



FOR  
STORYTELLING

THE FOLLOWING IS AN INSTRUCTION MANUAL REGARDING HOW TO INSTALL AND MANAGE OUR MODIFIED WORDPRESS THEME. THE PURPOSE OF THIS GUIDE IS TO ALLOW YOU TO USE THE PLATFORM WE'VE DEVELOPED IN ORDER TO APPLY IT TO CAMPAIGNS THAT EMPLOY STORYTELLING AS A STRATEGY. WE'VE CHOSE THEN SELECTA THEME AS A BASE DUE TO ITS EASE OF USE AND DESIGN STYLE.

WE MADE SEVERAL COSMETIC CHANGES TO THE SELECTA THEME. FIRST, WE CHOSE THE "WHITE ROSE" COLOR SCHEME, AVAILABLE AUTOMATICALLY THROUGH THE SELECTA THEME (IT'S SELECTED IN THE WORDPRESS ADMIN SITE UNDER THEME OPTIONS → GENERAL → COLOR OPTIONS). NEXT, WE CUSTOMIZED THE HEADERS, FOOTERS, FONT COLORS, AND HOVER-OVER OPTIONS IN THE CSS STYLE SHEETS.

#### ACCOUNTS AND PASSWORDS

HOSTMONSTER:  
ACCOUNT: ULISESREYES.COM  
PASS: Admin'pass1

FTP:  
HOST: FTP.ULISESREYES.COM  
ACCOUNT: ULISESRE  
PASS: Admin'pass1

WORDPRESS:  
ACCOUNT: ADMIN  
PASS: Admin123

# HOW TO INSTALL

# Selecta: Install Your Theme

Last Updated February 25, 2013 Category: **Selecta**

This section covers the following:

- **Install by FTP**
- **Install via WordPress**
- **Checking Folder Permissions**
- **Updating Your Theme**

Feedback

**IMPORTANT: If you downloaded from Themeforest:** Unzip the file downloaded from Themeforest *before* uploading it anywhere. Inside are some extras and the theme package, called ***themenamename\_single.zip***. (Example: gigawatt\_single.zip or ambition\_single.zip)

## Installing Via FTP

1. Unzip the ***themenamename\_single.zip*** to find the theme folder.
2. Connect to your web space using an FTP client and upload the theme folder to the `wp-content/themes/directory`.
  - Example: Make sure that the path is `wp-content/themes/gigawatt/` and **not** `wp-content/themes/gigawatt_single/gigawatt` as this will cause some functions to break.
3. Log in to your WordPress admin panel and go to [Appearance](#) → [Themes](#)
4. Locate the theme thumbnail and click the **Activate** link.

## Installing Via WordPress

Note: If you are not running the latest version of WordPress, please update under [Dashboard](#) → [Updates](#)

1. Log in to your WordPress admin panel and go to [Appearance](#) → [Themes](#)
2. Click the **Install Themes** tab at the top.
3. Click the [Upload](#) link



4. Click the **Browse** button and navigate to the location of your *themenamename\_single.zip* file. Select the file and click **Open**.
5. Click **Install Now** to begin the installation.
6. Wait for the success message, then click **Activate**.

SET  
UP  
YOUR  
WIDGETS

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## Selecta: Setup Your Widgets

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Last Updated February 25, 2013 Category: **Selecta**

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Access the widget page under [Appearance](#) → [Widgets](#)

On the Widget page you will see a number of panels that you can expand on the right. If this is a new install, you may need to drag out any default widgets before you begin.

- Header Panel
- Index Header Panel
- Advert Sidebar
- Sidebar
- Footer Left
- Footer Middle
- Footer Right

Each widget area specific to your theme has been color coded to make setup easy. Simply drag the widgets you need into the corresponding panels. At the top of the page you will find a yellow ribbon containing a handy "Click Here" link, which will display the recommended widget setup in case you get lost.



Below is an explanation of each widget and how to configure it.

### Header Panel

#### (Obox) Slider

The Slider is a category driven widget, designed to be located at the top of your home page, and is recommended to either display slider posts or latest videos from a specific category.

1. Drag the blue Slider widget into the Header Panel, then click the down arrow to expand the widget options.
2. Select a **Category** or leave All selected and click

#### Index Header Panel

This area can contain any full-width Obox(orange ) widgets and will appear on your Home (index) page.

#### (Obox) Thumbnail Widget

This widget will display your videos or post thumbnails in a 4 -column style.

These widgets can be used as many times as you want on the Home page or in a Widgetized **page template** panel. Be careful of placing too many as this may affect the load time of your site and the success rate of **oEmbed** connections. We recommend a maximum 24 posts in any configuration.

1. Add a **Title**
2. Select the number of posts from the **Post Count** menu
3. Select an **Offset** if you wish for a post to be skipped. This is useful if you are displaying all posts in both the widget and the slider, or the same category.  
Select a **Category** or leave All selected
4. Click

# CONFIGURATION

THIS PORTION OF THE GUIDE WILL REQUIRE YOU TO DOWNLOAD THE FREE SOFTWARE FILEZILLA. IN THIS SECTION WE WILL TEACH YOU HOW TO EDIT OPTIONS OF YOUR THEME AS WELL AND SOME MODERATE TO ADVANCED EDITING OF THE OVERALL WEBSITE

## Selecta: Configure Theme Options

Feedback

Last Updated February 25, 2013 Category: **Selecta**

Start by clicking on [Theme Options](#) in the left-hand admin menu.

All Obox Themes come with some General options for setting a custom logo and favicon, configuring which meta to show, and other customization options like fonts, social media and more.

Below is an overview of each option:

### Custom Logo

This option allows you to upload a Custom Logo to replace the default theme logo or banner. The dimensions are purely up to you, however it should not exceed **940** pixels wide, or **300** pixels tall. Click on **Browse** to upload an image file from your hard-drive, or enter the URL of your image file if it is hosted elsewhere.

You can upload as many logos as you like and then simply switch to the one you like best by clicking on the thumbnail. WordPress accepts .jpg, .png and .gif.

### Custom Favicon

This option allows you to upload a favicon, which is the tiny icon displayed in the browser address bar when visitors view your site. The dimensions should be **16 x 16 pixels**. Click on **Browse** to upload an image file from your hard-drive, or enter the URL of your image file if it is hosted elsewhere.

You can upload as many logos as you like and then simply switch to the one you like best by clicking on the thumbnail. For best results, your favicon should be a .gif or .ico. You should not use a .jpg as it will probably not display.

Internet Explorer has special requirements for favicons. If your custom favicon does not display in IE versions prior to IE10, **check this walkthrough**.

### Color Options

Use the color picker to select a custom color for your icons/tabs. Selecta comes with 6 preset color styles to choose from.

### Thumbnail Options

The **Thumbnail Settings** menu allows you to designate which option you want to use to manage the dynamic image features of the theme.

### Post Thumbnail

The **Obox Main Image** option will grab the thumbnail uploaded using the Browse button under the post editor in the theme's Settings panel **Image** field.

The **WordPress Thumbnail Feature** tells the theme to use the inherent WordPress image resizing capabilities via the **Set Featured Image** option in your post editor and is recommended.

With WordPress 3.5+, our newer themes use the WordPress image handling method, so this setting has little bearing on how images appear in your widgets. The Obox **Main Image** sets your WordPress Featured Image automatically and can be a quicker upload when creating

### Custom Meta (advanced)

For those of you who are switching to this theme from a theme that had a special custom image field, the **Custom Image Meta** option allows you to enter the field name into the **Custom Meta** field to attempt to pull in your existing featured images. The **full image path** must be set in your field for this option to work, ie `http://www.yoursite.com/wp-content/uploads/etc/image.jpg`.

### Custom RSS URL

If you use a service such as Feedburner, enter your custom RSS URL here. This will be used in place of the WordPress default.

### Custom Footer Text



The **Custom Footer Text** gives you some control over the copyright area of the footer. Replace our default copyright text with your own. For example: "Copyright © YourSiteName". You may also put basic HTML here (link or image **tags**)

### Site Analytics



If you would like a quick and painless way to implement Google Analytics, paste your preferred tracking code into this text area. Your code will then be inserted into the footer of the theme, which is best for performance reasons. If you would like your code in header, then you will need to insert it into the Theme Header under [Appearance](#) → [Editor](#).

[Learn more about Google Analytics here.](#)

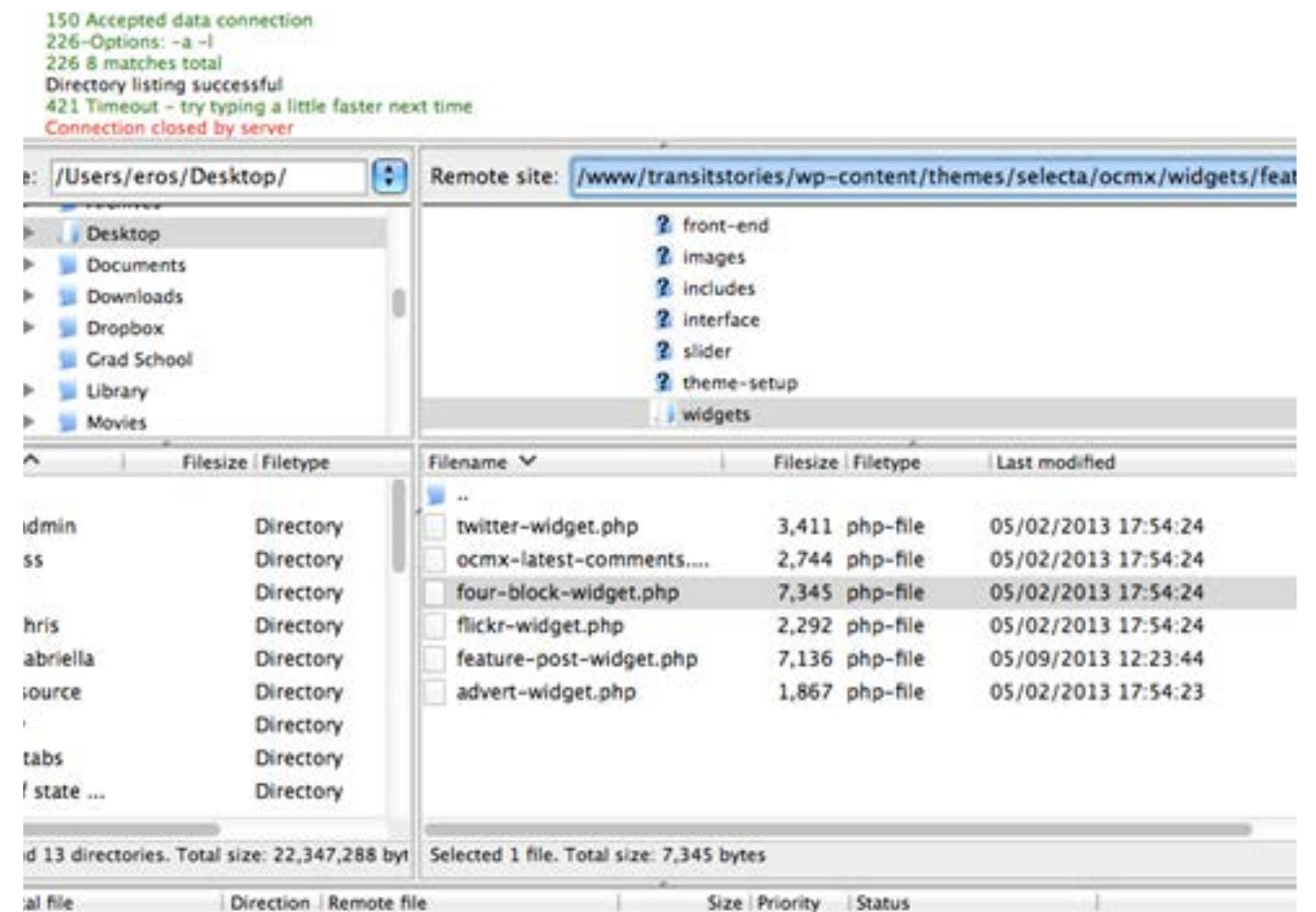
Save your options by clicking the  button in the top-right or bottom-right corner.

WHEN YOU ENTER THE **APPEARANCE** → **EDITOR** PAGE IN WORDPRESS, A **TEMPLATES** MENU APPEARS ON THE RIDE SIDE OF THE PAGE. THESE **.PHP** AND **.CSS** FILES CONTAIN THE CODE FOR THE **PAGE FORMATS** AND **STYLES**.

MANY OF THE STYLES CAN BE ACCESSED FROM "STYLE.CSS". OTHER RELEVANT FILES INCLUDE FULL-WIDTH.PHP (PERTAINS TO ALL THE PAGES EXCEPT THE VIDEO POSTS), INDEX.PHP (PERTAINS TO THE VIDEO PAGE), AND SINGLE.PHP (PERTAINS TO THE PAGES THAT APPEAR WHEN YOU CLICK ON A VIDEO).

MANY OTHER CUSTOMIZABLE ELEMENTS ARE INCLUDED AS PART OF THE COLOR OPTIONS FOR THE THEME AND CAN ONLY BE ACCESSED VIA FTP (FILE TRANSFER PROTOCOL), WHICH IS A WAY OF MANAGING AND MOVING FILES. THE EASIEST WAY TO ACCESS THE FTP FILES IS TO DOWNLOAD FILEZILLA, A FREE FTP CLIENT, AND LOG ON TO THE SITE. THE DOMAIN IS ULISESREYES.COM, THE USERNAME IS ULISESRE, AND THE PASSWORD IS Admin'pass1.

A SCREENSHOT OF THE FILEZILLA INTERFACE IS SHOWN BELOW FOR REFERENCE.

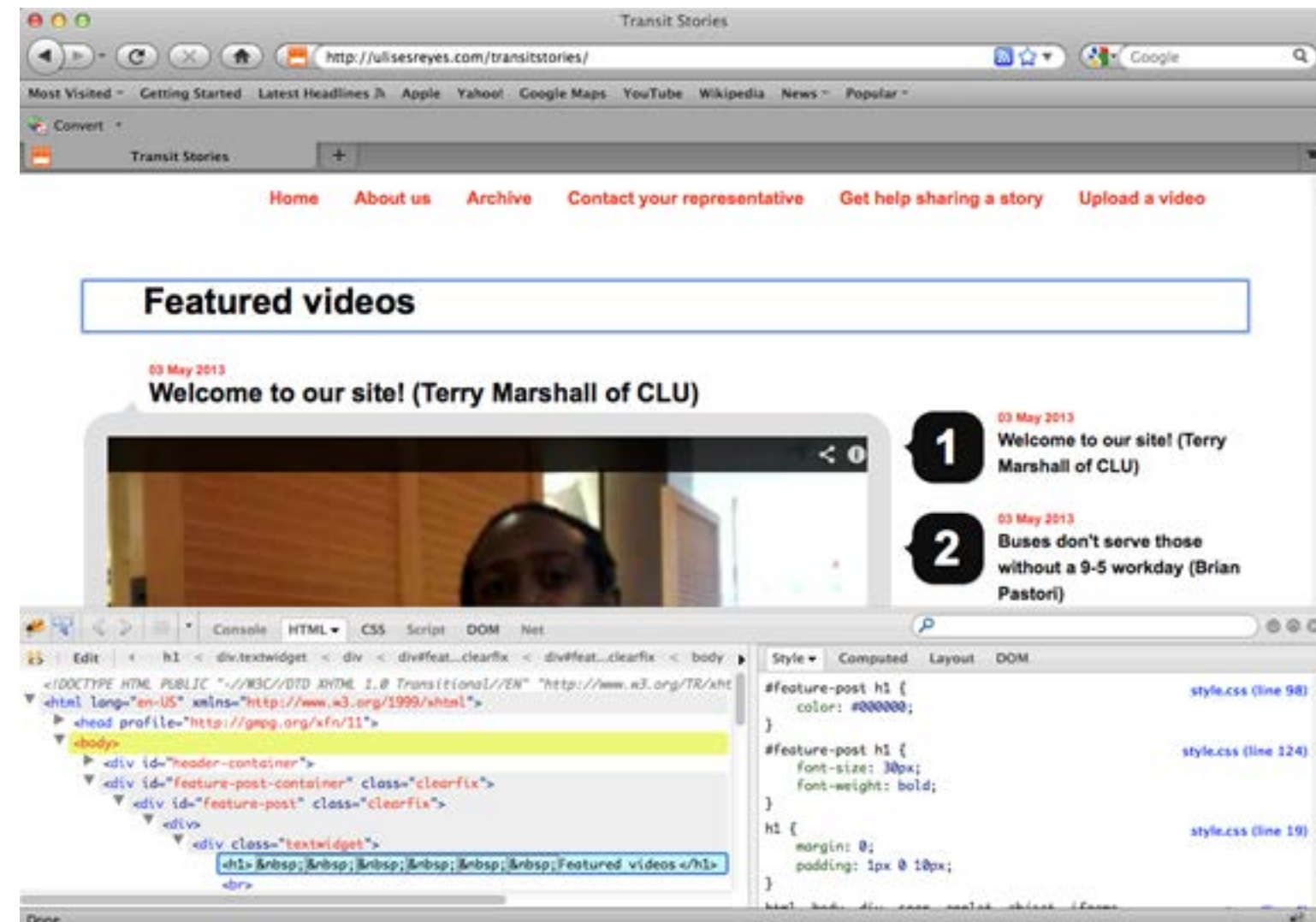
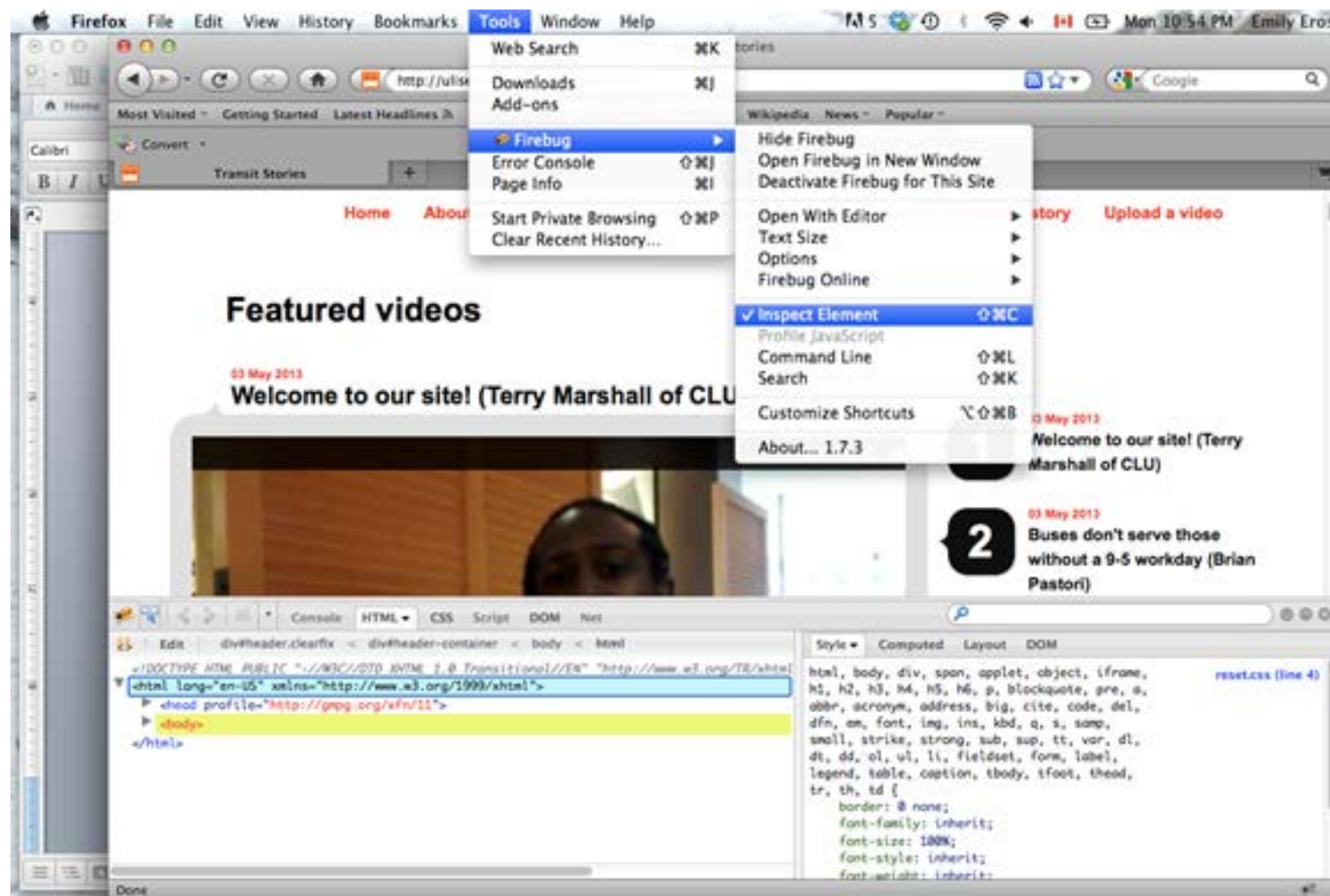


After logging on to the FTP site, access the following directory to edit text colors and other styles: /www/transitstories/wp-content/themes/selecta/color-styles/white-rose/style.css.

We also made a few changes to the feature posts, which are accessed here: /www/transitstories/wp-content/themes/selecta/ocmx/widgets/feature-post-widget.php.

It's possible to make changes to these files without a background in CSS programming. The best way is to use a developer plug-in to figure out where the code for different parts of the site is coming from. Open Firefox as your browser and download the FireBug plug-in from here: <https://getfirebug.com/downloads>. Access the website you're building using FireFox as your browser and make sure the FireBug plug-in is activated (Tools → Firebug → Inspect Element), as shown below.

When you hover over or click on different elements of the site, the relevant css code will appear on the bottom-right side of the page, along with the name of the css or php file that contains the code controlling that particular element. Hovering over the name of the css file will cause its pathway to appear. This is how you can determine where the relevant code is. Next, you can try a little bit of careful trial-and-error to make changes. For a primer on CSS, try ww3 schools: <http://www.w3schools.com/css/>





We included the following full-width pages:

- Home
- About us
- Archive
- Contact your representative
- Get help sharing a story
- Upload a video

Home contains a graphic explaining the different parts of the site and linking to them

About us explains about PTPG and links to the main site.

Archive contains all the video posts (it's the only place where everything will show up, arranged by date)

Contact your representative contains a map with hotspots on each state senate district. When a user clicks on an area of the map, his or her email client will pop up a composing window to his or her state representative.

The hotspots on the map are coded into the html for the image. There are several online tools that can make this process quick and easy. One such tool is an image code generator by MobileFish ([http://www.mobilefish.com/services/image\\_map/image\\_map.php](http://www.mobilefish.com/services/image_map/image_map.php)). This website asks you to upload an image (preferably a jpg file) and draw in the hotspot regions, then enter the url you'd like to link to. We don't want to link to a particular site when the user clicks the image; we want to start generating an email. So, for the URL field in Mobile fish, we entered the following code:

```
mailto:exampleaddress@gmail.com?bcc=youremail@gmail.com&subject=Transit%20feedback%20from%20a%20constituent
```

In the above example, you can customize the recipient (exampleaddress@gmail.com), the BCC address (youremail@gmail.com) and the subject line (use %20 to denote spaces).

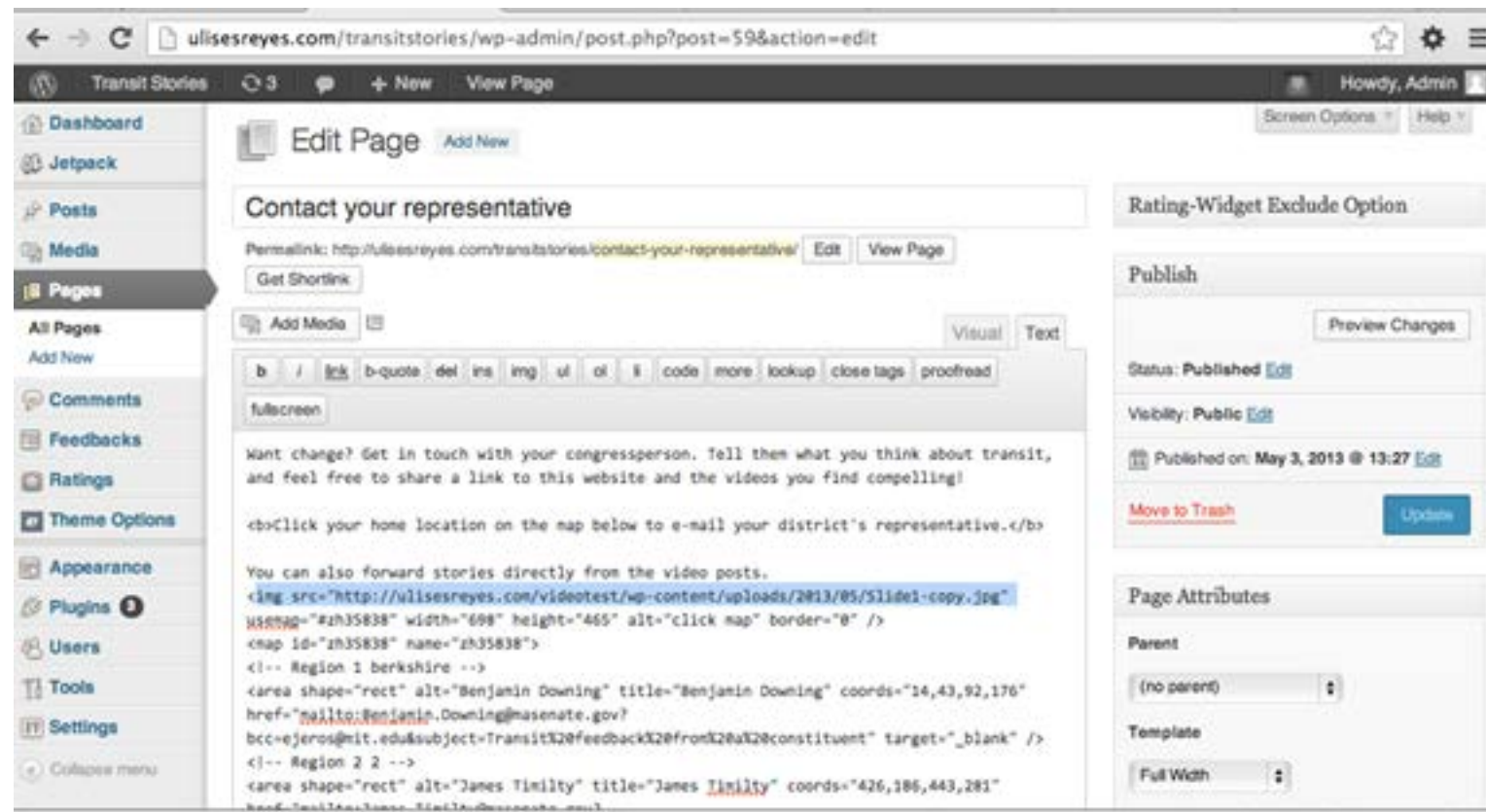
MobileFish will generate a snippet of html code for you. Insert that into your WordPress page. The image probably won't appear correctly, so you have to do one last step: add a new, blank page to the site. Upload your image and nothing else. Copy the url for that jpg. Go back to your page with the hotspots, and insert the address you just copied after the "img src=" line, deleting whatever was there before.

An example is below:

```
img src="http://ulisesreyes.com/videotest/wp-content/uploads/2013/05/Slide1-copy.jpg"
```

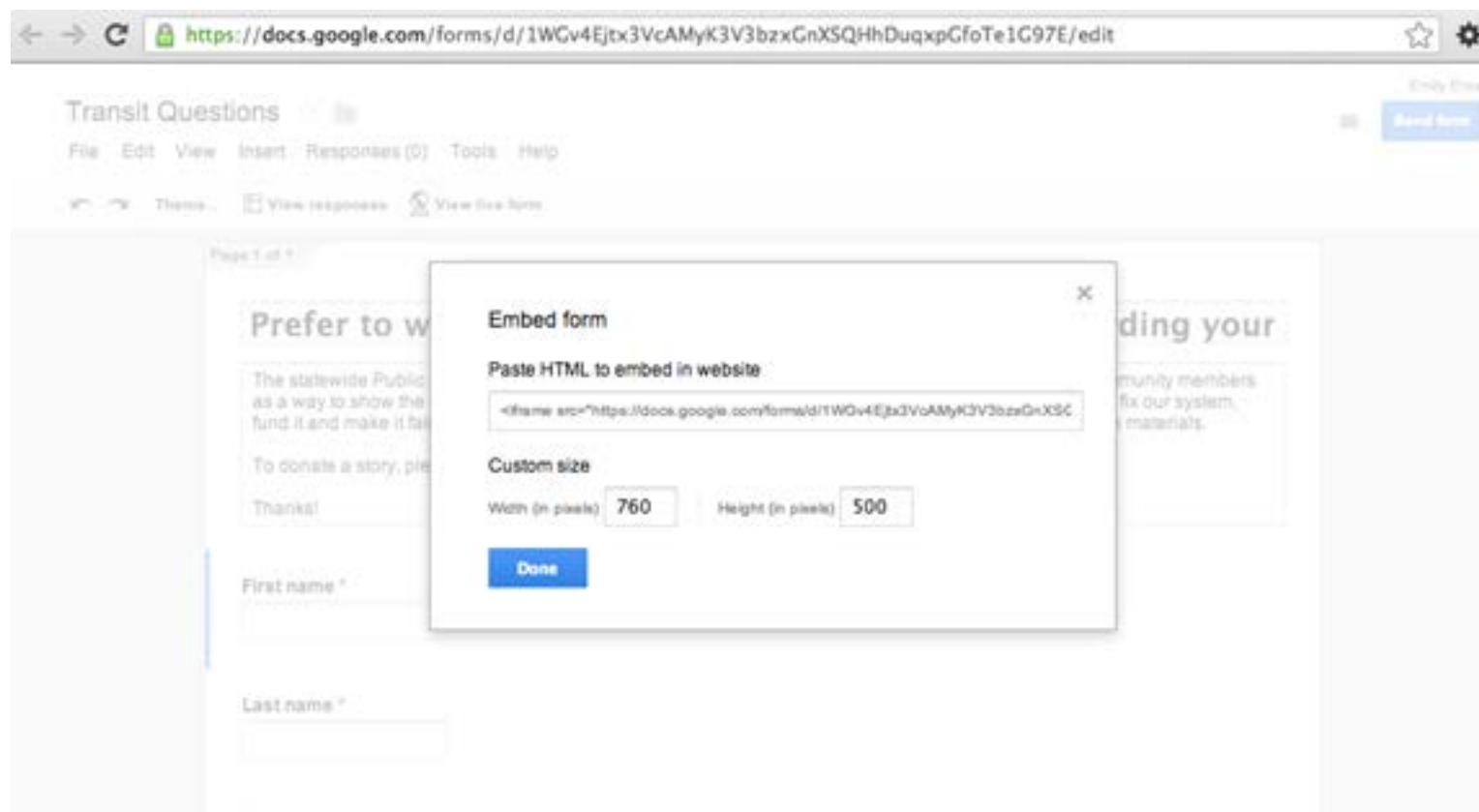
Note: to paste html into a WordPress page, make sure the input where you are typing is set to "Text" and not "Visual". See below.





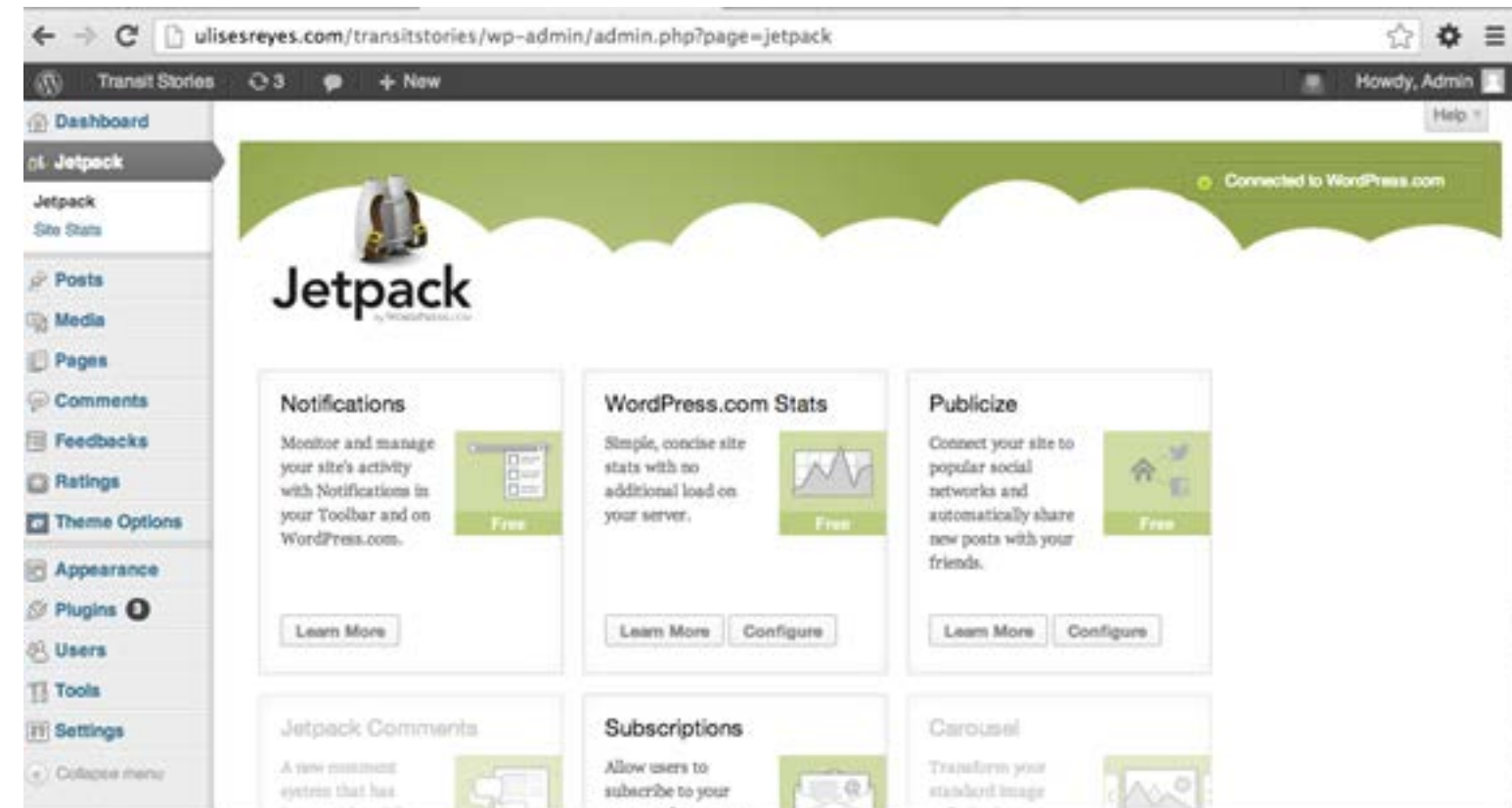
Upload a video contains images we created to explain the upload process via YouTube. This was done using screenshots and PowerPoint mock-ups. The images are simply uploaded to the WordPress site in order. This could be replicated for another project without any sort of advanced design skills.

Get help sharing a story contains an embedded Google Doc with a survey form. Using Google Docs and forms is fairly straightforward. Once you have created the form, go to File → Embed form and copy the iframe code. Paste this into your page in WordPress (again making sure that you are entering it as text and not in the visual editor). When working with Google forms, make sure that all relevant people have access and permission to edit the Google form.



# MANAGEMENT

Before launching the site, configure the Jetpack option in Wordpress. This will enable you to track site usage statistics. See below.



Once the site is up and running, it needs a few maintenance tasks to keep it up and running:

1. Regularly check YouTube for new videos. Do this every couple of days when you are actively campaigning or encouraging site use. As far as searching is concerned, we asked users to upload videos with a tag of "PTPGstories" so that we could easily find them on YouTube. Use a unique tag for your new project so that the videos are easy to find. Each video has to be manually uploaded to the site to ensure quality control.
2. Google docs will send email updates at the frequency level that you set. It currently sends a summary at the end of every day in which there is activity on the form. Regularly go through the responses and reach out to respondents as necessary.
3. Ensure that email addresses for government representatives are updated after senate elections. Ensure that the BCC field is updated if the relevant staff member leaves your organization.

GOOD  
LUCK