

# How to

launch a **totally cool, free, easy** website  
for your **AAUW branch** using WordPress.com

1. **Open a Web browser.**
2. **Go to:** <http://wordpress.com/>. Wordpress.com allows you to open a free WordPress account and set up as many free blogs as you like. Your blog will look just like a website, but you can choose to allow comments on your pages and posts. The design is free. And you can easily maintain your own site using the free WordPress content management system. You do not have to purchase any software, and you do not have to pay for Web hosting. There will be no advertising added to your blog.
3. **Click on: “Sign up now” and complete the following information. Jot it down here so you have a record of the user name, password and e-mail for your account.**
  - a. User name
  - b. Password
  - c. Confirm
  - d. E-mail address
  - e. Agree to terms
4. **Open another browser window.**
  - a. Use this window to check your e-mail for a message from Wordpress.
  - b. Click on the link in the e-mail.
5. **Log in to your account on the Wordpress site.**
6. **Go to:** <http://wordpress.com/#my-blogs>
  - a. Type in your branch blog url and name: Your branch blog should be named like this: aauwohbranchname  
**Url example:** aauwohmedina      **Branch name example:** AAUW of Ohio - Medina County Branch
  - b. Select English as your language.
  - c. Select Public.
  - d. Select “Create Blog”
7. **Log in again.** You can now see your **Dashboard**. This is where you control all aspects of your blog. You can select a theme, add pages, posts, widgets.
8. **Scroll down and click on “Appearance” in the left sidebar.**



Figure 1- AAUW Ohio branch website designed using Blix theme on WordPress.com.

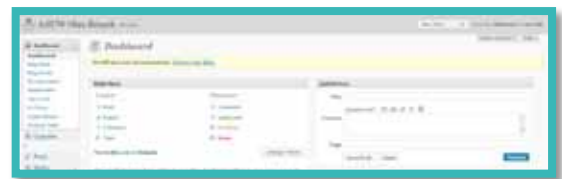


Figure 2-From your Dashboard you can manage and edit your blog, including viewing your site stats.

- a. Select **“Theme.”**
  - b. Type **“Blix”** in the search window.
  - c. The Blix theme will show up on your screen. Click **“Activate.”**
9. **Consider what pages you want to add to your site.** We recommend that you model your site after national AAUW's as much as possible, which is what AAUW Ohio has done. Keeping things consistent will make it easier for members to navigate national, state and branch sites.
- a. National [AAUW](#) has LEARN, ACT, CONNECT, JOIN, etc. Note: AAUW pages are titled in all caps.
  - b. [AAUW Ohio](#) has those pages and others.
  - c. Additional pages could include: ABOUT AAUW, EVENTS, PROGRAMS, MEMBER CENTER, MEMBER BENEFITS, NEWS, etc.

#### 10. To add a Page:

- a. Click **“Pages”** in the left sidebar of your Dashboard.
- b. Click **“Add New.”**
- c. Give your page a title. See #10 above for suggestions.
- d. Add text. For recommended text to add to your site, visit AAUW Ohio: <http://wp.me/PS1oT-pP>.
- e. By clicking on the menu item icons in your **“Kitchen Sink,”** you can add formatting to your text, such as bold, italic, underline, bullets, numbering, alignment, and hyperlinks. To change text size, highlight your text, click on **“Format”** and choose the text size you want from the drop-down menu.
- f. Choose in what order you want your page to be displayed: 1, 2, 3, etc. You can change the order any time.
- g. If you want to allow your readers to make comments on this page, select the **“Allow comments”** box.
- h. If you want to allow links to other posts and blogs to appear, select the **“Allow trackbacks and pingbacks on this page.”**
- i. Click **“Publish”** or **“Update.”**



Figure 3- Formatting text for your website using the “Kitchen Sink.”

#### 11. To add a Post:

- a. Select **“Posts”** in the left sidebar of your Dashboard.
- b. Click **“Add New.”**
- c. Give your post a title.
- d. Add text.
- e. By clicking on the menu item icons, you can add formatting to your text.
- f. Add categories and tags for your post. These will help readers find information on your site.
- g. If you want to allow your readers to make comments on this page, select the **“Allow comments”** box.

- h. If you want to allow links to other posts and blogs to appear, select the “Allow trackbacks and pingbacks on this page.”
- i. Click “**Publish**” or “**Update.**”

## 12. To add Widgets:

- a. Scroll down to “**Appearance**” in the left sidebar of your Dashboard.
- b. Click “**Widgets.**”
- c. To add a live feed of **AAUW news**, click on “**RSS**” and hold your mouse button down as you drag the widget to the right sidebar.
- d. In the RSS feed window, type in the following text: <http://www.aauw.org/rss/news.xml>
- e. In the “Give your feed a title” window, type in: AAUW Updates.
- f. Choose the number of news items you want to display.
- g. Select “**Display item date.**”
- h. Click “**Save.**”
- i. To add a live feed of the **AAUW Blog “Dialog”** posts, repeat the above steps, but use this url: <http://blog-aauw.org/> and title: AAUW Blog.
- j. For a list of AAUW RSS feeds, visit: <http://www.aauw.org/rss>
- k. Add the “**Links**” widget, following the steps above.
- l. You may also add additional widgets you would like to include on your site.
- m. You can change the order of your widgets by clicking on them, holding down your mouse button, and dragging them where you want them to be.



Figure 4-Click and drag widgets to the right sidebar.

## 13. To add Links to your “Links” section in the right sidebar, visit the page of recommended links on AAUW Ohio at <http://wp.me/PS1oT-pM>.

You can copy and paste the urls following these instructions:

- a. Click on “**Links**” in the left sidebar of your Dashboard.
- b. Click “**Add New.**”
- c. Type in the name of the link.
- d. Type in the url for the link.
- e. Select a category you want your link to appear under. Or add a new category.
- f. Select “**Add Link.**”



Figure 5-Add AAUW and AAUW Ohio links to your right sidebar.

## 14. To add photos and graphics to your site:

- a. Click on “**Media**” in the left sidebar of your Dashboard.
- b. Click “**Add New.**”
- c. Click “**Select files.**”



Figure 6-You can easily upload photos and graphics to be used on your site. Click “Media” and “Add New.”

- d. Browse your files of photos and graphics; select the one you want; click **“Upload.”** Each media file you upload will be stored in your **“Media Library.”** When you click on **“Library”** and click on an individual media file, you will see the file, along with other information, including a url for your file.



Figure 7-Photos and graphics you upload to your site are stored in your “Media Library” and can be inserted in a post or added to a page.

#### 15. To add a photo or graphic to a post or page:

- a. From your **Dashboard**, open the post or page where you want to add the media file.
- b. Click on the spot where you want to add the file.
- c. Move your cursor to the top of your “Kitchen Sink” where the text reads: **“Upload/Insert.”** Click on the first icon to the right, which will read “Add an image” when you move your cursor over it.
- d. Select either **“From Computer”** or **“Media Library,”** then select the image you want to insert in your post or page.
- e. If the image is in your “Media Library,” click **“Show;”** then click **“Insert in post.”**
- f. If the image is on your computer, click **“Select files,”** browse your files and click on the one you want. Click your “Alignment” and “Size” choices, and click **“Insert into post.”** This image will automatically be stored in your **Media Library.**

#### 16. To add the AAUW logo to your right sidebar:

- a. Upload the image to your **Media Library.** The image at right is the one shown on the sample branch site. You can download it and the AAUW Ohio logo from: <http://wp.me/PS1oT-pR>.
- b. Copy the url of the image.
- c. Scroll down to **“Appearance”** in the left sidebar of your Dashboard.
- d. Click **“Widgets.”**
- e. Drag the **“Image”** widget to the right sidebar.
- f. Copy the url of your image into the “Image url” field; add a title; choose the alignment you prefer. Adjust size if necessary. If you download the AAUW logo mentioned above, you do not need to adjust the size.
- g. If you want the image to link to a page, copy that url into the “Link url” field.
- h. Click **“Save.”**



#### 17. To edit your site at a later date:

- a. Go to <http://wordpress.com> and log in to your account.
- b. Click on “Dashboard,” “Posts” or “Pages,” depending upon what you want to edit or add.
- c. You can also change the design of your site by choosing a different “Theme.”

#### 18. To upgrade your site for a fee:

- a. You can also purchase optional premium paid services, such as a domain of your own, V.I.P. hosting and extra storage. Visit <http://wordpress.com/vip-hosting/> for details.
- b. If you do not already own a domain, you can register one through WordPress.com and map it to your blog for \$14.97 per year. Please make sure that, before you proceed, the

domain is available for registration. You can enter the domain at a registrar website such as GoDaddy.com to see if any results are returned. Note that only .com, .org, and .net domains can currently be registered through WordPress.com. If you wish to use another type of domain, you will need to register it at another registrar and then map the domain to your blog.

- c. With the upgrade, your blog will still be hosted at WordPress.com, which means that you will not have FTP access to your files and must still abide by the WordPress.com [Terms of Service](#).
- d. To register your own domain, go to “**Upgrades -> Domains**” in your blog’s dashboard and enter the domain you wish to register into the available form at the top of the page (Be sure to include the extension, such as .com). Click the “**Add domain to blog**” button.
- e. If the domain is available for registration, you will be prompted to purchase the required credits via PayPal and complete the upgrade/registration process by clicking on the “**Buy**” button.
- f. After you have made your purchase, go back to “**Settings -> Domains**,” select the radio button next to your new domain, and click the “**Update Primary Domain**” button. Your blog will be accessible from both of these domains; the Primary Domain is what actually appears as your domain within the address bar of web browsers. If you do not see your blog at the new domain immediately, please allow some time for the DNS changes to propagate.
- g. Make sure you renew your domain each year. You will receive e-mail notifications of renewal prior to expiration.

### Good things to know:

- This handout is available on the AAUW Ohio website at: <http://wp.me/PS1oT-pK>.
- RSS stands for “really simple syndication.” For a quick introduction to RSS feeds, watch the short [video](http://www.commoncraft.com/rss_plain_english) at [http://www.commoncraft.com/rss\\_plain\\_english](http://www.commoncraft.com/rss_plain_english).
- [AAUW NC](#) is doing a good job online, using its website, [Facebook](#) and [Twitter](#). Check it out at: <http://www.aauwnc.org/index.php>.
- For more about [Twitter](#), see “[How Twitter Will Change the Way We Live](#)” in the June 5, 2009, issue of *Time* magazine at <http://www.time.com/time/specials/packages/0,28757,1901188,00.html>.



Sources: <http://wordpress.com> and <http://aauwoh.org>