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 – for details).

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 – for more information). 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.

We would also encourage groups who already have a website to migrate over to this template so as to help establish some consistency across the various web platforms that are currently in use.

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 WordPress’s 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.

You may also wish to consider a plan upgrade for additional support. Your group’s website has been set up on WordPress’s free plan but the Business Plan, for instance, offers personalised help, where you can schedule a one-on-one orientation with a ‘Happiness Engineer’ to set up your site and learn more about WordPress. Find out more about the various WordPress plans here: https://wordpress.com/pricing/

Alternatively, do please email us at: networks@alumni.ox.ac.uk

Good luck and happy posting!

The Networks Team, Oxford Alumni Office
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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/](https://wordpress.com/)
- Click on ‘Sign 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 to request this. You are free to change the password at any time but please notify of the new password by emailing: networks@alumni.ox.ac.uk

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

This will take you to your site’s statistics page (see below):
This is where you can manage your site:

- **The ‘Traffic’ tab** tells you the amount of traffic you are getting to your website and how many people have liked or commented on posts.
- **The ‘Insights’ tab** gives you insights on areas such as how many posts you have created on your website over various time periods.
- Finally, **the ‘Activity’ tab** shows you when you made any changes to your website.

This is also where you can do various other tasks including:

- Add blog posts (this function will be used for posting events – see section 3 – Adding an event as a blog post – for more details).
- Add media (images, documents, video and audio) – see section 5 – Adding images – for more details. 
- Add and manage site pages.
- Import content from another website.
- Manage your domains (see section 9 – Domains – for more details).
- Invite new users to your site and give them a role (see section 8 – Inviting people to join your site – for more details).

All of these options are on the left-hand toolbar.
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 ‘Customize’ in the left hand toolbar (make sure you click on ‘Customize’ and not the ‘Themes’ button to the right of ‘Customize’).

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

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 pages’ in the left hand toolbar – 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 ‘Events’ page:
• To change the page title: Click on the title (circled in red on the screenshot below) and make your edits to the text.
• To add body text: Click on the white space (circled green on the screenshot below) and start typing.
• To change the featured image at the top of the page: Click on ‘Featured Image’ in the right hand toolbar (circled in blue on the screenshot below). You can then either select an existing image from the library or select ‘Add new’ in the left hand corner to add a new image.
• To add an image in the body text: Click on ‘Add’ (circled yellow in the screenshot below) and select ‘Media’. Either chose an existing image from the library or add a new one by selecting ‘Add New’ in the left hand corner.

Note: Remember to click ‘update’ and/or ‘publish’ in the top right hand screen after you make any changes to your website 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 – for more information).
If you have social media accounts, you can add links to these on your site. To do this:

- Click on ‘Customize’ in the left hand toolbar.
- Click on ‘Widgets’ in the next left-hand toolbar.
- Select from the left-hand toolbar on the next screen where you want the link to appear (see screenshot below – the choices are circled in red).

- Click on ‘Add a Widget’ and scroll down on the ensuing menu that appears to the right of the left-hand toolbar until you find ‘Social Icons’. (see screenshot below, circled in red)
- The title the links appear under 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 you find the size is incorrect).
- Click on the ‘Add an icon’ button (circled in red below) and enter the web address 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 ‘update’ and/or ‘publish’ in the top right hand screen after you make any changes to your website or the changes will not be saved!

*WordPress support for customising your site:* [https://en.support.wordpress.com/video-tutorials/customize-your-site/](https://en.support.wordpress.com/video-tutorials/customize-your-site/)
3. Adding an event as a blog post:

The ‘Blog posts’ functionality of your site is where you can add new posts and manage existing ones.

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.

Your site’s Events page will already be pre-populated with a sample WordPress blog post – to delete this:

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

To add a new event as a blog post:

- Click ‘Add’ next to ‘Blog Posts’ on the left-hand toolbar (circled in red on the left in the screenshot above):
The following screen should appear:

- Add the event title in the ‘Title’ field (circled in red).
- Enter the event details in the body of the page.
  Add a featured image (right side toolbar highlighted in red. See Section 5 – Adding images for more details.) The use of an image is a great way of promoting your events and making them more attractive to prospective attendees.
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. The picture’s size is shown under ‘dimensions’ (see the screenshot below)

OR:
- 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).

Use 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 publish once you’re happy. This will automatically appear on your ‘Events’ page.

*WordPress support for adding posts:*
[https://en.support.wordpress.com/posts/](https://en.support.wordpress.com/posts/)

Note: Remember to click ‘update’ and/or ‘publish’ in the top right hand screen after you make any changes to your website or the changes will not be saved!
4. Adding a new page:
Pages are added in exactly the same way as blog posts:

- Click ‘Add’ next to ‘Site Pages’ on the left-hand toolbar.
- To add a page title: Click on the text title (circled in red below) and insert the text you want to appear.
- To add body text: Click on the white space (circled in green in the screenshot below) and start typing.
- To add a featured image at the top of the page: Click on ‘Featured Image’ in the right hand toolbar (circled in blue on the screenshot below). You can then either select an existing image from the library or select ‘Add new’ in the left hand corner to add a new image.
- To add an image in the body text: Click on ‘Add’ (circled yellow below) and select ‘Media’. Either choose an existing image from the library or add a new one by selecting ‘Add New’ in the left hand corner.

WordPress support for adding/deleting a page: [https://en.support.wordpress.com/pages/](https://en.support.wordpress.com/pages/)

Note: Remember to click ‘update’ and/or ‘publish’ in the top right hand screen after you make any changes to your website 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 following 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.
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 ‘Add’ upon opening any of your website pages (circled in red on the left in the screenshot below) to edit and then click on ‘Media’ and either select an existing image or upload a new one.

Alternatively, click on ‘Featured Image’ in the right-hand toolbar and ‘Set Featured Image’ (circled in red on the right in the screenshot below) and either select an existing image or upload a new one.

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 – for more information). 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 ‘Customize’ in the left-hand toolbar and ‘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 the default menu).
- 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 – for instructions on how to do this)

Wordpress support for changing the menu: https://en.support.wordpress.com/menus/

Note: Remember to click ‘update’ and/or ‘publish’ in the top right hand 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 WordPress’s 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!

Besides promoting the link through various communications channels, you can also invite people to follow the site by clicking on the ‘Add’ icon next to ‘People’ in the left hand toolbar, circled in red on the screen below:

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

- Administrator
- Editor
- Author
- Contributor
- Follower

The recipient will receive a message similar to the one on 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 for the sake of simplicity but log-in details should be shared within the committee.

*WordPress support for user roles:* [https://en.support.wordpress.com/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/](https://ousswfrance.com/) or [www.ousbangalore.org](http://www.ousbangalore.org)

**Oxford and Cambridge groups:**

The naming convention is either oxcamlocation or oxbridgelocation

I.e: [www.oxcamlondon.com](http://www.oxcamlondon.com) or [www.oxcambangalore.org](http://www.oxcambangalore.org); or [www.oxbridgeslovenia.com](http://www.oxbridgeslovenia.com) or [www.oxbridgeslovenia.org](http://www.oxbridgeslovenia.org)

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.

You can map addresses to any desired location within your hosting.

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 WordPress’s clear guidelines: [https://en.support.wordpress.com/map-existing-domain/](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.

WordPress’s 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 icon 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
Online access to a wealth of 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 Lauren Pounds at: lauren.pounds@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@mailist.ox.ac.uk.
  To register, please email the networks team at: 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%20%20for%20groups%20-%20WEB.pdf
Other groups using WordPress:
See how your peers are making the most of WordPress – the following groups have their own WordPress sites:

- OUS Worcestershire: https://ousworcestershire.wordpress.com/
- OUS Cyprus: https://ouscyprus.wordpress.com/
- OUS South West France: https://ousswfrance.com/
- OUS Berlin: https://oxfordberlin.wordpress.com/about/
- OUS Israel: https://ousisrael.wordpress.com/
- OUS Ottawa: https://oxonian.ca/
- OUS Houston: https://oushouston.wordpress.com/about/
- OUS Chile: https://oxfordalumnichile.wordpress.com/

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:

- Pixabay: https://pixabay.com/
- Morguefile: https://morguefile.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/twentysixteen/

Customisations of the template for groups:
Website template – Oxford groups
- Logo: provided by the Alumni Office
- 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
- 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 ‘publish’ in the top left hand of the screen after you make any changes or they will not be saved!
• Oxford Alumni Community – Oxford Alumni Community is a web platform designed to help alumni connect with each other all over the world. As a member, you can search for other alumni through the directory, post and search for jobs, post events and photos, and share professional insights.
We would like to encourage the promotion of the platform to all alumni groups to join.