

# How to post on “The Daily IJ”: [www.ijj-blog.org](http://www.ijj-blog.org)

## 1. Login

### 1.1 URL

You find the Login mask at the bottom of the front page of the “IJJ Daily”

You can also bookmark the following link to log in:

<http://inwent-ijj-lab.org/Weblog/wp-login.php>

### 1.2 Username and password

You will receive the access information from the IJJ's staff.

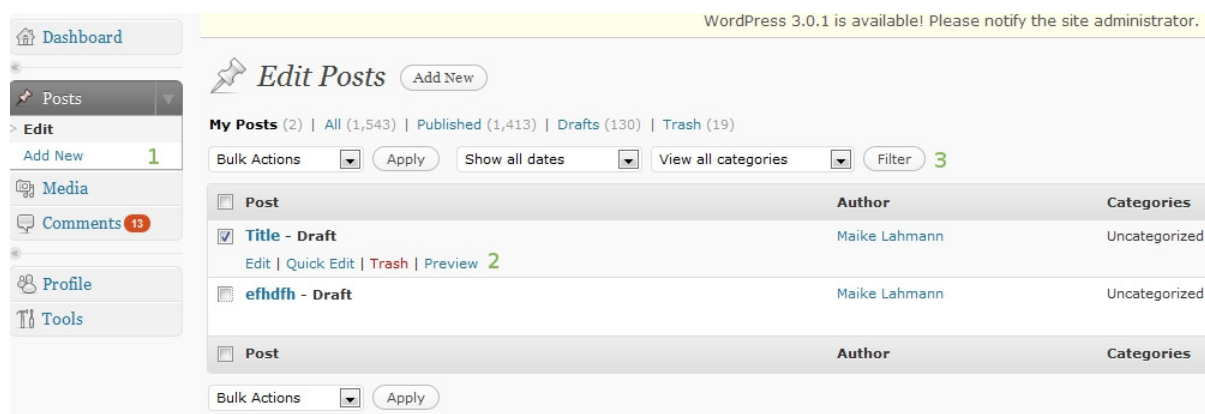
Your username cannot be changed, but you should change your password after you first logged in.



By using the button “Profile” you can edit your account settings such as name, email, biographical information and your password. Your last name is formatted as “last name, country”. Please keep it that way since it is required for our layout.

## 2. Posts

### 2.1 Edit posts



The screenshot shows the WordPress dashboard's 'Edit Posts' section. At the top, there is a notification: "WordPress 3.0.1 is available! Please notify the site administrator." Below this, the 'Edit Posts' header includes an 'Add New' button. The main content area shows a list of posts under the heading 'My Posts (2) | All (1,543) | Published (1,413) | Drafts (130) | Trash (19)'. There are controls for 'Bulk Actions', 'Apply', 'Show all dates', 'View all categories', and a 'Filter' button with a '3' indicator. The post list has columns for 'Post', 'Author', and 'Categories'. Two draft posts are visible: 'Title - Draft' and 'efhdfh - Draft', both authored by 'Maike Lahmann' and categorized as 'Uncategorized'. Each post has links for 'Edit', 'Quick Edit', 'Trash', and 'Preview'. At the bottom of the list, there are 'Bulk Actions' and 'Apply' buttons.

Using the button “Posts” you can

1. add a new post or edit one of yours
2. delete a post of yours
3. search posts according to date or category

## 2.2 Write a post

**Edit Post**

New resource for citizen journalists **1**

Permalink: <http://inwent-ijj-lab.org/Weblog/2010/0...> **Edit 2**

Upload/Insert [Icons] Visual HTML

What is citizen journalism? More to the point, what makes "good" citizen journalism? And what makes a good citizen journalist? Do the same principles of "conventional" journalism apply to its citizen counterpart? Or are there different rules?

Ever since 2005, when [Richard Sambrook](#) coined the phrase "we don't own the news any more", the democratisation of news has been unstoppable, with people claiming their right to tell their story the way they want to. **3** More...

From bloggers or eyewitnesses to social networkers or community website hosts, the range and the experience of citizen journalists are both vast.

Many have picked up the principles of good conventional journalism and applied them to their work. Others have not had that opportunity.

Path:

Word count: 90 Draft Saved at 4:05:33 pm. Last edited by Maïke Lahmann on July 30, 2010 at 1:44 pm

1. **Title**  
Try to frame a short and attention-grabbing title, which contains the most important information.
2. **Permalink**  
The link to your post will always be <http://inwent-ijj-lab.org/weblog/date/title>. But you might shorten the title shown in your link if it is too long.
3. **More-tag**  
Everything written above the "more"-line will be shown as the teaser on the front page of the blog. **NEVER publish a text without using the more-tag!**

**Post Tags 4**

Add new tag [Add]

Separate tags with commas.

[Choose from the most used tags in Post Tags](#)

**Categories 5**

All Categories Most Used

- Climate Change
- Crime reporting
- Economic Reporting

**Publish 6**

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

4. **Tags**  
The tags are keywords of your post. They are shown below your article. So the reader can click on for example "citizen journalism" if he likes to have more information on that. They are also important to be found through search engines like google. Try to find four to six significant tags (like location, person, subject, category and what you would search for).
5. **Categories**  
The categories are given by the IJ. Here you choose the topic you are writing about.
6. **Publish**  
You might save your post as a draft to finish it later. Please use the preview to read over and check the spelling before publishing your article.

### **3. Writing for the web**

The reading behaviour of online users is quite different from print recipients. Online users usually just scan websites for information they might be interested in. So, if you want to capture their interest you need to put special attention to the so called micro text (title, teaser, captions and links).

#### **3.1 Title**

- Try to avoid stereotypes
- Use active verbs
- Use important keywords
- You may use quotes as long as they are significant and reflect the content of your post
- You can also draw attention through ambiguity, contradictions or slightly provoking questions


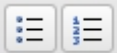







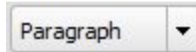







#### **3.2 Teaser**

Title and teaser should build one unit. The teaser must give a brief introduction on what the user can expect in the rest of the post. If you mention information, which you don't explain later on, the reader will be disappointed. You should also write the teaser in the same style as the rest of your post. Don't start out as a sarcastic comment to attract attention and then switch to highly objective news coverage – or the other way around.

#### **3.3 Audio-visual content**

By breaking content up with relevant images or videos, you are giving your readers' eyes a subconscious break. Ultimately this will make readers far more likely to stay on your blog, because that way they are not overwhelmed by text-heavy posts.

### 4.3 Formatting text

Toggle icon	Function	Shortcut
	Mark the words of which you would like to change the <b>format</b>	Ctrl+ b = bold i = italic d = crossed u = underline
	Add bullet points or <b>numbering</b>	Alt+Shift+ u = bullet points o = numbering
	To <b>quote</b> somebody	Alt+Shift+q
	<b>Alignment</b> of the text	Alt+Shift+ l = left c = center r = right
	Marking the words you may <b>link</b> to some web content by a click on the left icon. To unlink use the right one.	Alt+Shift+ a = insert link s = remove link
	Through the <b>More-Button</b> you can choose where to end the abstract (see also “3. More-Tag” at 2.2 Write a post)	Alt+Shift+t
	Check your <b>spelling</b>	Alt+Shift+n
	Switch to <b>full screen</b> mode	Alt+Shift+g
	Show and hide <b>kitchen sink</b> (further icons to format your text)	Alt+Shift+z
<i>Kitchen Sink</i>		
	Different style sheets to optimize your <b>text structure</b>	Ctrl+ 1 = Header 1 2 = Header 2 [...]
	You may choose a different <b>colour</b> to highlight certain passages of your <b>text</b>	
	<b>Copy and paste</b> can cause problems in wordpress. So if you would like to paste text use one of these buttons (left = paste out a text editor, middle = paste out of a word document, right = remove formatting)	
	Edit <b>embedded media</b> (For more information how to embed media see 2.3 Insert media)	Alt+Shift+m (to insert image)
	Insert <b>custom characters</b> like ©, ñ or €	
	<b>Out- and indent</b>	
	<b>Re- and undo</b>	
	<b>Help</b>	Alt+Shift+h

#### 4.4 Insert Media

Using one of these toggle icons you can insert any kind of media (image, movie, music and files like for example pdf). Maximum file size on “The Daily IJ” is 8 MB.

**From Computer** From URL Gallery (2) Media Library 1

##### Add media files from your computer

2

You are using the Browser uploader. Try the [Flash uploader](#) instead.

1. You can either upload a file from your computer, link to another site or use one which is already in the gallery/library.
2. To add media from your computer search your hard disk and click “upload”

#### 4.4.1 Images


For best results at minimum server capacity, use images with a width of not more than 450 Pixel (72 dpi) in RGB Modus. Here you'll find freeware for image editing:

<http://graphicssoft.about.com/od/pixelbasedwin/tp/freephotoedw.htm>

Also make sure that all copyrights are cleared and give credit to the source.

### Add an Image

Summer Academy  [Hide](#)



**File name:** BILD00712.jpg  
**File type:** image/jpeg  
**Upload date:** August 4, 2010  
**Dimensions:** 450 × 338

1

**Title** 2 \*

**Alternate text** 3   
*Alt text for the image, e.g. "The Mona Lisa"*

**Caption** 4

**Description** 5

**Link URL** 6   
    
*Enter a link URL or click above for presets.*

**Alignment** 7  None  Left  Center  Right

**Size** 8  Thumbnail (150 × 150)  Medium (300 × 225)  Large  Full size (450 × 338)

9  [Delete](#)

1. You may edit (cut, turn and flip) your picture using “Edit image” but the best way to do that would be photoshop.
2. The title is just the working title.
3. The alternate text will be read for blind people. So please explain what you see on the picture.
4. The caption will be shown beneath your picture in the blog. Don't just describe what is on the picture but give further information.

- The description should explain a little bit more what is seen on the picture. So others who would also like to use the picture understand its context.
- If you don't want the image to link to anything, leave the Link URL field blank.  
If you want the image to link to the original file, click the File URL button to fill in the Link URL field.  
If you want the image to link to a formatted blog page containing just the image, click the Post URL button to fill in the Link URL field.
- Choose the position.
- Choose the size.
- If you insert into post it will appear where you last had set the cursor.

### 3.4.2 Audio 🎵

Either you upload an mp3 file or choose from existing (see 3.4 Insert media). Then it will be shown as a link.

If you would like to have a sound symbol like this



you need to do the following:

- Grab the URL of the audio
- Switch to HTML Visual HTML
- Enter the Shortcode [audio ] with the address inside, for example:  
[audio http://wpcorn.files.wordpress.com/2007/01/mattmullenweg-interview.mp3]

### 4.4.3 Video 📺

You may upload videos if they don't exceed the size of 8 MB. But you should rather embed a video from another platform like youtube.

To embed a video from for example youtube you have to do the following:

- Switch to html Visual HTML
- Search online for the video you would like to add and copy the "embed link", which looks like this:

```
<object width="640" height="385"><param name="movie"
value="http://www.youtube.com/v/6WIEQBeloS0&hl=de_DE&fs=1"></param><p
aram name="allowFullScreen" value="true"></param><param name="allowsriptaccess"
value="always"></param><embed
src="http://www.youtube.com/v/6WIEQBeloS0&hl=de_DE&fs=1"
type="application/x-shockwave-flash" allowsriptaccess="always" allowfullscreen="true"
width="640" height="385"></embed></object>
```

- Copy and paste it into your post.
- The usual youtube video size is too big so you have to change the size as follows:

```
<object width="448" height="193"><param name="movie"
value="http://www.youtube.com/v/6WIEQBeloS0&hl=de_DE&fs=1"></param><p
aram name="allowFullScreen" value="true"></param><param name="allowsriptaccess"
value="always"></param><embed
src="http://www.youtube.com/v/6WIEQBeloS0&hl=de_DE&fs=1"
type="application/x-shockwave-flash" allowsriptaccess="always" allowfullscreen="true"
width="448" height="193"></embed></object>
```

### 4.4.4 File 📁

- Either upload the file or choose from existing (see 3.4 Insert media).
- Enter title, caption, description and link (see 3.4.1 Images).
- If you insert into post it will appear where you last had set the cursor.