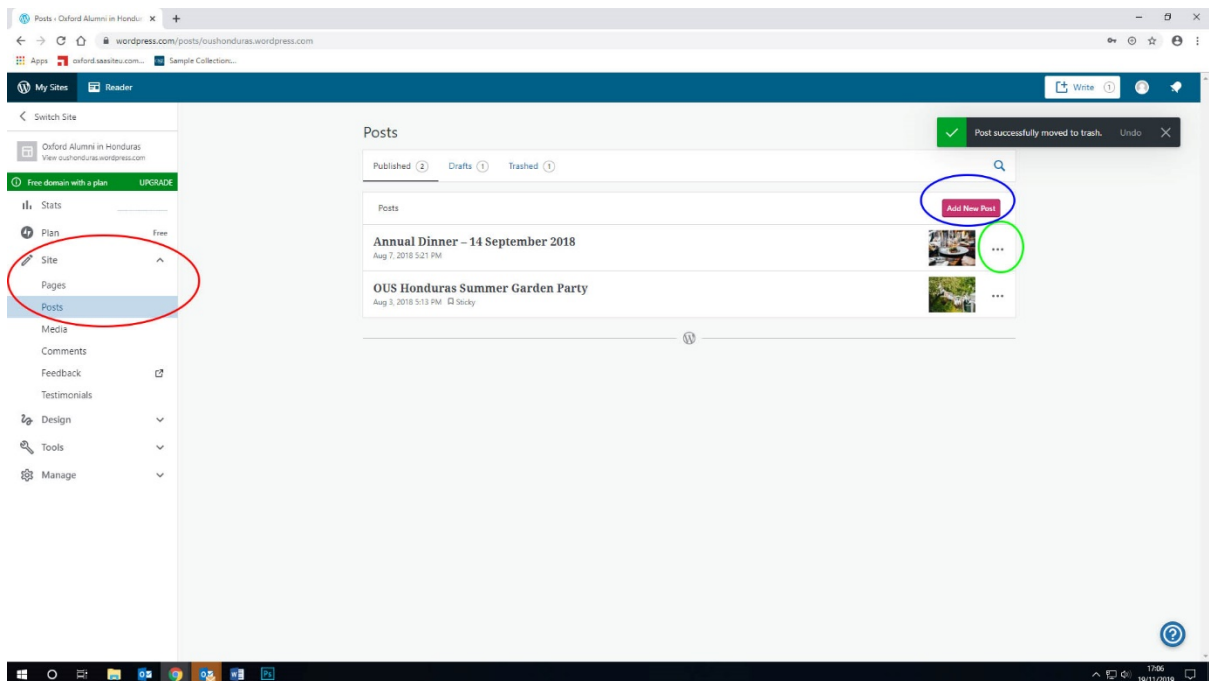
The 'Posts' section of your website is where you can add new posts and manage existing ones. To view, click on 'Site' in the left-hand menu and then 'Posts' in the drop-down menu.

We have set up your website so that your 'Events' section is made up of blog posts – this means that each event will be its own page with a unique web address to help you promote the event on social media.

It also means that group users can subscribe to the RSS feed, so that they get updates each time you post a new event.

The Events page will already be pre-populated with a sample WordPress blog post – to delete this:

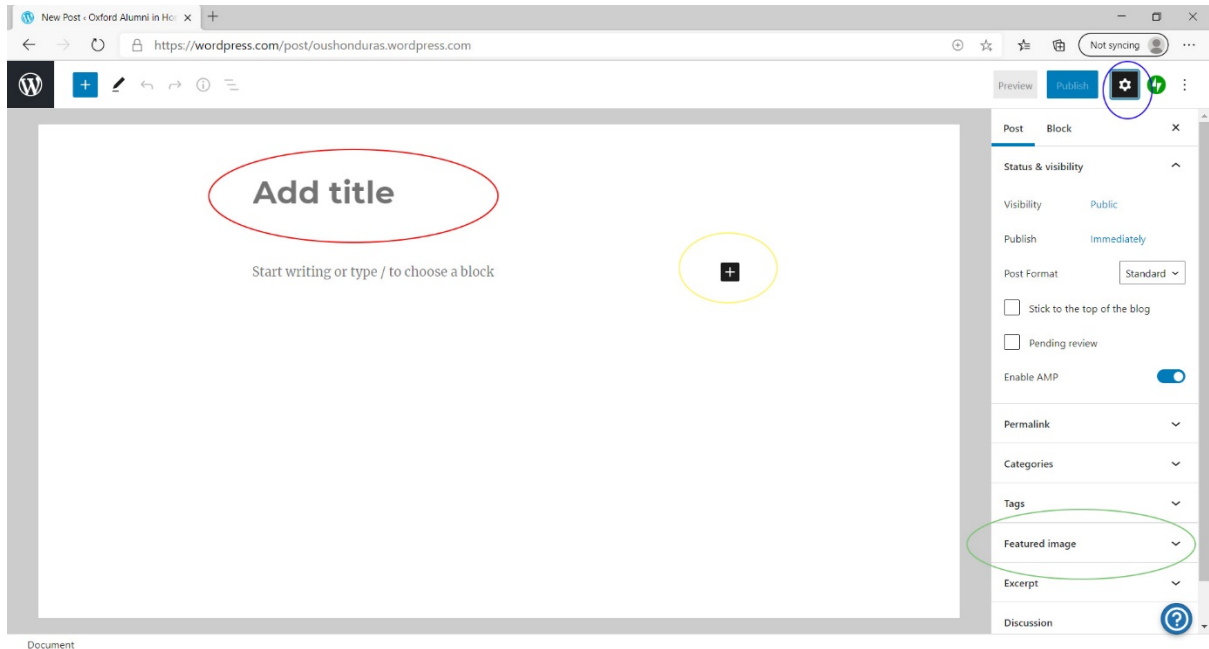
- Click on 'Site' in the left-hand toolbar and then 'Posts' in the drop-down menu (circled in red on the left in the screenshot below) and then on the three dots next to the blog post you want to delete (circled in green on the right in the screenshot below)
- Select 'Trash' from the drop-down menu.



To add a new event as a blog post:

- Click the pink 'Add New Post' button in the right of the screen (circled in blue in the screenshot above):

The following screen should appear:

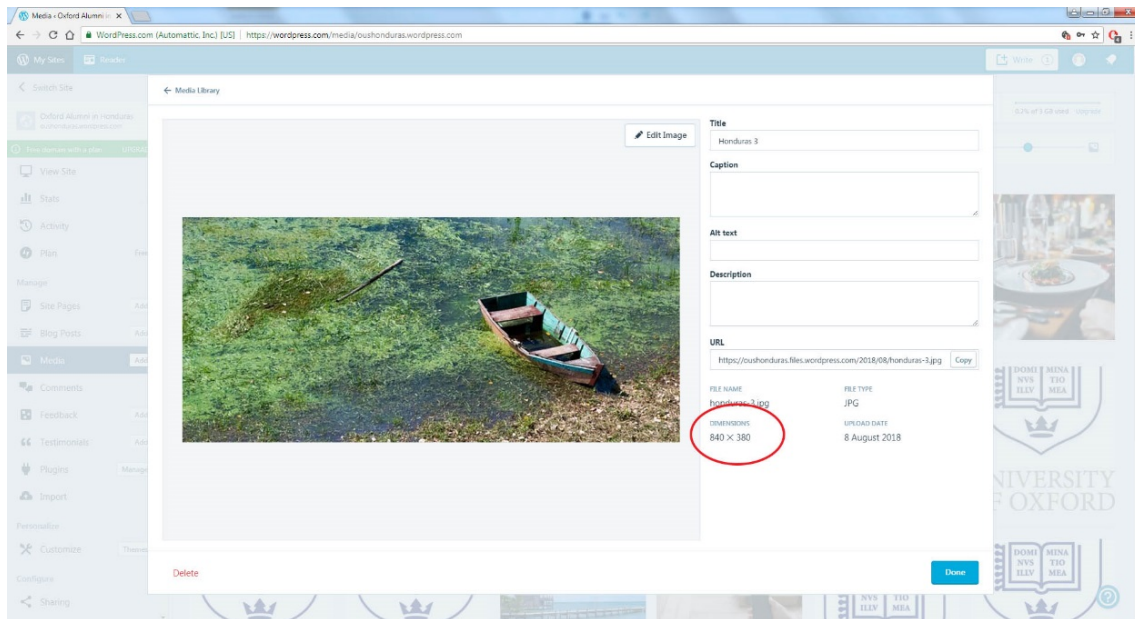


- Add the event title in the 'Add title' field (circled in red above).
- Enter the event details in the body of the page (above, where it says 'Start writing or type / to choose a block').
- Add a featured image (the image at the top of the page - click on the cog icon – circled in blue above – in the top right-hand corner of the screen and a toolbar will appear below– see above – select 'Featured image' highlighted in green above and then 'Set featured image'. See **Section 5 – Adding images.**) The use of an image is a great way of promoting your events and making them more attractive to prospective attendees.
  - Alternatively, you can add an image by clicking on the '+' symbol (circled in yellow on the screenshot above), to add a block to the page, select 'image' then either select:
    - 'Upload' – to upload an image from your device
    - 'Select image' – to select an existing image from your media library in your WordPress account; an image from Google Photos; or an image from Pexels Free Photos (see more on free images in **section 10 – Support and additional resources.**)
    - 'Insert from URL' to insert an image using a URL (web link).

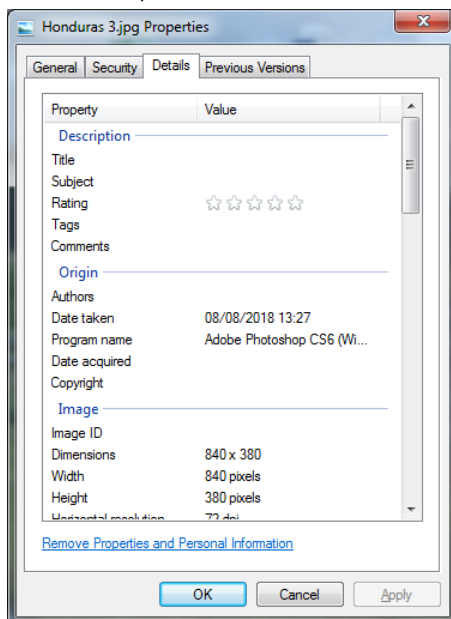
The featured image should be at least 1,200 pixels wide. You can check the size of an image:

- Within WordPress, if you have uploaded it, by:
  - Clicking on 'Media' in the left-hand toolbar.
  - Clicking on the image you want to check in the subsequent screen and then clicking on the pink 'Edit' button.

The picture's size is shown under 'dimensions' (circled in red in the screenshot below).



OR, outside of WordPress:



- By right-clicking on the icon of the image you want to check, then selecting 'Properties' from the drop-down menu, and the 'Details' tab. The dimensions are shown at the bottom of the resulting screen (see left).

Click the 'Preview' button in the top right-hand corner of the screen to see how your post looks and make sure the image is displaying correctly and that your links work, then close the preview screen and click the blue 'Publish' button in the right-hand side of the screen once you're happy with it. This will automatically appear on your 'Events' page.

*WordPress support for adding posts:*

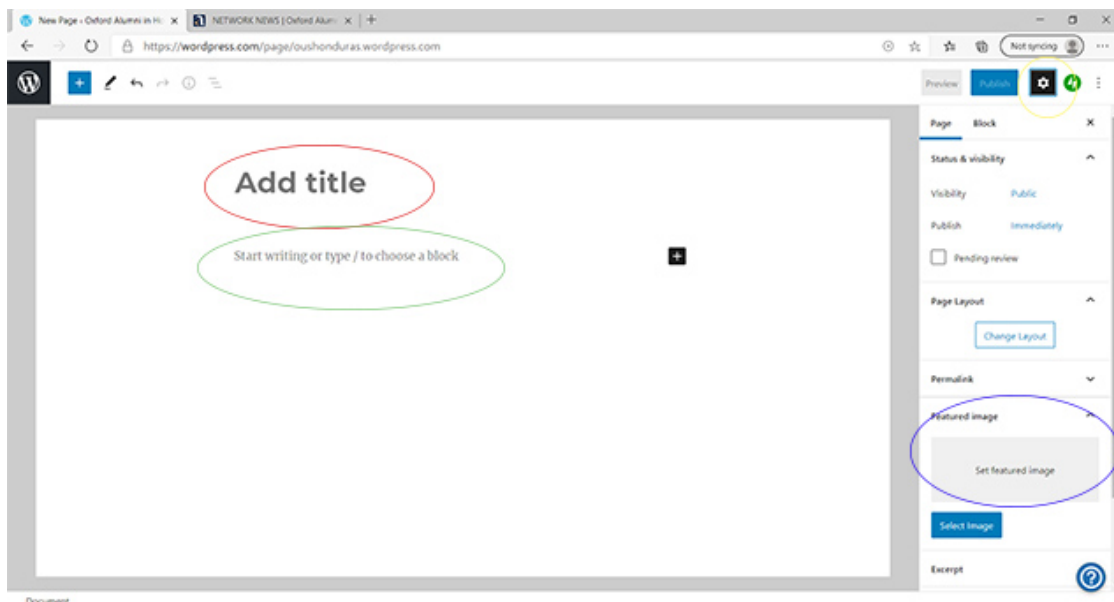
<https://en.support.wordpress.com/posts/>

**Note:** Remember to click 'Save draft' in the top right-hand corner of the screen after you make any changes to your blog post or the changes will not be saved!

#### 4. Adding a new page:

Pages are added in exactly the same way as blog posts:

- Click 'Site' in the left-hand toolbar and then 'Pages' from the drop-down menu, then click on the pink 'Add new page' button in the right-hand side of the screen.
- Select a page template on the subsequent screen.
- To add a page title: Click on the text 'Add title' (circled in red below) and insert the text you want to appear.
- To add body text: Click on the white space where it says 'Start writing or type / to choose a block' (circled in green in the screenshot below) and start typing.
- To add a featured image at the top of the page: Click on the cog icon in the top right-hand corner and then 'Set featured image' below 'Featured Image' from the toolbar that then appears below (circled in blue on the screenshot below). You can then select an existing image from the library or click 'Add New' in the left-hand corner of the screen to add a new image.



- To add an image in the body text: Click on the '+' symbol and select 'Image'. Then either select:
  - 'Upload' – to upload an image from your device
  - 'Select image' – to select an existing image from your media library in your WordPress account; an image from Google Photos; or an image from Pexels Free Photos (see more on free images in **section 10 – Support and additional resources.**)
  - 'Insert from URL' to insert an image using a URL (web link).

WordPress support for adding/deleting a page: <https://en.support.wordpress.com/pages/>

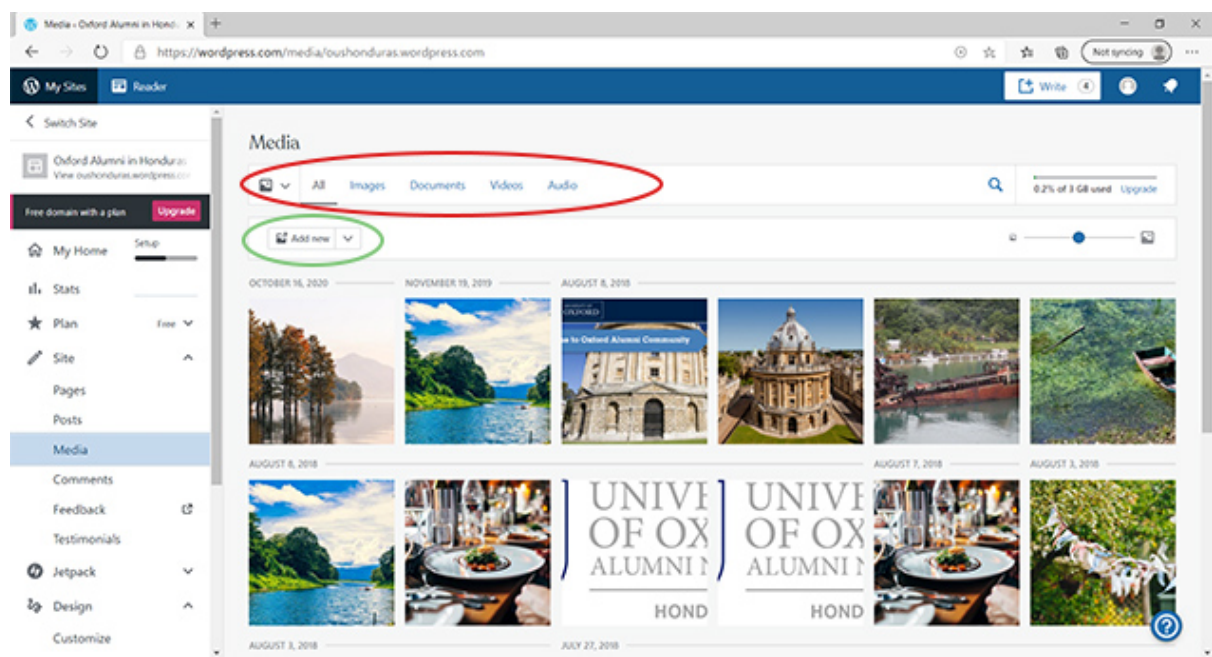
**Note:** Remember to click 'save draft' in the top right-hand corner of the screen after you make any changes to your page or the changes will not be saved!

## 5. Adding images:

Your site's pages have been pre-populated with a small selection of images to help you get started. Each of the images that have been uploaded are 840 x 380 pixels wide for consistency, but you can add different-sized images if you wish.

To view these images in your media library and add additional images, click on 'Media' in the left-hand toolbar.

You will then see the screen below, with options to add images, documents, videos and audio (circled in red) – click on 'Images' and then click 'Add New' (circled in green) to add a new image.

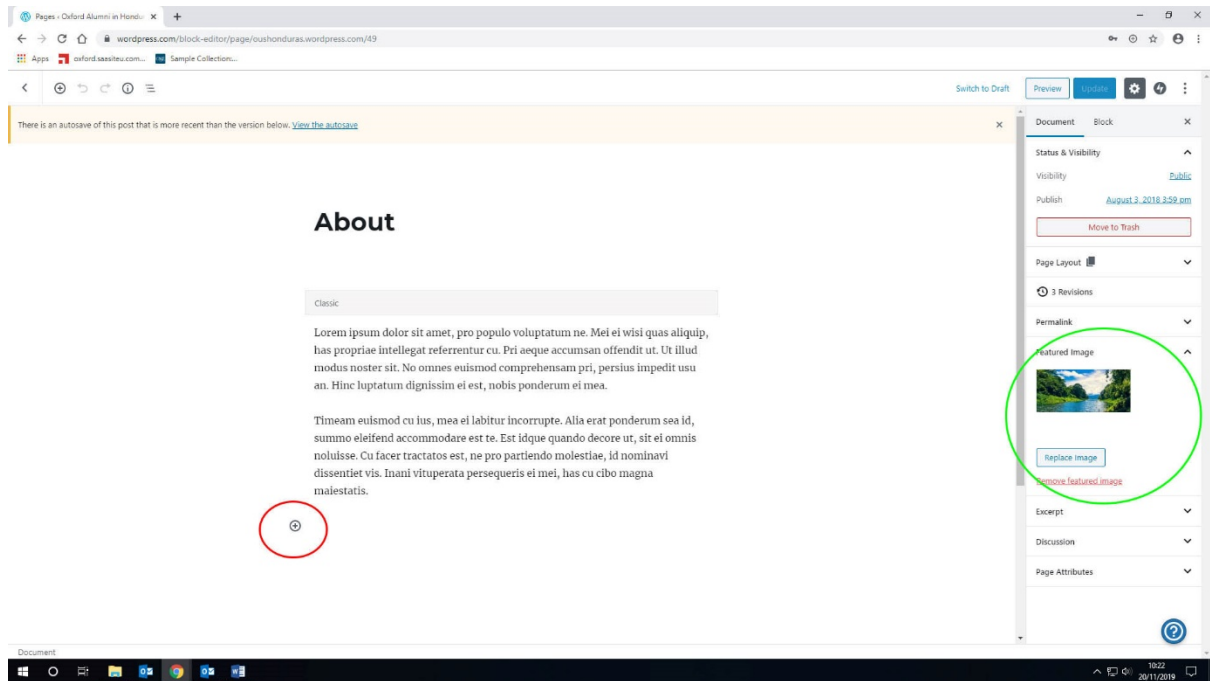


The images we have included in your website have been added in the body text of each page. To add an image in this way, click on the '+' symbol (add block) on the required page (circled in red in the screenshot below). Select 'Image' and then either select:

- 'Upload' – to upload an image from your device
- 'Select image' – to select an existing image from your media library in your WordPress account; an image from Google Photos; or an image from Pexels Free Photos (see more on free images in **section 10 – Support and additional resources**.)
- 'Insert from URL' to insert an image using a URL (web link).



Alternatively, to amend the header (feature) image, click on the cog icon in the right-hand corner of the screen and then 'Replace image' or 'Set featured image' beneath 'Featured Image' in the toolbar that appears below in the right-hand side of the screen (circled in green on the right in the screenshot below) and either select an existing image or upload a new one by clicking on 'Add new'.



WordPress support for images: <https://en.support.wordpress.com/images/>

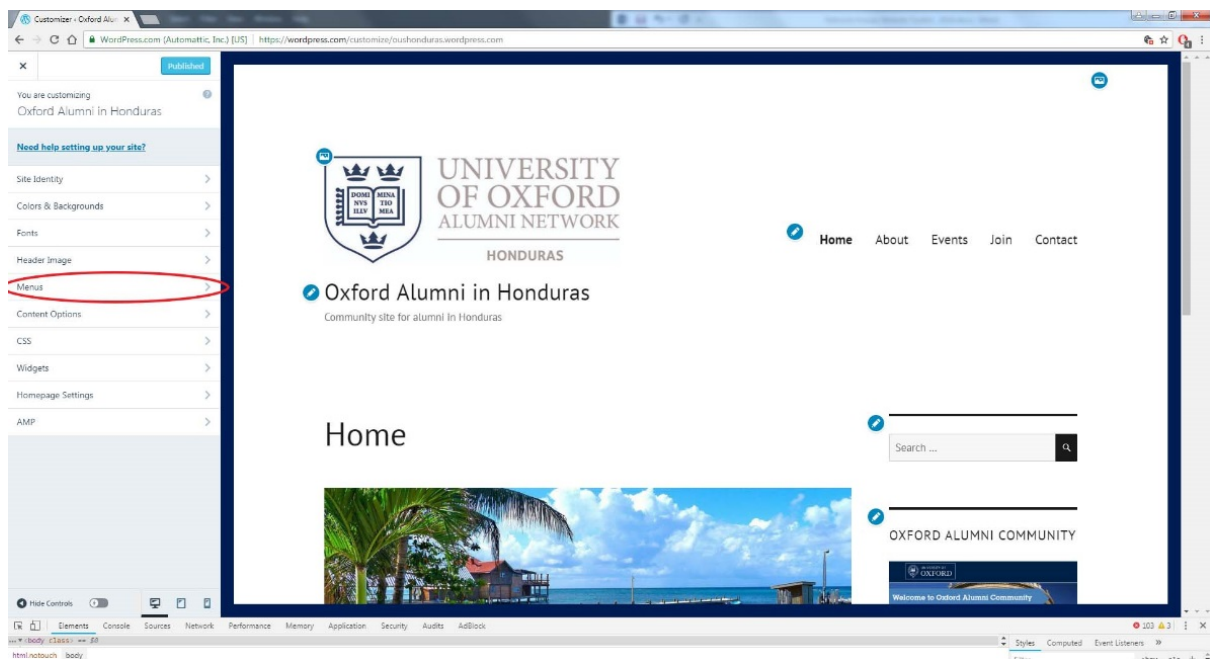
## 6. Changing the menu navigation:

The following menu structure has been added to your website, although it is up to individual groups to decide if they want to keep this structure or add/remove specific pages:

- Home (page) – Welcome section of your website.
- About (page) – About the group, committee structure/ members, how often it meets, etc.
- Events (blog) – Events are posted in this section using the blog functionality of WordPress (see **Section 3 – Adding an event as a blog post**). This means your events will be posted as individual posts but can be aggregated into one section.
- Join (page) – How to join the group, membership, etc.
- Contact (page) – Simple contact form allowing members/new recruits to email the group without having to post an email address (therefore avoiding spam).

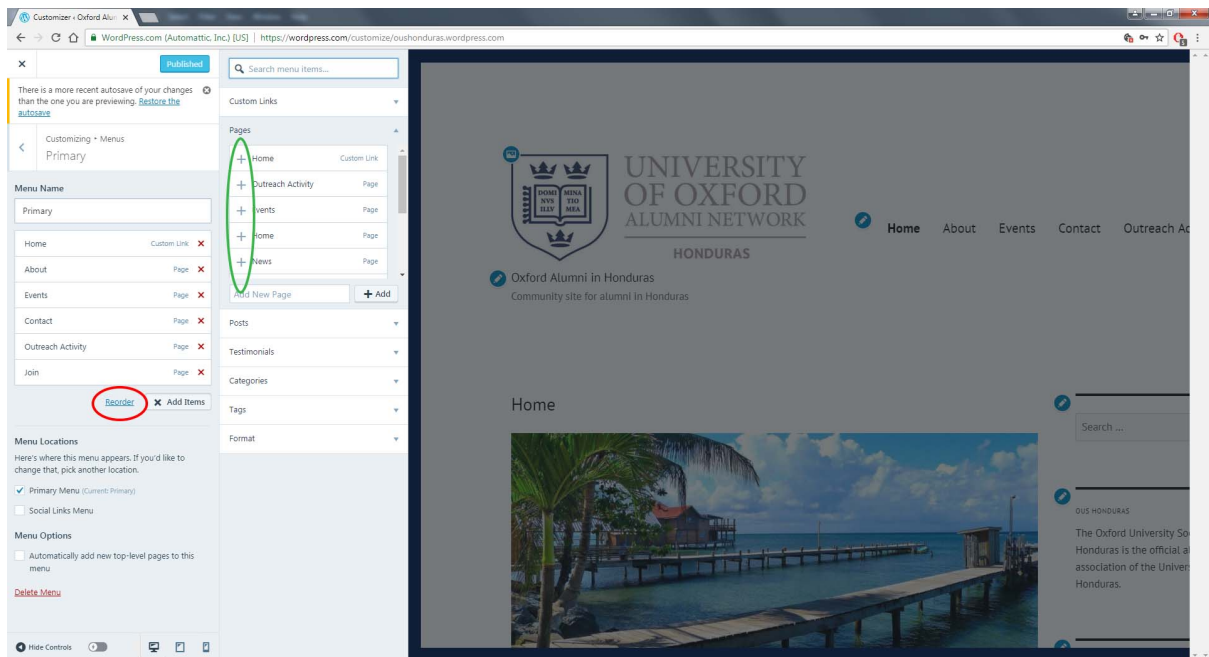
To add a page to the menu or to make a change:

- Click on 'Site' in the left-hand toolbar, then 'Customise' from the drop-down menu and then 'Menus' in the next screen (see below):



This will take you to the menu panel. You will want to edit the 'Primary' menu (although this should be set as the default menu). To do this, click on 'Primary' in the top left-hand corner of the screen.

- To change the order the menu items appear in, click 'Reorder' (see screenshot below, circled in red).
- To add a new page to the menu, click 'Add Items' and the '+' button to the left of the page that you want to add to the menu (see screenshot below, circled in green). You will need to have created the page first for it to appear here (see **section 4 – Adding a new page**).



WordPress support for changing the menu: <https://en.support.wordpress.com/menus/>

**Note:** Remember to click the blue 'save changes' button in the top left-hand corner of the screen after you make any changes to your website or the changes will not be saved!

## 7. Migrating your content over:

If you already have a website to promote your group, you may wish to migrate your content across to WordPress.

Unfortunately there is no quick way to do this – you will have to copy and paste your existing content into the new site template, adapting your content to the page navigation that has been set up for you.

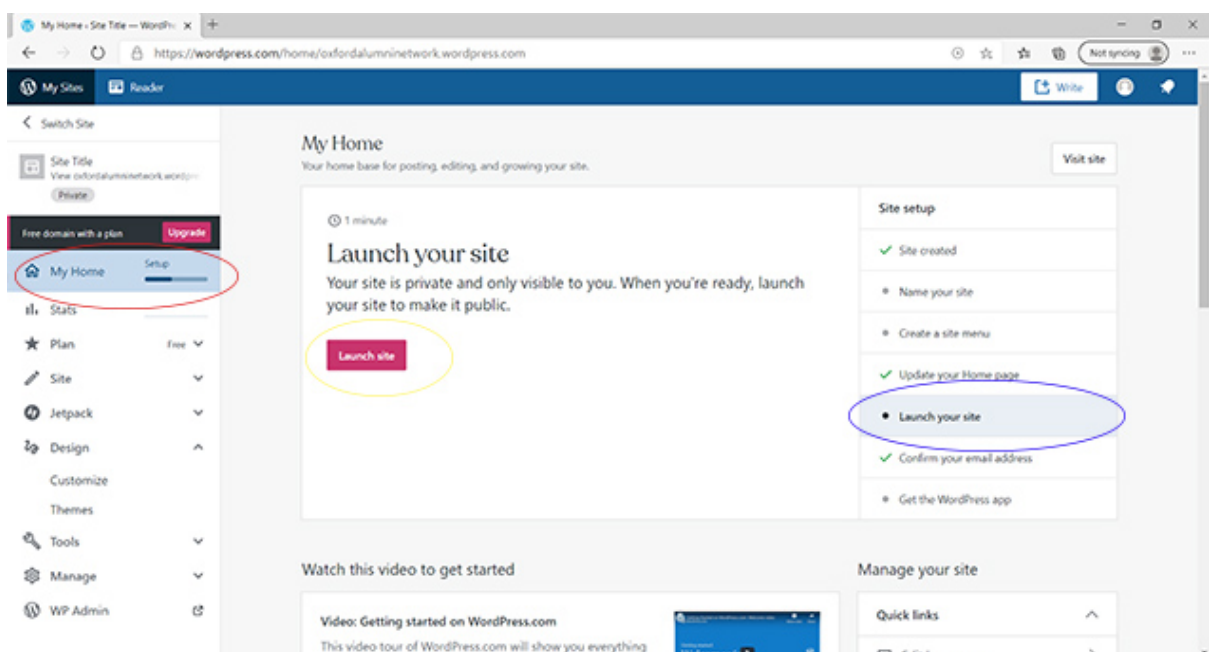
You can also use the WordPress Export tool to back up all of your content or move it to a new WordPress site.

WordPress support for the Export tool: <https://en.support.wordpress.com/export/>

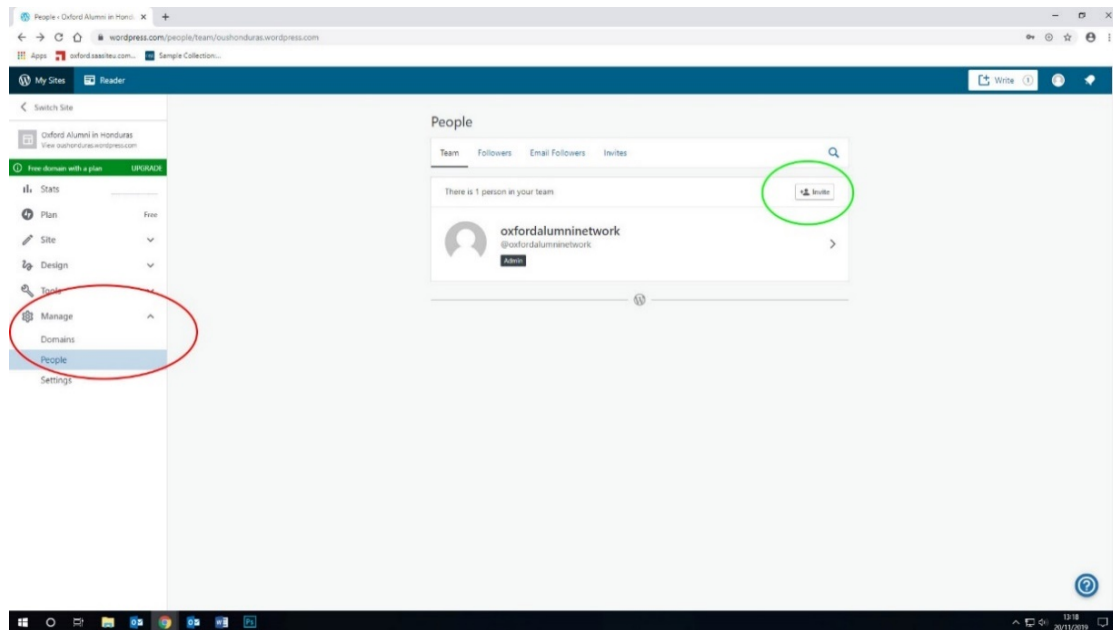
## 8. Inviting people to join your site:

Your website is ready to be launched! To do this, you need to click on 'My home' in the left-hand toolbar (circled in red in the screenshot below), then 'Launch your site' in the right-hand toolbar (circled in blue in the screenshot below) and finally the pink 'Launch site' button in the centre of the screen (circled in yellow in the screenshot below).

Only you can see your site until it is launched – make sure you are certain you're ready for it to go live before launching it. It is advisable to do some final checks to ensure everything is as it should be before you do this.



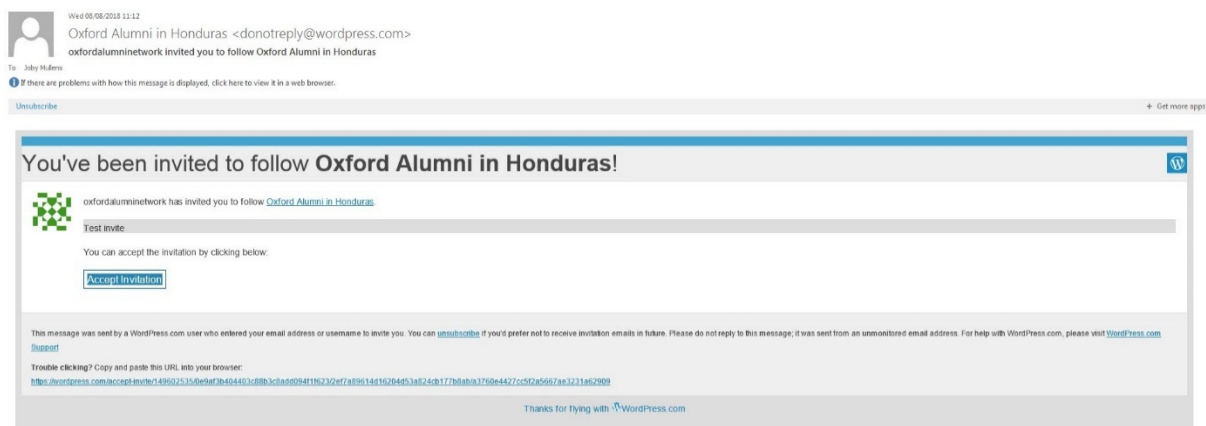
Besides promoting your website link through various communications channels, you can also invite people to follow the site by clicking 'Manage' in the left-hand toolbar and 'People' in the drop-down menu (circled in red on the screenshot on the next page). Then click on the 'Invite' icon (circled in green on the screenshot on the next page).



You can then add their WordPress user name (if they are also a WordPress user) or email address in the top field of the subsequent screen labelled 'Usernames or emails' and choose a role for them. See the support link below for more details about user roles:

- Administrator
- Contributor
- Editor
- Follower
- Author

The recipient will receive a message similar to the one below inviting them to join:



You should ensure that users are only added as followers and that only approved members of the committee are assigned any of the other roles which allow for any element of editing. Ideally one committee member should be responsible for managing and editing the site, but log-in details should be shared with the committee.

WordPress support for user roles: <https://en.support.wordpress.com/user-roles/>

## 9. Domains

Groups have a choice either to remain with the free WordPress web address that comes with the site (i.e: oushonduras.wordpress.com), map an existing domain name or purchase a new one from a domain site such as 123reg or GoDaddy. If you're buying a new domain name, the naming convention should be as follows:

### Oxford groups:

The naming convention is ouslocation.

I.e: <https://ousswfrance.com/> or <https://ousfinland.wordpress.com/>

### Oxford and Cambridge groups:

The naming convention is either oxcamlocation or oxbridgelocation.

I.e: [www.oxcamne.org](http://www.oxcamne.org) or <https://oxcamdc.com>; or <http://oxbridgebangalore.com/> or <http://www.oxbridgeindia.com/>

Mapping your domain – Domain mapping is a feature you can use to point domains (website addresses) to your primary hosting account. This is beneficial if:

- You have an existing site and want to transfer to WordPress.
- You have multiple domains you want to point to your primary hosting account. You may, for instance, have purchased multiple domains (such as [www.oxfordalumnihonduras.org](http://www.oxfordalumnihonduras.org) and [www.oxfordhonduras.org](http://www.oxfordhonduras.org)) to match various search queries or misspellings. This will ensure that your customer always ends up at your primary hosting account.
- You may want to point your web address to a sub-level page of your site. I.e: If you want your blog to be the first thing visitors see, you can set to domain to your blog without having 'blog' in the web address, for example.

As with other services, domain mapping comes at a small cost for hosting and mapping. As the process is slightly more involved with mapping a domain, we recommend you use the WordPress guidelines: <https://en.support.wordpress.com/map-existing-domain/>



## 10. Support and additional resources:

**WordPress support:** <https://en.support.wordpress.com/>

Gain access to a wide variety of support information to help you make the best of your new WordPress website.

The support section includes key advice on a number of topics, including:

- Getting started: <https://en.support.wordpress.com/start/>
- Quick-start guide: <https://learn.wordpress.com/quick-start-guide/>
- Tips on increasing your site traffic: <https://en.support.wordpress.com/increase-your-site-traffic/>
- Video tutorials on topics: <https://en.support.wordpress.com/video-tutorials/>
- Adding social media links to your website:  
<https://en.support.wordpress.com/widgets/social-media-icons-widget/#available-icons>
- Creating posts, pages and menus: <https://learn.wordpress.com/get-published/>
- Sharing your content: <https://learn.wordpress.com/get-connected/>

### Alumni group resources:

<https://www.alumni.ox.ac.uk/group-resources>

Information and advice to help you with the running of your group, including:

- **University of Oxford Images:**  
Alumni groups can use images from the University's picture library, Oxford University Images (<http://www.oxforduniversityimages.com/>), free of charge.  
To view the image gallery, please email the picture library at: [ouimages@admin.ox.ac.uk](mailto:ouimages@admin.ox.ac.uk), stating that you are a group representative, and you will be sent login details.
- **Alumni group officer's mailing list:**  
Seek advice from – or share top tips with – your peers on managing your new website by registering for and emailing the group officers' mailing list: [groupofficers-forum@maillist.ox.ac.uk](mailto:groupofficers-forum@maillist.ox.ac.uk)  
To register, please email the networks team at: [networks@alumni.ox.ac.uk](mailto:networks@alumni.ox.ac.uk)
- **Social media advice for groups:**  
Pick up some tips with this handy guide on using social media to maximum effect in running your group and attracting new members, to run alongside your new website:  
[https://www.alumni.ox.ac.uk/sites/www.alumni.ox.ac.uk/files/Social%20networking%20advice%20for%20groups%20-%20WEB\\_0.pdf](https://www.alumni.ox.ac.uk/sites/www.alumni.ox.ac.uk/files/Social%20networking%20advice%20for%20groups%20-%20WEB_0.pdf)

### Other groups using WordPress:

See how your peers are making the most of WordPress – the following groups have their own WordPress sites:

- OUS Auckland: <https://ousaucklandgroup.wordpress.com/>
- OUS Berlin: <https://oxfordberlin.wordpress.com/about/>
- OUS Cambridge: <https://ouscambridge.wordpress.com/>
- OUS Chile: <https://oxfordalumnichile.wordpress.com/>
- OUS Cornwall: <https://ouscornwall.home.blog/>
- OUS Cyprus: <https://ouscyprus.wordpress.com/>
- OUS Devon: <https://ousdevon.wordpress.com/>
- OUS Finland: <https://ousfinland.wordpress.com/>
- OUS Houston: <https://oushouston.wordpress.com/about/>
- Oxford Alumni Club of Japan: <https://oxfordalumnijapan.wordpress.com/>
- OUS Luxembourg: <http://oxford.lu/>
- Oxford & Cambridge Society of the Netherlands: <https://oxbridge-nl.com/>
- Oxford Alumni Association of New York: <https://oaany.wordpress.com/>
- OUS Norfolk: <https://ousnorfolk.wordpress.com/>
- Oxford & Cambridge Society of Oregon: <https://oxbridgeoregon.com/>
- OUS Ottawa: <https://oxonian.ca/>
- Oxford & Cambridge Society of Philadelphia: <https://oxbridgephiladelphia.wordpress.com/>
- Oxbridge Club Slovenia: <https://oxbridge.si/>
- OUS South West France: <https://ousswfrance.com/>
- OUS Western Australia: <http://ouswa.org/>
- OUS Worcestershire: <https://ousworcestershire.wordpress.com/>
- Oxford10: <https://www.oxford10.com/wp/>

**\*\*\*\* Please note:** The Alumni Office can take no responsibility for websites set up by the Networks Team on behalf of alumni groups on WordPress, once they have been handed over to the group. Equally we do not monitor or approve them, and will only intervene in exceptional circumstances, for example, if content could be perceived as damaging to the reputation of the University. We therefore ask that you include the following statement prominently on your site:

<Group name> is an autonomous group for alumni of the University <living in 'x'/interested in 'y', etc> and operates independently of the University. Responsibility for this website and any and all activities associated with it are the full responsibility of the group and its organising committee. This website is not maintained, monitored, or in any way under the control of the University of Oxford. \*\*\*\*

**Free images:**

Beyond the selection of images available to group representatives on the University's picture library – Oxford University Images (see above) – there are various websites where you can gain access to free and copyright-free images for use on your websites. These include:

- Pexels: <https://www.pexels.com/>
- Pixabay: <https://pixabay.com/>
- Morguefile: <https://morguefile.com/>
- Unsplash: <https://unsplash.com/>

**Google Digital Garage:**

<https://learndigital.withgoogle.com/digitalgarage>

- Online access to a number of free online courses that will guide you through everything from search engines, to social media and beyond.

## 11. Technical specifications:

### Templates and design:

WordPress template: The Twenty Sixteen Theme: <https://wordpress.com/themes/twenty-sixteen/>

### Customisations of the template for groups:

#### Website template – Oxford groups

- Logo: provided by the Alumni Office – please do not change or replace it.
- Background (border): Oxford Blue for web (#001c54)
- Fonts: Headings – PT Sans Regular Small, Base font – PT Sans Large

#### Website template – Oxford & Cambridge groups

- Logo: provided by the Alumni Office – please do not change or replace it.
- Background (border): Variant of Cambridge Blue for web (#c3d6ee)
- Fonts: Headings – PT Sans Regular Small, Base font – PT Sans Large

### Side widgets:

- Short group description – this is a free text box where you can have a brief summary of the group. This can be changed easily by:
  - Clicking on 'Widgets' in the left-hand toolbar
  - Clicking on 'Sidebar' in the left-hand toolbar on the subsequent screen and then 'text' in the following screen (circled in red on the screenshot below).
  - Clicking in the text field that appears below 'Title' and edit your text.

**Note:** Remember to click the blue 'Update' button in the top right-hand corner of the screen after you make any changes, or they will not be saved!

