

How to Setup a Wordpress Blog

A free companion guide to Culture Convo

This ebook is a free companion guide to my book *Culture Convo*, a beginner's guide to employer branding social media.

In *Culture Convo*, you'll learn:

- How to use some of today's most popular social media channels, including Facebook, Twitter and LinkedIn.
- How to get started, what to talk about, and how often to post.
- How to get your employees involved.
- How to measure the success of your employer branding efforts.

It also comes with a **free bonus section** featuring interviews with HR and marketing pros at **Zappos**, **Sodexo** and **DAXKO** – three organizations who are leaders at using social media for employer branding!

You can learn more at <http://renegadehr.net/culture-convo>.

Copyright © 2010 by Chris Ferdinandi. Licensed under Creative Commons BY-NC.

Please share this guide with anyone you think might like it, but don't charge for it.

Contents

Hosted vs. Self-Hosted	4
How to Sign Up	5
How to Create a Blog Post	12
How to Create a Page	21
How to Change the Look of Your Blog	26
How to Customize the Sidebar and Footer	28
How to Change the Header	32
How to Change the Background Color and Image	34
How to Let People Subscribe for Free Updates	37
How to Adjust a Few Important Settings	39
How to Add Multiple Authors	40
How to Update Your Profile	41
How to Use a Custom URL	43
How to View Blog Metrics	46

Hosted vs. Self-Hosted

There are two versions of Wordpress – hosted and self-hosted.

With the hosted version, you simply sign up for an account at <http://wordpress.com> and you're good to go.

The self-hosted version requires you to buy hosting and a domain (*a URL*) from a provider (*like GoDaddy*) and install it yourself (*though most hosting services provide one-click installation now*).

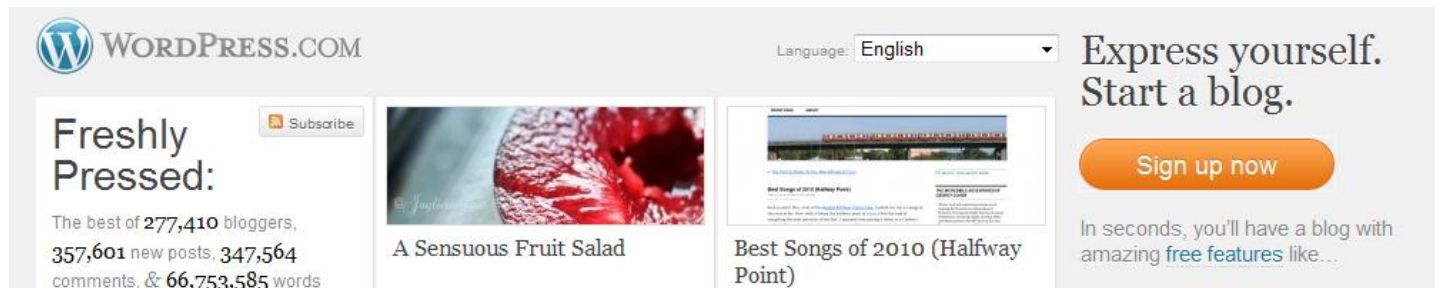
Both versions look and function the same. The self-hosted version provides a bit more flexibility around the layout and design, but it also requires a bit more technical knowledge to really take advantage of this flexibility.

I recommend the hosted version for beginners. You can very easily switch to self-hosted later if you want.

This guide is about how to setup a hosted Wordpress blog.

How to Sign Up

1. Visit <http://wordpress.com> and click the big orange “Sign up now” button in the upper right-hand corner.



2. Enter a username, password and email address. Acknowledge the Terms of Service, select “Gimme a blog!” and click “Next.”

Username
(Must be at least 4 characters, lowercase letters and numbers only.)

Password

Confirm
Use upper and lower case characters, numbers and symbols like !"£\$%^&(in your password.

E-mail Address
(We send important administration notices to this address so **triple-check it.**)

Legal flotsam I have read and agree to the [fascinating terms of service.](#)

Gimme a blog! (Like username.wordpress.com)
 Just a username, please.

Next →

3. Enter the “Blog Domain” (the URL) and “Blog Title.” Leave the box to share your blog with Google checked. Click “Signup.”

It’s a good idea to give your blog a URL and title that include your organization’s name and words like jobs, career or culture. This will make it easier for people find.

The screenshot shows the WordPress blog setup form with four sections: Blog Domain, Blog Title, Language, and Privacy. The Blog Domain field contains 'My-Org-Careers.wordpress.com' with a note below it stating: '(Your address will be domain.wordpress.com. It must be at least 4 characters, lowercase letters and numbers only. It cannot be changed so choose carefully!) You may later choose to use your own domain name, such as myblog.com, through our domain mapping upgrade.' The Blog Title field contains 'My Organization's Careers' with a note below it stating: 'The blog title can be changed at any time.' The Language field has a dropdown menu set to 'en - English' with the question 'What language will you be primarily blogging in?' above it. The Privacy field has a checked checkbox and the text 'I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.' At the bottom of the form is a 'Signup →' button.

Blog Domain	<input type="text" value="My-Org-Careers.wordpress.com"/> <small>(Your address will be domain.wordpress.com. It must be at least 4 characters, lowercase letters and numbers only. It cannot be changed so choose carefully!) You may later choose to use your own domain name, such as myblog.com, through our domain mapping upgrade.</small>
Blog Title	<input type="text" value="My Organization's Careers"/> <small>The blog title can be changed at any time.</small>
Language	What language will you be primarily blogging in? <input type="text" value="en - English"/>
Privacy	<input checked="" type="checkbox"/> I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.

4. You'll immediately receive an email to activate your blog. Click the activation link.

Howdy,

Thank you for signing up with WordPress.com.

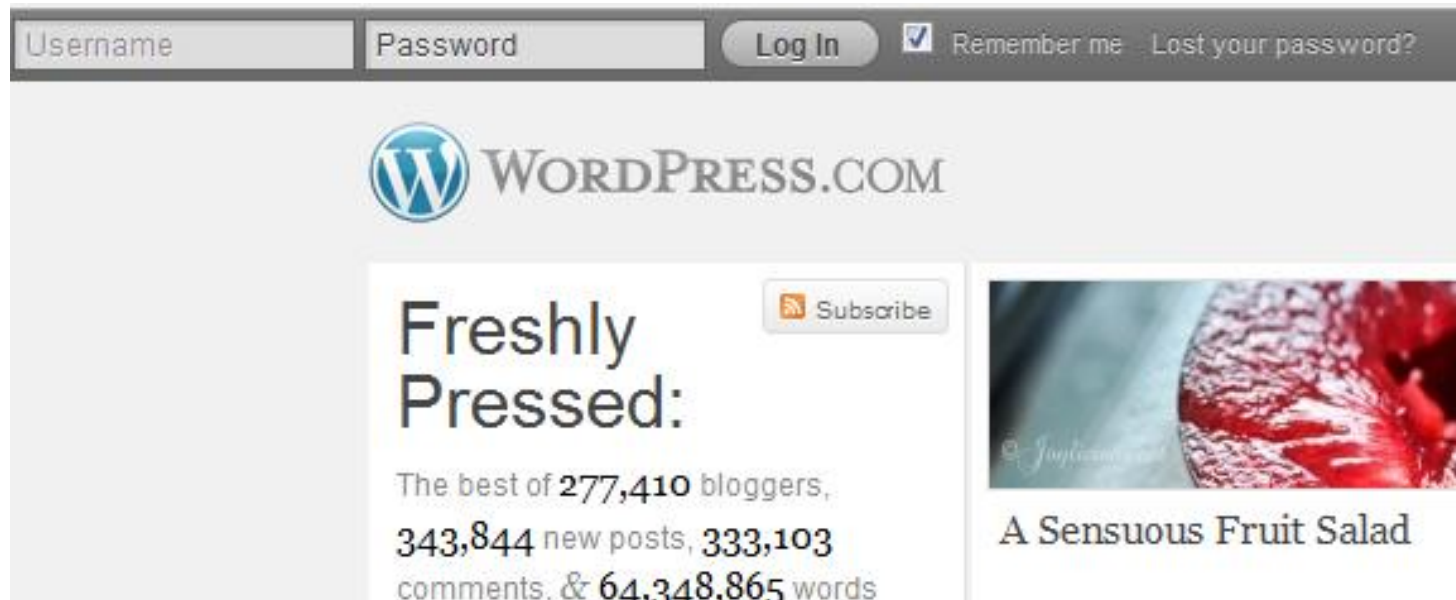
You are one step away from blogging at myorgcareers.wordpress.com.
Please click this link to activate your blog:

<http://signup.wordpress.com/activate/8bc0e5508cc9696b>

–The WordPress.com Team

(If clicking the link in this message does not work, copy and paste it into the address bar of your browser.)

5. You're all set! Visit <http://wordpress.com> again to login.



6. Click "My Dashboard" in the header.



7. Your options are in the left-hand panel.

The screenshot shows the WordPress dashboard with a left-hand navigation menu and a main content area. The navigation menu includes: Dashboard, Upgrades, Posts, Media, Links, Pages, Comments, Ratings, Polls, Appearance, Users, Tools, and Settings. The main content area is titled "Dashboard" and features a yellow tip: "WordPress.com tip: [Update your about page](#) so your readers can learn a bit about you." Below this is a "Right Now" widget with a table:

Content	Discussion
1 Post	1 Comment
1 Page	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Below the table, it shows "Theme **Twenty Ten** with **6 Widgets**" and a "Change Theme" button. A message from Akismet states: "Akismet blocks spam from getting to your blog, but there's nothing in your spam queue at the moment." The "Recent Comments" widget shows a comment from "Mr WordPress" on "Hello world! #". The right-hand side contains a "QuickPress" form with fields for Title, Content, and Tags, and a "Save Draft" button. Below that is a "Recent Drafts" section stating "There are no drafts at th" and a "Stats" section with a "Views per day" link.

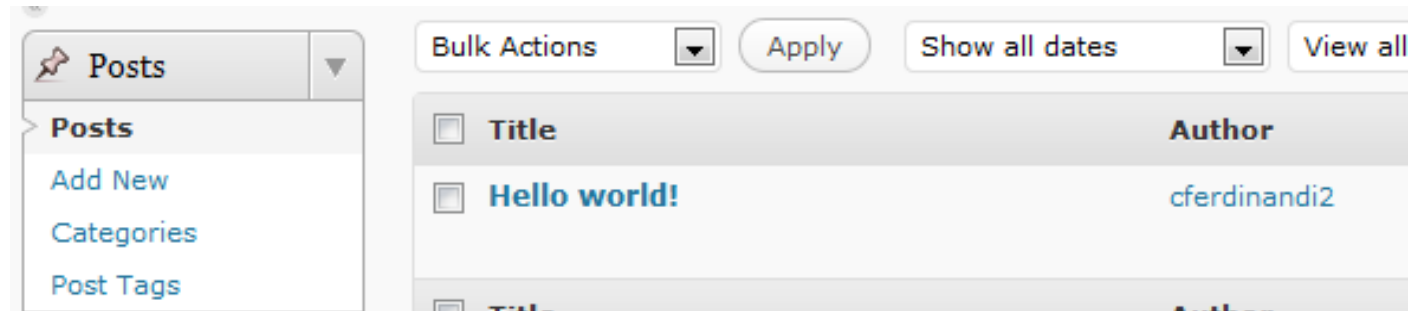
How to Create A Blog Post

Post: An article on your blog.

1. Click on “Posts” in the left-hand panel to expand the menu.

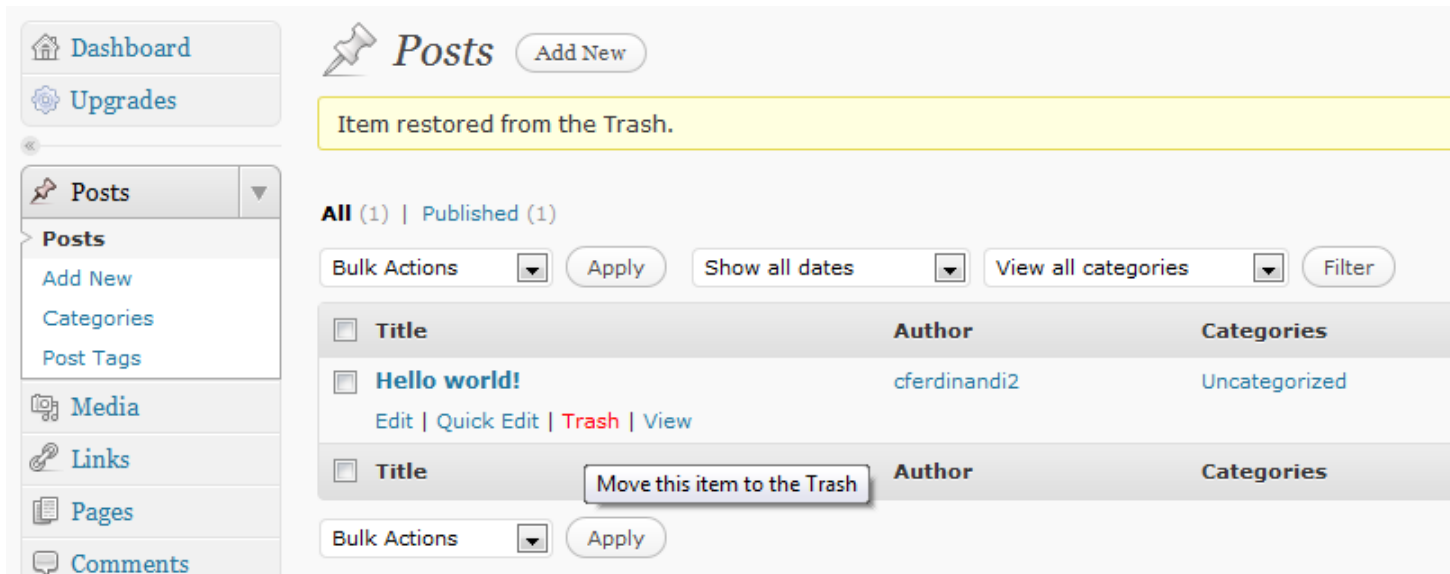
Under the “Posts” header:

- “Posts” is a list of all of your posts, both those published and those drafted but not live on your site yet.
- “Add New” is where you will draft and publish new blog posts.



2. Wordpress creates an initial post for you called “Hello world!” You’ll want to delete it immediately.

Hover over the post title. A list of options will appear. One of them is “Trash.” Click this.



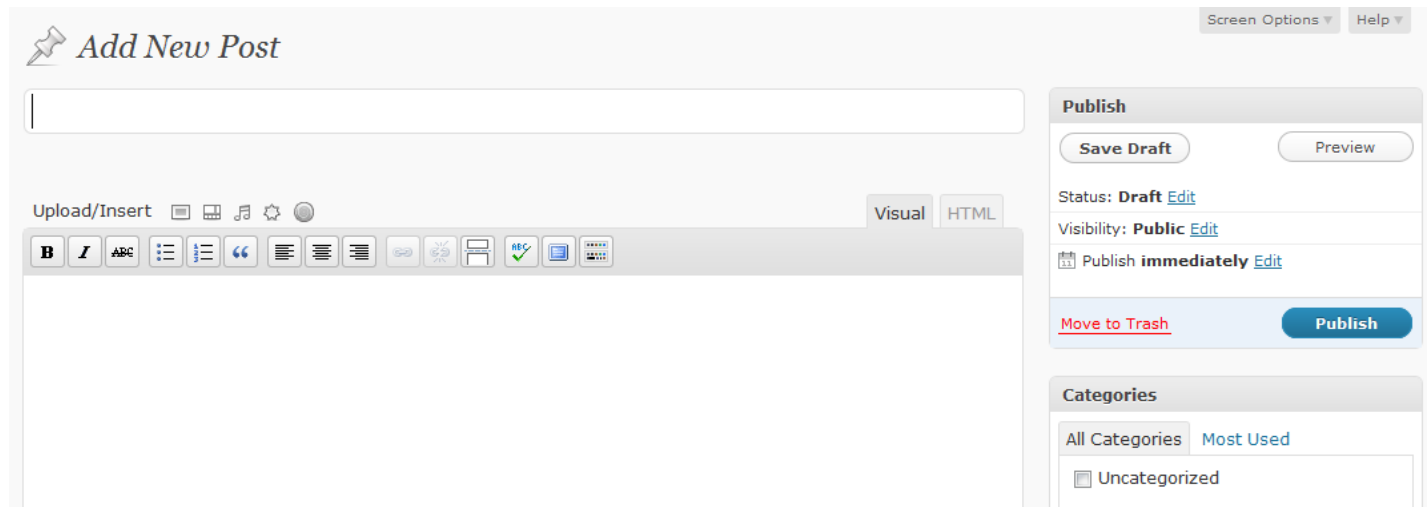
The screenshot shows the WordPress dashboard's 'Posts' section. On the left is a sidebar menu with 'Dashboard', 'Upgrades', 'Posts', 'Media', 'Links', 'Pages', and 'Comments'. The 'Posts' menu is expanded, showing 'Add New', 'Categories', and 'Post Tags'. The main content area has a 'Posts' header with an 'Add New' button. A yellow notification bar states 'Item restored from the Trash.' Below this, there are filters for 'All (1)' and 'Published (1)'. A table of posts is displayed with columns for 'Title', 'Author', and 'Categories'. The first row shows a post titled 'Hello world!' by 'cferdinandi2' in the 'Uncategorized' category. Below the title are links for 'Edit', 'Quick Edit', 'Trash', and 'View'. A tooltip is shown over the 'Trash' link, containing the text 'Move this item to the Trash'. At the bottom of the table, there are 'Bulk Actions' and 'Apply' buttons.

Title	Author	Categories
<input type="checkbox"/> Hello world! Edit Quick Edit Trash View	cferdinandi2	Uncategorized
Title	Author	Categories

3. Click “Add New” to write a blog post.

This opens up a simple what-you-see-is-what-you-get text editor (WYSIWYG).

Like using MS Word, what you type is what shows up – no coding needed. Buttons add bold, italics, hyperlinks and font-size adjustments to your text.



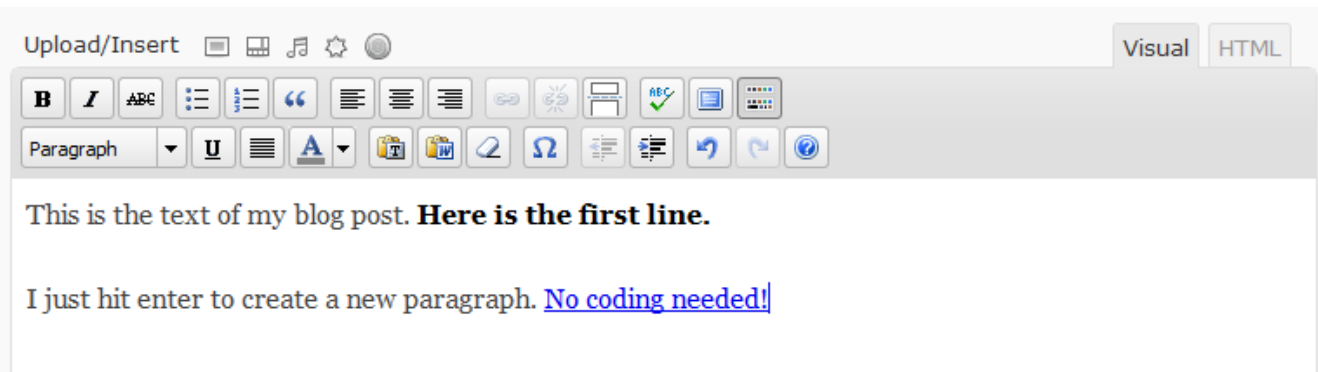
4. Enter a Title in the line at the top, and the text of your post in the big box below.

After you enter a title, Wordpress automatically assigns the post a URL. You can change it to something else by clicking the “Edit” button.



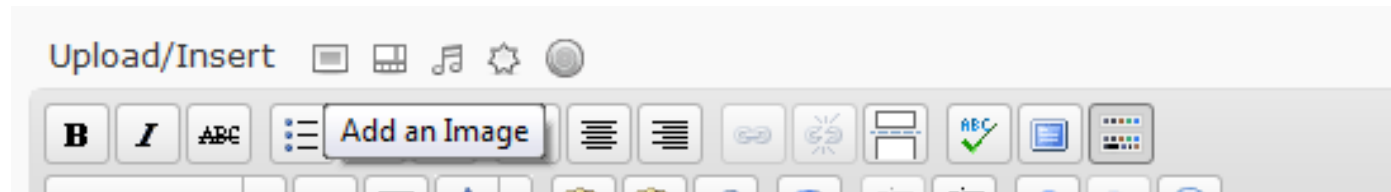
5. Use the bar above the text box to edit your text with things like bolding and italics, bulleted and numbered lists and hyperlinks.

Click the button all the way to the right to expand your list of options. Additional options include font color and font size.



6. If you want to upload a photo, video, mp3 or poll to your blog, use the icons beside the “Upload/Insert” text.

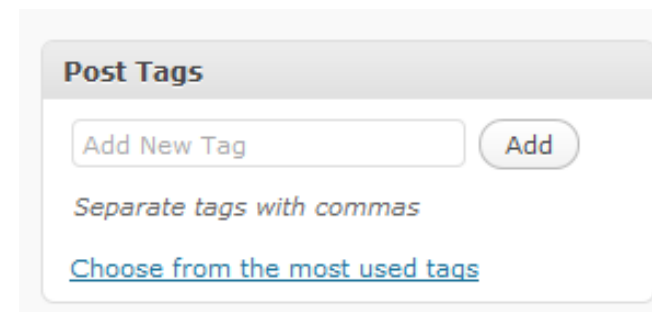
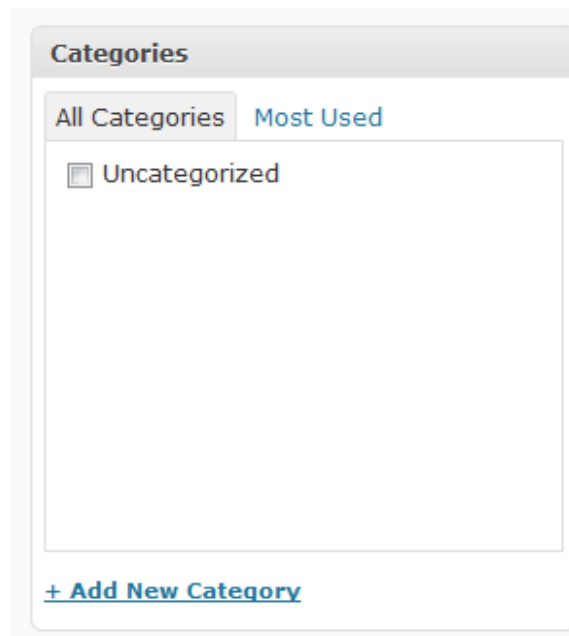
I'd recommend using YouTube for your videos rather than uploading them to your blog. YouTube has a nice video player, and it saves your Wordpress storage space, which is limited to 2 GB.



7. When you're done writing your post, assign "Categories" and "Tags" to help readers find similar content.

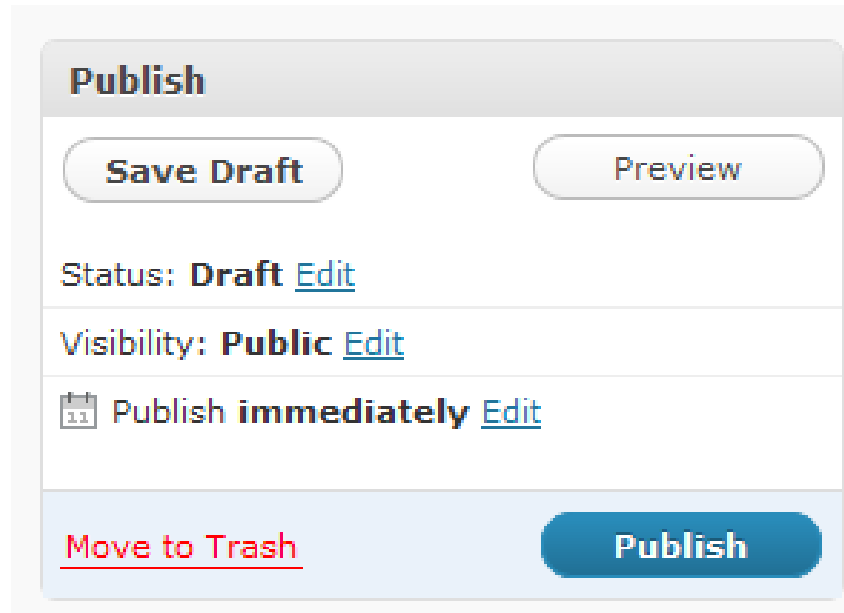
Categories and tags are pretty similar. *Lorelle on Wordpress* does a good job of explaining the subtle differences here: <http://lorelle.wordpress.com/2005/09/09/categories-versus-tags-whats-the-difference-and-which-one/>.

You can find the Category and Tag options in the right sidebar.



8. Publish your post, save it as a draft, or schedule it for a future date.

All three of these options are controlled from the box in the upper right-hand corner.



9. Once you've hit publish, you can view your post live on your blog.

Post published. [View post](#)

How to write a blog post

Posted on [July 23, 2010](#) by [cferdinandi2](#)

This is the text of my blog post. **Here is the first line.**

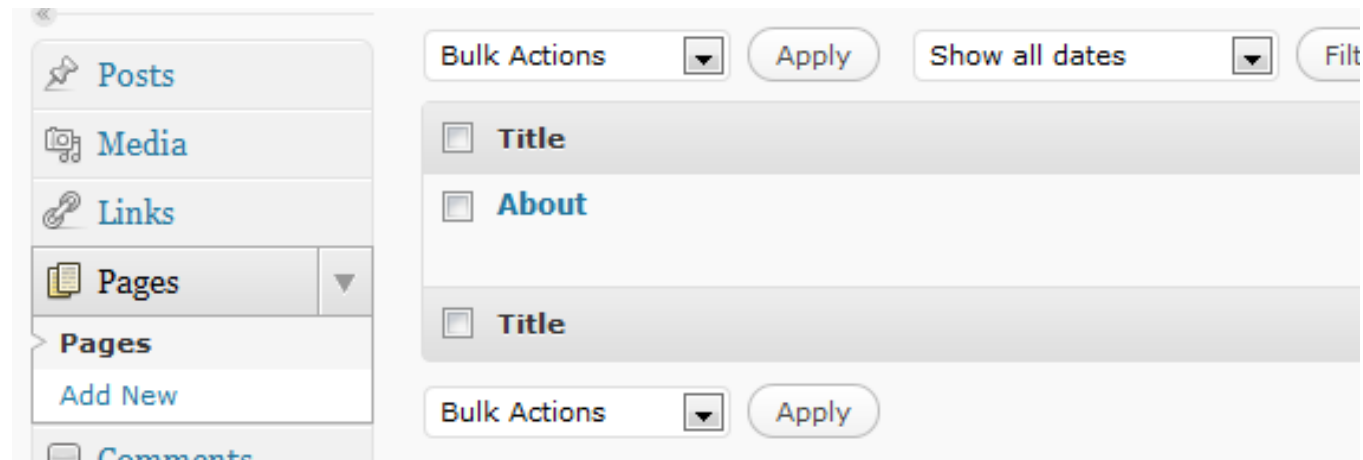
I just hit enter to create a new paragraph. [No coding needed!](#)

This entry was posted in [Uncategorized](#). Bookmark the [permalink](#). [Edit](#)

How to Create a Page

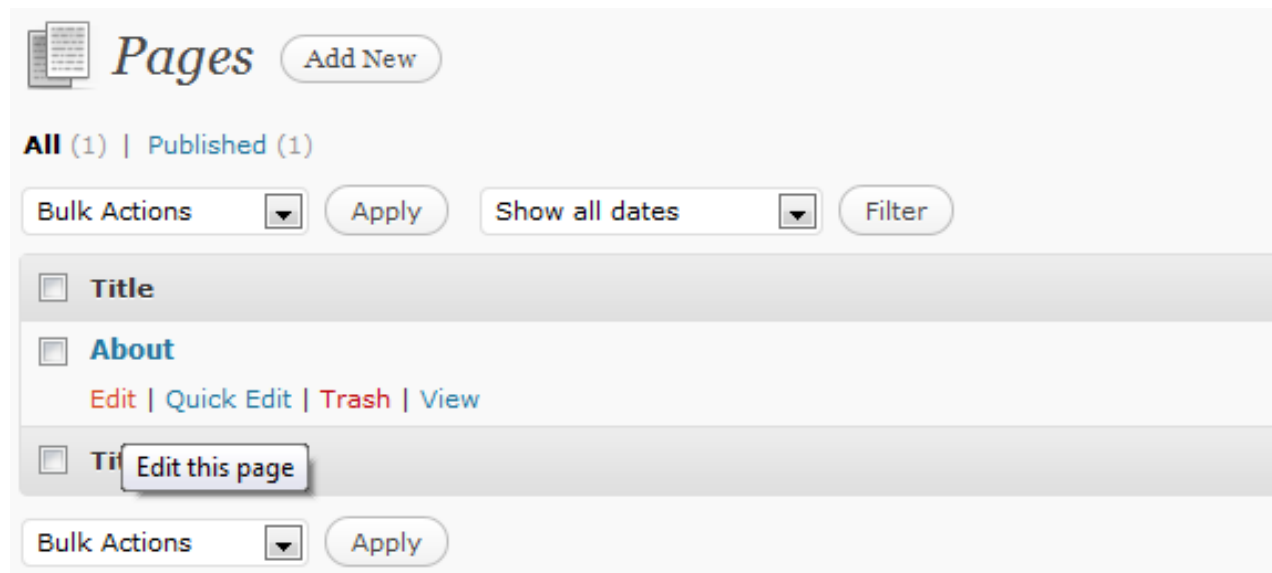
Post: A static page with timeless information (*such as an About page*). Pages do not show up in your list of posts.

1. Click on "Pages" in the left-hand panel to expand the menu.



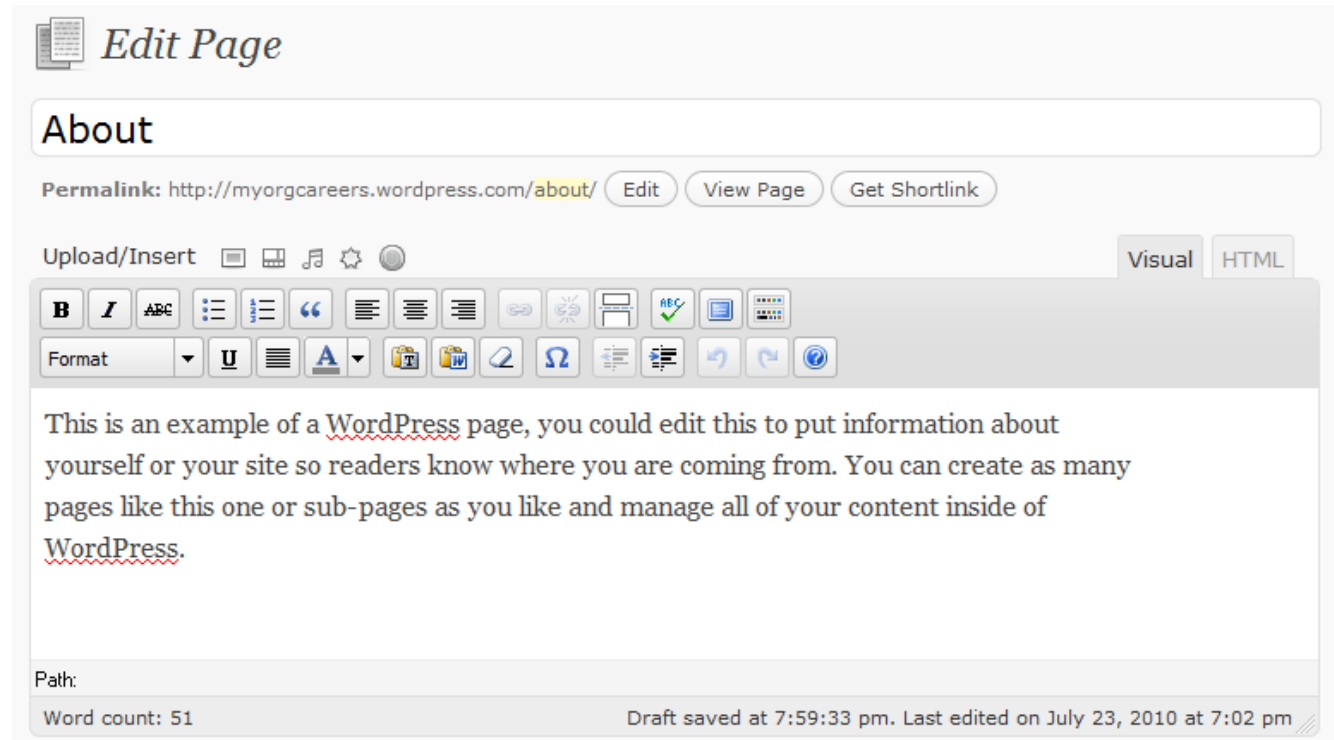
2. If you do nothing else with pages, make sure you have an “About” page. Wordpress creates an initial one for you. You’ll want to update it immediately.

Hover over the page title. A list of options will appear. One of them is “Edit.” Click this.



4. The editor for Pages works exactly the same as the one for Posts.

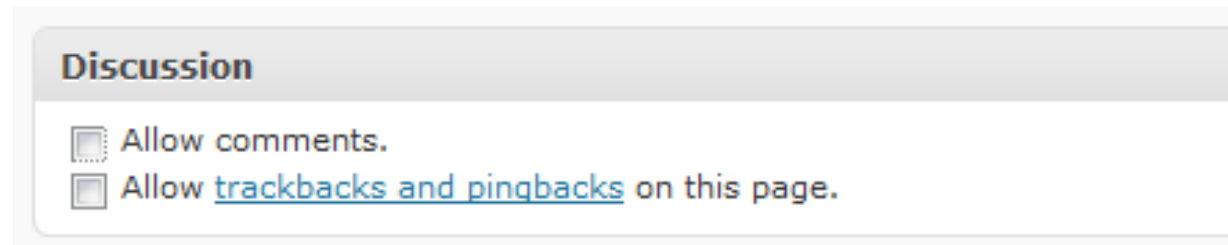
The only minor difference is that pages aren't assigned categories or tags.



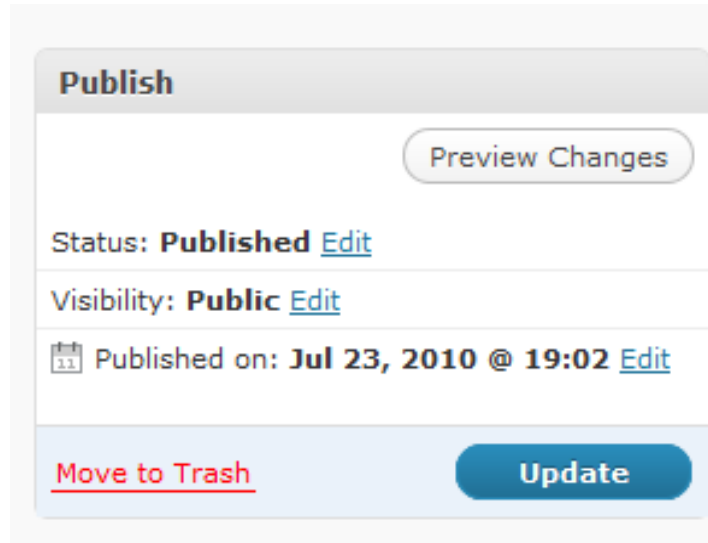
5. You may also want to disable comments on your pages.

(More on comments in a later section.)

To do this, uncheck the “Allow comments” and “Allow trackbacks and pings” boxes below the text box.



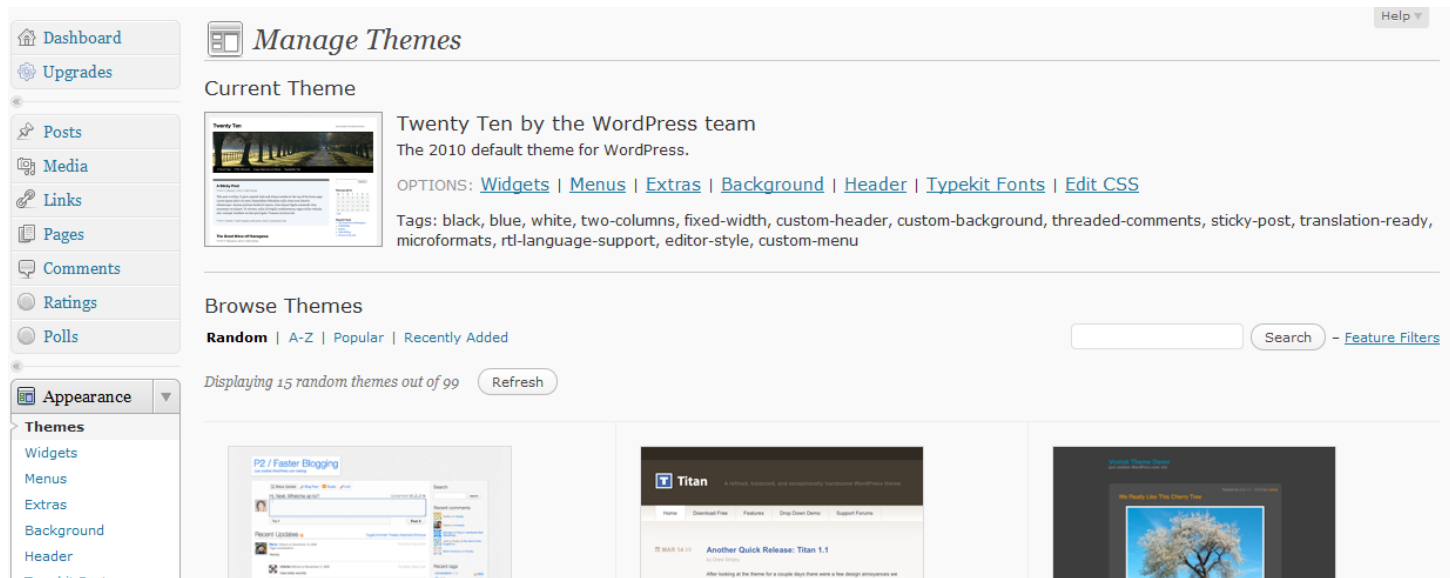
6. When you're done, click "Update" in the upper right-hand corner.



How to Change the Look of Your Blog

The look and feel of your blog – the layout, the colors, the fonts – is controlled by your “Theme.”

You can change your Theme under the “Appearance” tab in the left-hand panel.



How to Setup a Wordpress Blog

A free companion guide to *Culture Convo*

For a culture blog, the default Wordpress theme – **Twenty Ten** – is hands-down my favorite.

It's simple and attractive, and allows you to customize the header image, the content in the sidebar on the right, and the content in the footer.

My Organization's Careers

Just another WordPress.com site



How to write a blog post

Posted on [July 23, 2010](#) by [cferdinandi2](#)

This is the text of my blog post. **Here is the first line.**

I just hit enter to create a new paragraph. [No coding needed!](#)

Posted in [Uncategorized](#) | [Leave a comment](#) | [Edit](#)

Recent Posts

- [How to write a blog post](#)

Archives

- [July 2010](#)

Categories

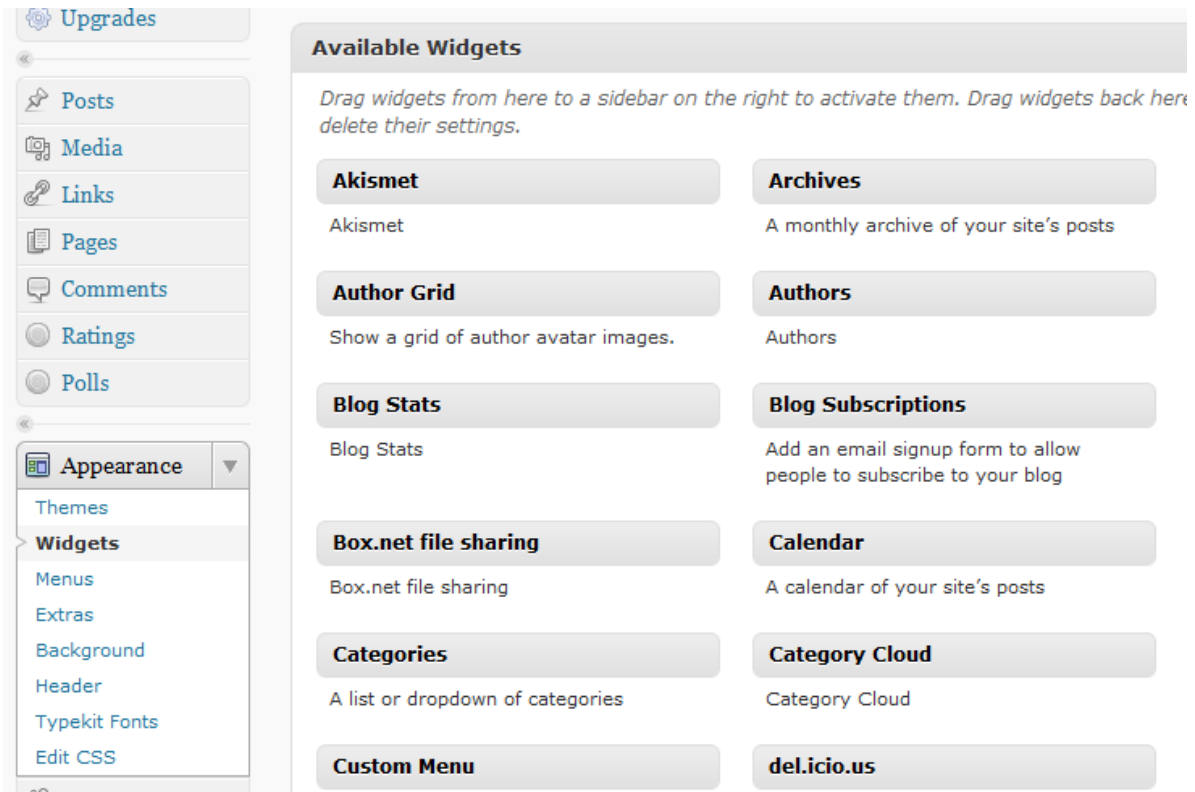
- [Uncategorized](#)

Meta

How to Customize the Sidebar and Footer

1. Click on “Widgets” under the “Appearances” tab in the left-hand panel.

Widgets are a series of drag-and-drop tools you can use to customize the content in your sidebar and footer.

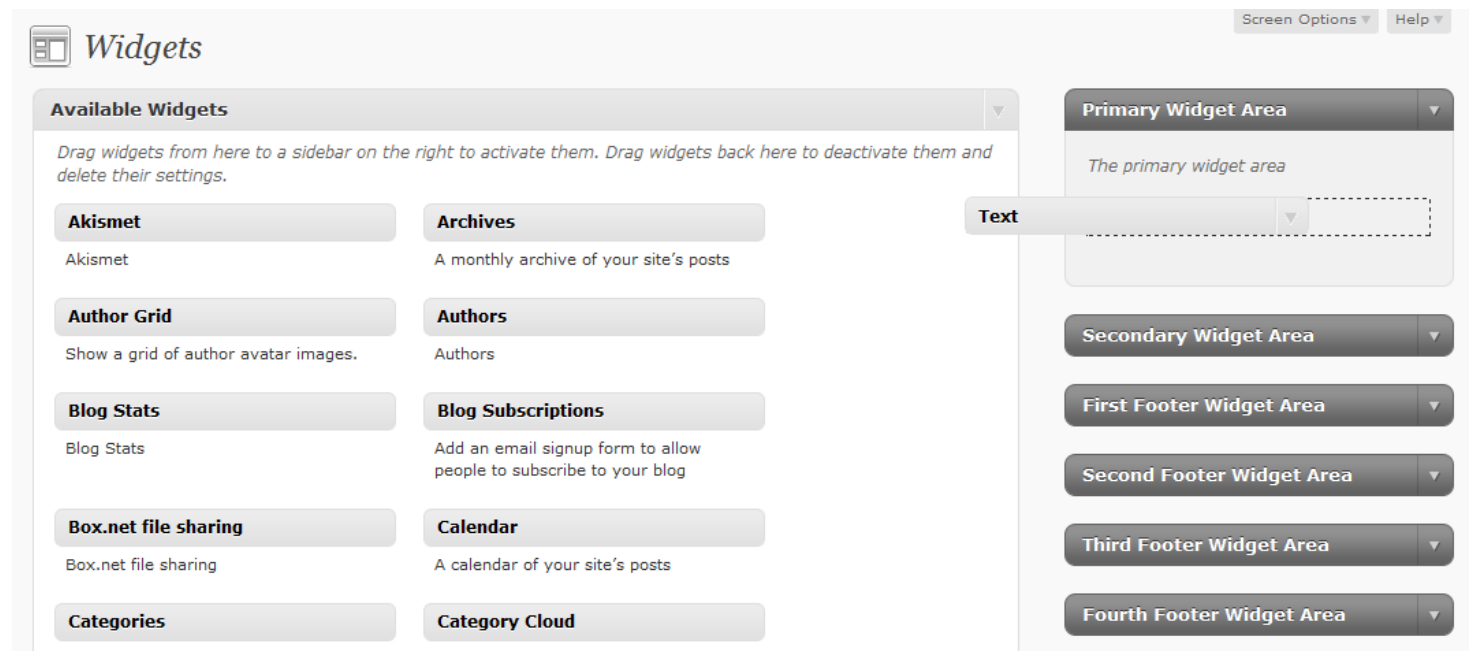


2. To add content to your sidebar or footer, drag-and-drop the appropriate widget box from the “Available Widgets” section into one of the “Widget Areas” on the right.

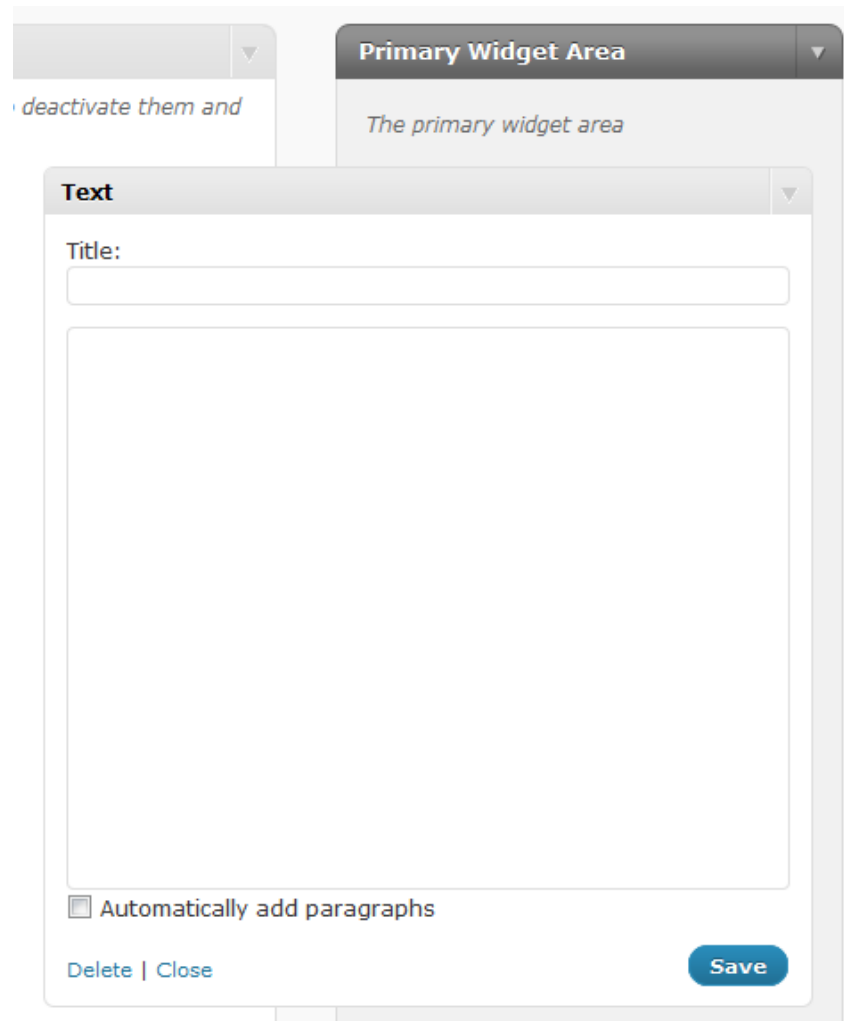
The “Text” widget will probably be one of your more frequently used ones.

Other great widgets include:

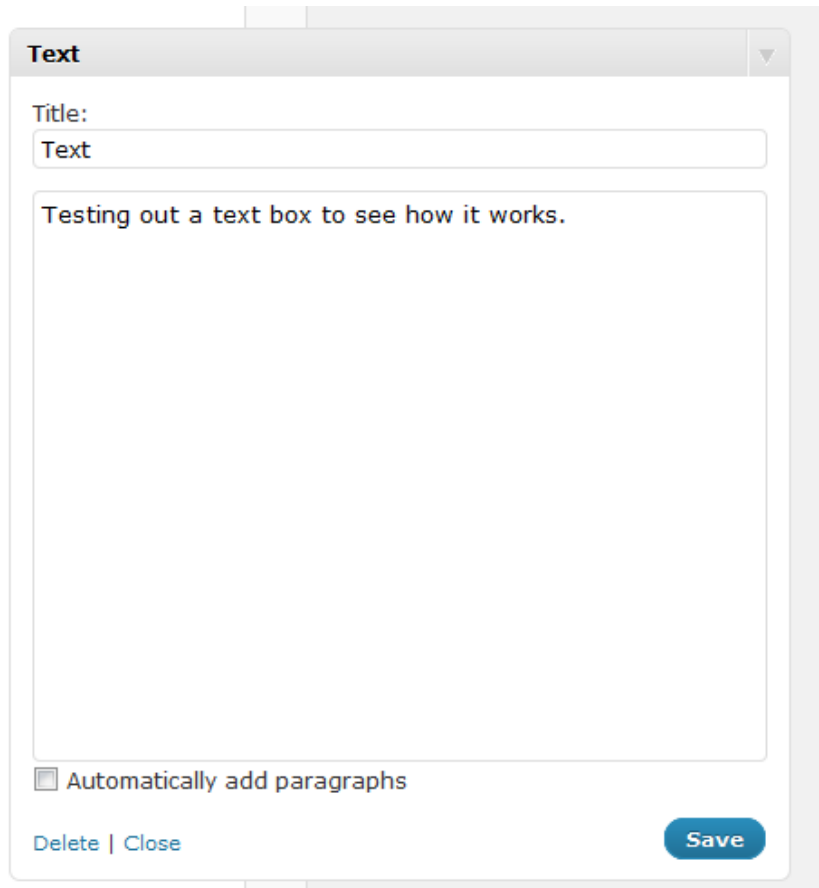
- Top Posts
- Twitter
- Flickr
- Search



3. Widgets automatically expand when you drop them into a Widget Area, providing you with a list of options specific to that Widget.



4. When you're done making your updates, click "Save," and then "Close."

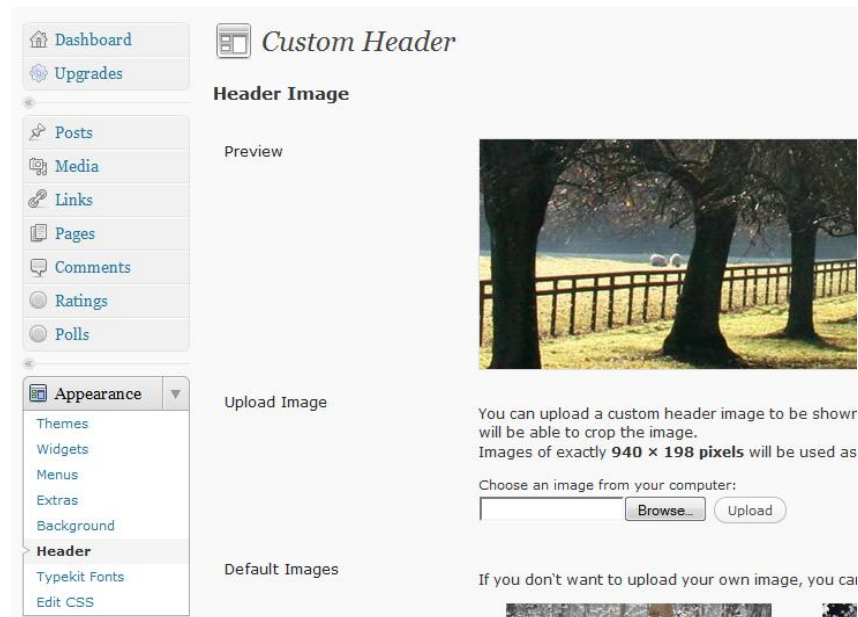


How to Change the Header

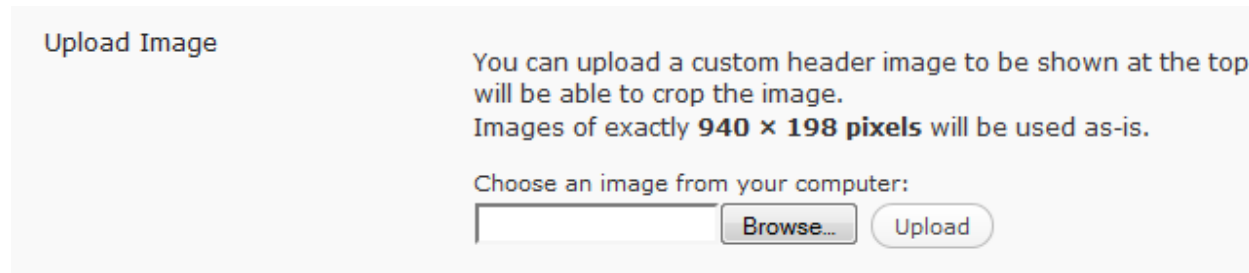
The Twenty Ten theme comes with an arbitrary header image. You'll probably want to change it to something customized for your organization.

You can find a free PPT tool to create a custom header image sized for the Twenty Ten theme at <http://renegadehr.net/culture-convo>.

1. Click "Header" under the "Appearance" tab in the left-hand panel.



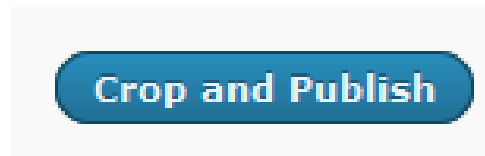
2. Under “Upload Image,” click “Browse.”



3. Locate your image file and click “Upload.”

4. A window will appear asking you to crop the header image. Crop it and then click “Crop and Publish.”

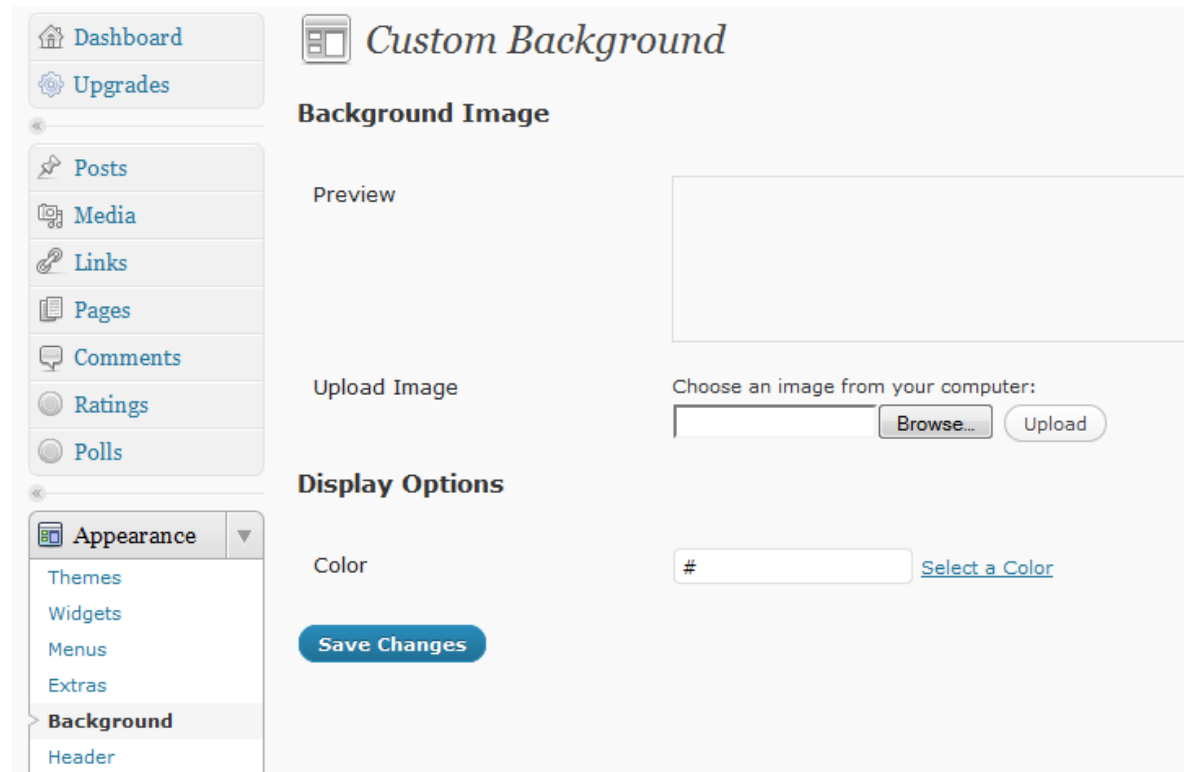
If you used the free Header Image Tool on Renegade HR, your image should be perfectly sized already.



How to Change the Background Color and Image

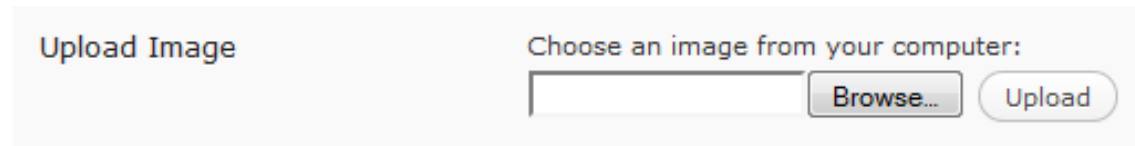
The Twenty Ten theme allows you to change the background color of your blog, or add an image.

1. Click "Background" under the "Appearance" tab in the left-hand panel.



2. If you'd like to use a background image, click "Browse" under "Upload Image."

Locate the image file you'd like to use on your computer and click "Upload."



3. If you'd like to instead use a solid background color, click "Select a Color" under "Display Options."

Select the color you'd like from the color wheel.

If you already know the hexcode (*a six digit letter/number combination for rendering colors on the web*) for a specific color, enter it into the box.



4. Click Save Changes

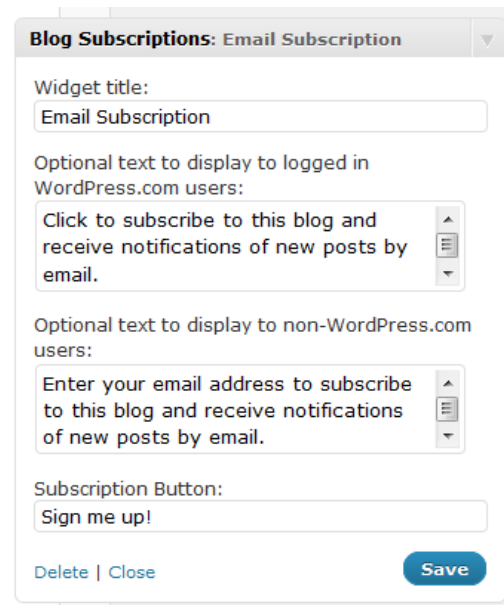
How to Let People Subscribe for Free Updates

Wordpress has subscription capabilities built right into it.

1. Click on “Widgets” under “Appearances” in the left-hand panel.

2. Drag-and-drop the “Blog Subscriptions” widget into your sidebar and click “Save.”

This allows people to signup via email.



The image shows the configuration interface for the 'Blog Subscriptions: Email Subscription' widget. It includes a title field set to 'Email Subscription', two text areas for optional messages to logged-in and non-logged-in users, and a 'Subscription Button' field set to 'Sign me up!'. At the bottom, there are 'Delete | Close' and 'Save' buttons.

Blog Subscriptions: Email Subscription

Widget title:
Email Subscription

Optional text to display to logged in WordPress.com users:
Click to subscribe to this blog and receive notifications of new posts by email.

Optional text to display to non-WordPress.com users:
Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Subscription Button:
Sign me up!

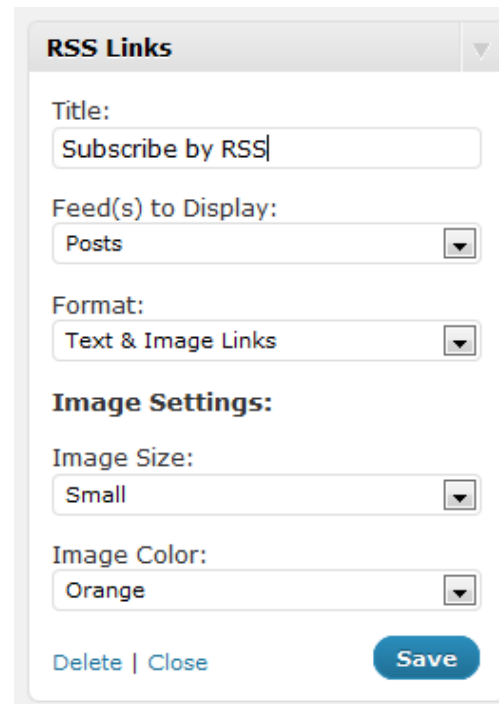
Delete | Close **Save**

3. Drag-and-drop the "RSS Links" widget into your sidebar.

- Add a Title (like "Subscribe by RSS").
- Select just "Posts" under "Feeds to Display."
- Select "Text & Image Links" under "Format."
- Change the "Image Color" to orange.

Click "Save."

(**Note:** There's another Widget just called "RSS." This isn't the same thing as "RSS Links.")



The image shows a screenshot of the "RSS Links" widget settings panel in WordPress. The panel has a title bar "RSS Links" with a dropdown arrow. Below the title bar, there are several settings:

- Title:** A text input field containing "Subscribe by RSS".
- Feed(s) to Display:** A dropdown menu with "Posts" selected.
- Format:** A dropdown menu with "Text & Image Links" selected.
- Image Settings:**
 - Image Size:** A dropdown menu with "Small" selected.
 - Image Color:** A dropdown menu with "Orange" selected.

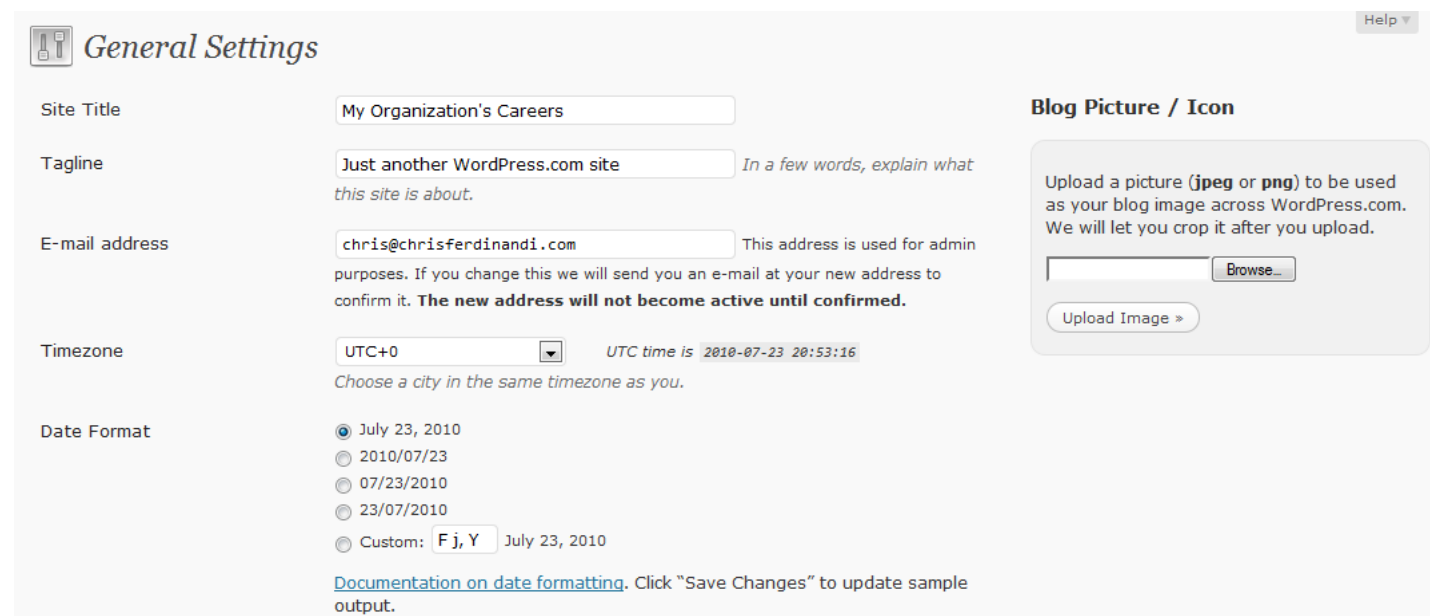
At the bottom of the panel, there are three buttons: "Delete" (in blue text), "Close" (in blue text), and "Save" (a blue button).

How to Adjust a Few Important Settings

Click on “General” under the “Settings” tab in the left-hand panel.

This is where you can adjust your blogs Name and Tagline, the primary email address for the blog, and the time zone.

You can also add your corporate logo as the “Blog Icon.”



The screenshot shows the WordPress 'General Settings' page. On the left, there are several settings: 'Site Title' (My Organization's Careers), 'Tagline' (Just another WordPress.com site), 'E-mail address' (chris@chrisferdinandi.com), 'Timezone' (UTC+0), and 'Date Format' (July 23, 2010). On the right, there is a 'Blog Picture / Icon' section with an 'Upload Image' button. A 'Help' link is visible in the top right corner.

General Settings

Site Title: My Organization's Careers

Tagline: Just another WordPress.com site *In a few words, explain what this site is about.*

E-mail address: chris@chrisferdinandi.com *This address is used for admin purposes. If you change this we will send you an e-mail at your new address to confirm it. The new address will not become active until confirmed.*

Timezone: UTC+0 *UTC time is 2010-07-23 20:53:16*
Choose a city in the same timezone as you.

Date Format:
 July 23, 2010
 2010/07/23
 07/23/2010
 23/07/2010
 Custom: F j, Y July 23, 2010
[Documentation on date formatting.](#) Click "Save Changes" to update sample output.

Blog Picture / Icon

Upload a picture (**jpeg** or **png**) to be used as your blog image across WordPress.com. We will let you crop it after you upload.

How to Add Multiple Authors

If you would like other people at your organization to write on the blog with you, first have them sign up for an account (*without a blog*). Then, follow the steps below.

1. Click on “Users” in the left-hand panel.
2. Under “Add User From the Community,” type in the email address the person used to sign-up and select the “Role.” Click “Add User.”

You can learn more about the different types of roles at <http://en.support.wordpress.com/user-roles/>.



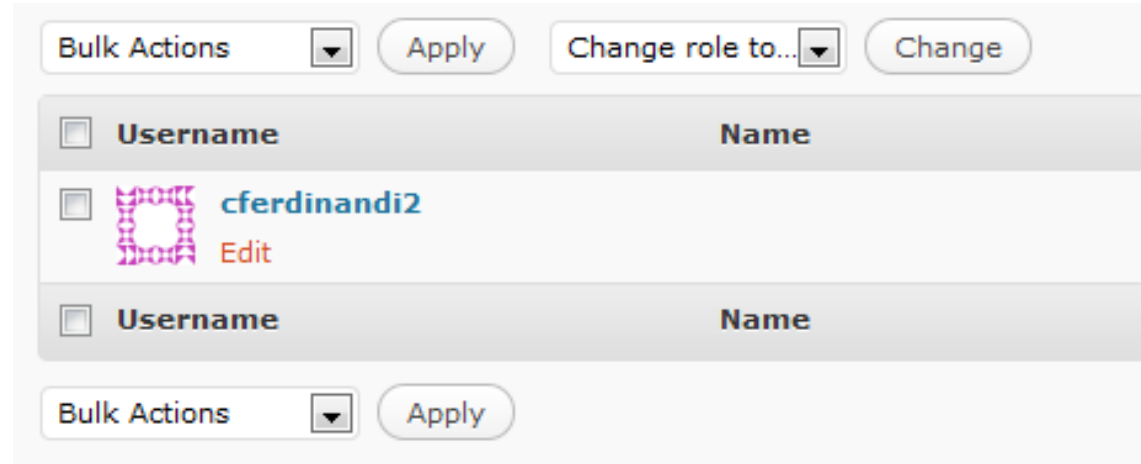
The screenshot shows the 'Add User From Community' interface. At the top, the title 'Add User From Community' is displayed in a blue, italicized serif font. Below the title is a light gray instruction box with the text 'Type the e-mail address of another WordPress.com user to add them to your blog.' Underneath this box are two input fields. The first is labeled 'User E-Mail:' and contains the text 'email@email.com'. The second is labeled 'Role:' and is a dropdown menu with 'Contributor' selected. At the bottom left of the form is a rounded rectangular button labeled 'Add User'.

How to Update Your Profile

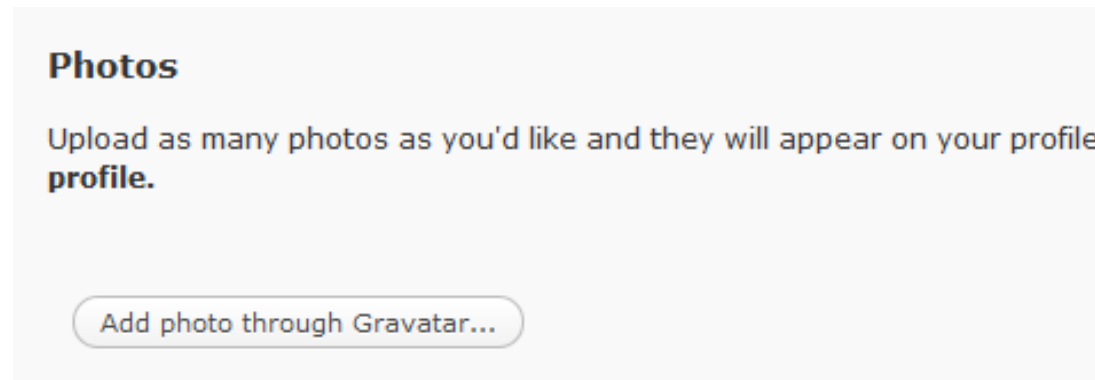
Your picture will appear next to your comments on your blog. If you haven't added a picture, Wordpress instead uses an ugly default icon.

Here's how to add a picture.

1. Click on "Users" in the left-hand panel.
2. Hover over your Username and click "Edit."



3. Scroll down to the “Photos” section of the page and click “Add photo through Gravatar...”



4. Click “Browse.” Locate the picture of yourself that you’d like to use and select it. Then click “Upload.”

Select a file from your computer

You can upload any size image file from your hard drive.

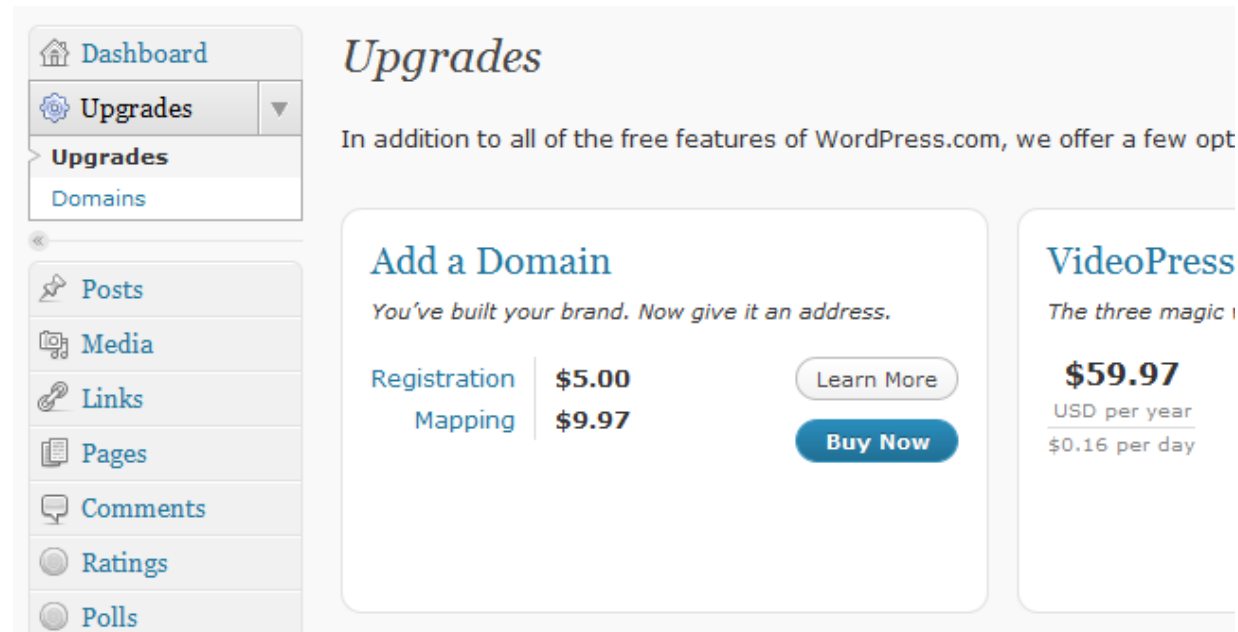
File:

How to Use a Custom URL

Instead of having an address like <http://mycultureblog.wordpress.com> you can use a custom URL like <http://mycultureblog.com>.

This only costs \$15 a year!

1. Click on "Upgrade" from the left-hand panel. Under "Add a Domain," click "Buy Now."



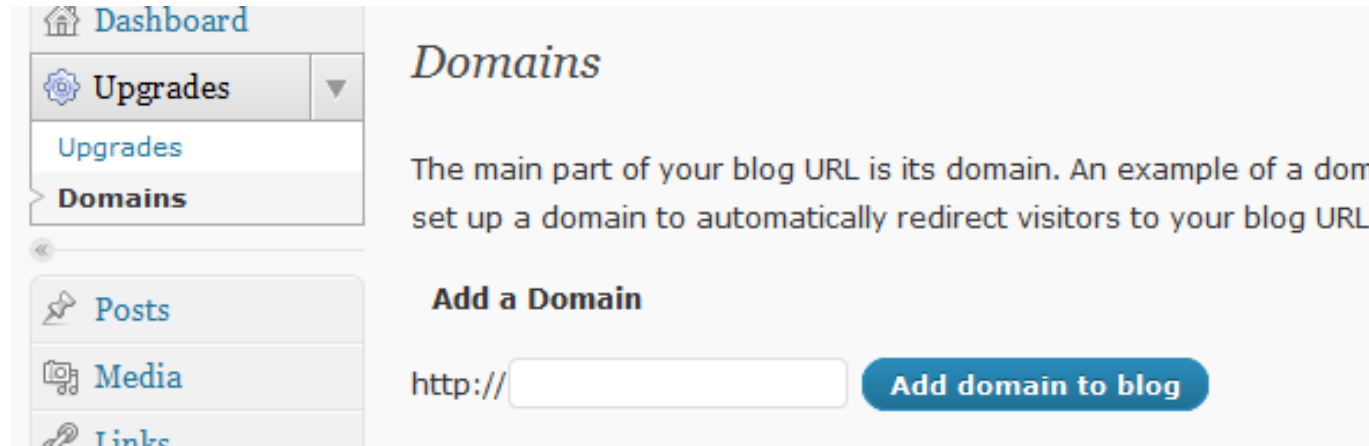
The screenshot shows the WordPress.com 'Upgrades' section. On the left is a navigation menu with 'Upgrades' selected, which has opened a sub-menu with 'Domains' highlighted. The main content area is titled 'Upgrades' and contains a card for 'Add a Domain'. This card lists 'Registration' at \$5.00 and 'Mapping' at \$9.97, with a 'Buy Now' button. To the right is a 'VideoPress' card showing a price of \$59.97 USD per year, or \$0.16 per day.

Feature	Price
Registration	\$5.00
Mapping	\$9.97

Feature	Price
VideoPress	\$59.97 USD per year
	\$0.16 per day

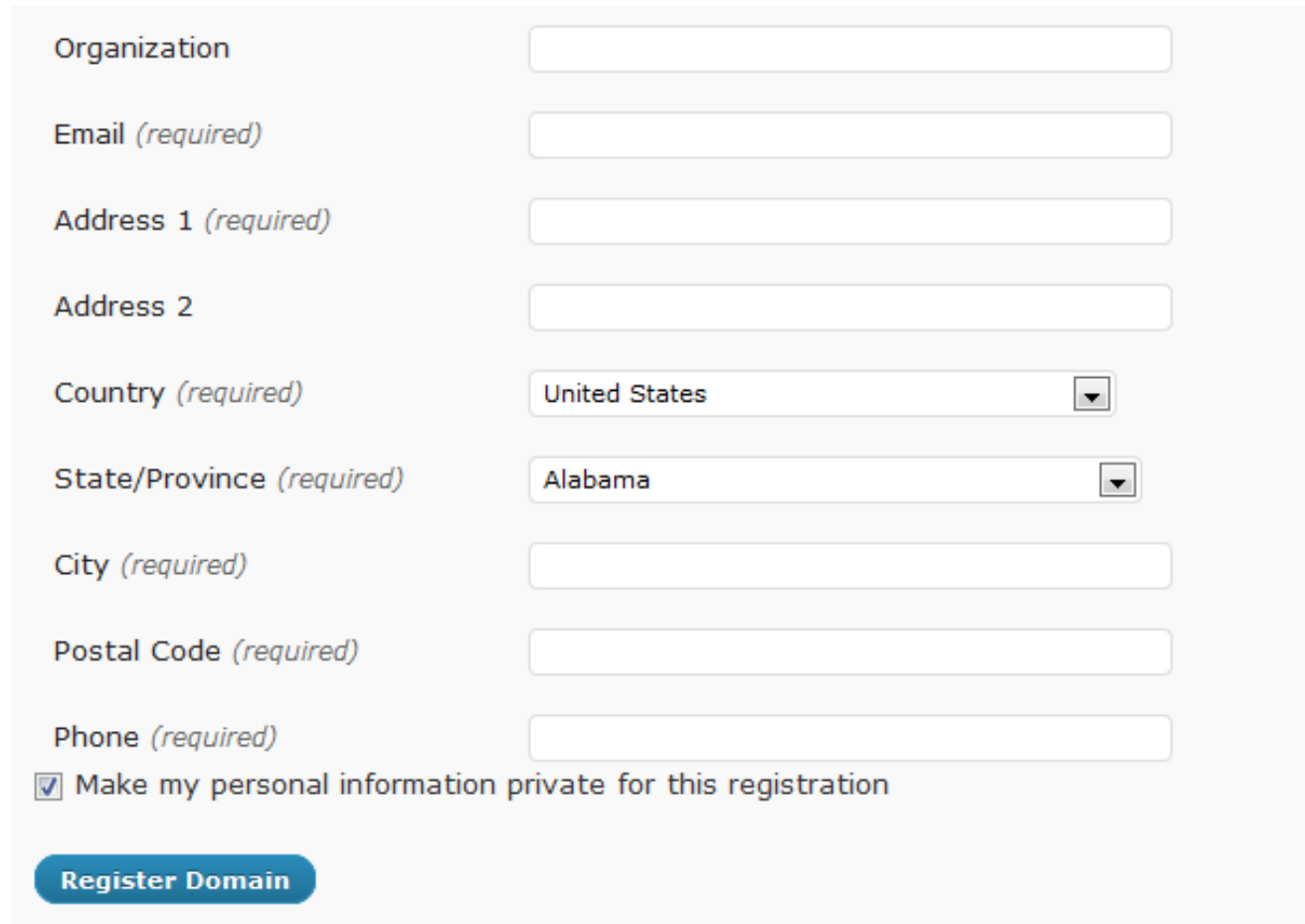
2. Under “Add a Domain,” type in the URL that you’d like. Click “Add domain to blog.”

(**Note:** It might not be available. Wordpress will check as part of the process.)



3. Wordpress will ask you for some registration information, including payment info. Click “Register Domain.”

I’d recommend checking the “Make my personal information private...” box.



Organization

Email *(required)*

Address 1 *(required)*

Address 2

Country *(required)*

State/Province *(required)*

City *(required)*

Postal Code *(required)*

Phone *(required)*

Make my personal information private for this registration

[Register Domain](#)

How to View Blog Metrics

Click on “Dashboard” from the left-hand panel to expand it. Under “Dashboard” click “Blog Stats.”



You can see...

- How many people are viewing your blog.
- Where they're coming from.
- What they're looking at.
- Number of people who have subscribed for updates.
- And more!