Website Administration Guide for

SSRC at MIT

Prepared by

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Site URL: http://ssrc.mit.edu

Built on: WordPress, v. 5.6

Admin Access

Hosted at: MIT IS&T

Site Admin URL: http://ssrc.mit.edu/wp-admin

Administrators:

(as administration is shared between individual accounts, the passwords for each are not shared here)

Jesse DeLaughter / jessed@mit.edu

Scott Murray / smurray@mit.edu

Design Elements

Theme:

Marshall v. 1.0.0 by WordPress*

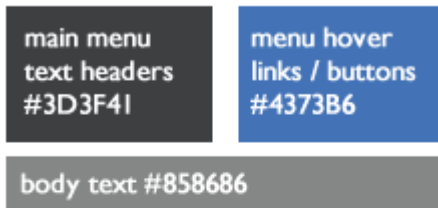Purchased from [Template Monster](#) on April 17, 2019

Order confirmation code: mIyjcTc7P0QzejYnXSw0

*important – this theme is created and sold by two different developers on the same site, the instance used for this site is the one created by WordPress
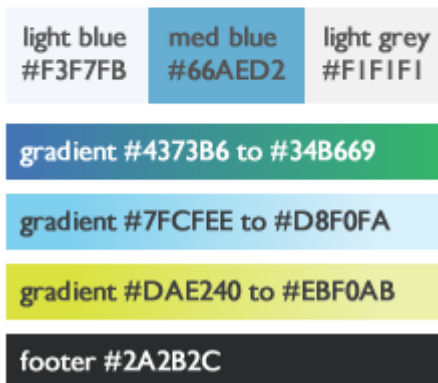
This theme receives updates from time to time. It is recommended to contact support and request to receive notice of updates via email.

Theme colors:

Site Background: #FFFFFF

main menu text headers #3D3F4I	menu hover links / buttons #4373B6

body text #858686

Panel Backgrounds

light blue #F3F7FB	med blue #66AED2	light grey #FIFIFI

gradient #4373B6 to #34B669

gradient #7FCFEE to #D8F0FA

gradient #DAE240 to #EBF0AB

footer #2A2B2C

Fonts:

Montserrat, sans serif

Header 1: 48px

Header 2: 40px
(special H2 for the link boxes: 28px**)

Header 3: 40px

Header 4: 24px

Body Text: 16px

All the site colors and fonts are set within the Customize area of the site: Appearance >Customize
**There are some font customizations in the Additional CSS section of the Customize area, as well.
Note: it is recommended only someone familiar with CSS edit this area or directly in the CSS site files.

Image sizing:

Homepage
- Hero slider images: 2000 x 900px/ 150 dpi

- Programs / Research / People columns: 370 x 250px

- News and Member Icons (see below)

Program
- Logos for Programs Page – 370 x 198px

- Logos for Program Details Page – 300 x 161px

Research Icons – 50 x 50px

People Headshots – 250 x 250px

News Featured Image – minimum 1050 x 550px

All images should be resized correctly before upload.

Plugins

The following are the plugins currently active on the site and their purpose / function on the site. Details for each and links to their developer sites are available from Plugins >Installed Plugins.

The Marshall theme was built using Cherry Framework and uses Power Builder as a page building tool.

Cherry Live Demo Mods Switcher	Part of the Cherry Framework used by the Marshall Theme.
Cherry Sidebars	Part of the Cherry Framework used by the Marshall Theme for sidebar creation.
Classic Editor	The classic WordPress editor interface.
Contact Form 7	Contact form plugin used for the contact page.
Duplicate Page	Gives the ability to duplicate a page from the Pages section to make creating a new page faster and easier.
Epic News Elements	Advanced news display plugin added to the site for the Phase 2 news page.
Google Analytics for WordPress by MonsterInsights	Connects the site to Google Analytics and provides dashboard functionality for quick views of key site usage data.
Intense	A shortcode plugin that enables a large variety of widgets, custom post types, snippets, icons, and more. Used for the drop down menu on the People page that lets visitors jump to a section on the page.
Modern Events Calendar Lite	Event calendar plugin used for upcoming events.
Page Links To	Allows page s and posts to link to off-site URLs. Used for news items that link directly to an external source.
Page scroll to id	Creates anchor tags which are used on the People page to enable the drop down menu jump down the page.
PHP Compatibility	Enables a PHP compatibility check when trying to ensure new plugins or code

Checker	won't create a PHP error or exception.
Power Builder	Drag 'n drop page building tool that comes with the Marshall theme.
Redirection	Enables admin access to set up 301 redirects and monitor 404 errors.
Responsive Tabs	Creates tabs that can be used for content display that are responsive.
Smart Slider & Smart Slider Pro	Advanced image /video slider plugin used for the homepage hero piece.
Simple SEO	An SEO management tool that provides quick SEO field access and management.
Widget Importer & Exporter	Widget import/export tool that enables bringing in – and sharing out -widgets from other developers or sites.
WP File Manager	A file manager tool that lets admins access and manage site files directly.
WPBakery Page Builder	Advanced page building tool added to the site to support integration of plugins and modules that didn't come with the Marshall theme.

The following are plugins on the site, but which are currently deactivated.

Easy Twitter Feed Widget	Enables embedding a Twitter feed onto a page.
Hide My Site	A plugin to block public access to the site with a PW protected page.
WordPress Importer Tool	Used on installation of the theme, this enables the import of posts, pages, comments, custom fields, categories, tags and more from a WordPress export file.

Managing Content

Adding and editing content on pages and posts can happen directly on the site once logged in as an admin. Easy WP Guide provides a good manual for basic editing and site management.
https://easywpguide.com/wordpress-manual/

The site also has two page editor plugins on it, which have documentation here:
Power Builder
WPBakery Page Builder

To edit most content*:

1. Navigate to the page where you want to make edits.

2. In the admin bar across the top, click "Edit Page".

3. In the admin view of the page, find the element you want to edit and click the gear icon in the blue box for that element.
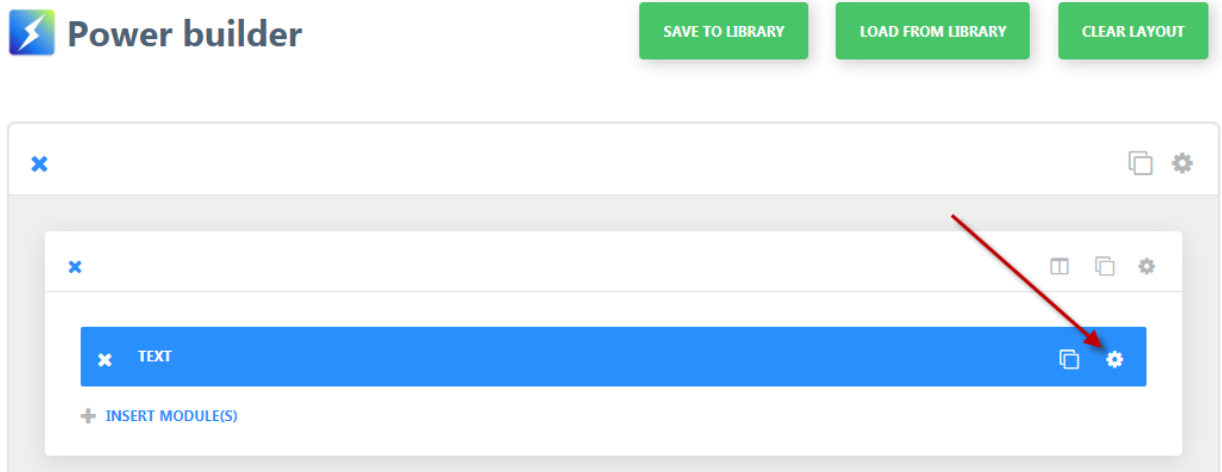
This will bring you to edit mode for that content.

4. A pop-up box will appear that then gives you access to the module settings and to add/edit content as desired through the WYSWYG editor.

    Depending on the content item you are editing, there may be additional fields for item title or button link or other items.

5. Edit content as desired and click the green Save & Exit button at the bottom to save changes.

6. It is recommended you preview all changes made to a page (using the Preview button at the top right corner of the page) before saving.

Unique Content Items

**Homepage Hero Piece** – this is built using the Smart Slider plugin.
To add the slider to the site, a shortcode for the desired slider has to be added to the homepage using the WPBakery PageBuilder interface.

To do this:

- To get the shortcode:
  Go into the Smart Slider Dashboard (from the admin menu on the left) and click Edit on the slider you want to add to a page:
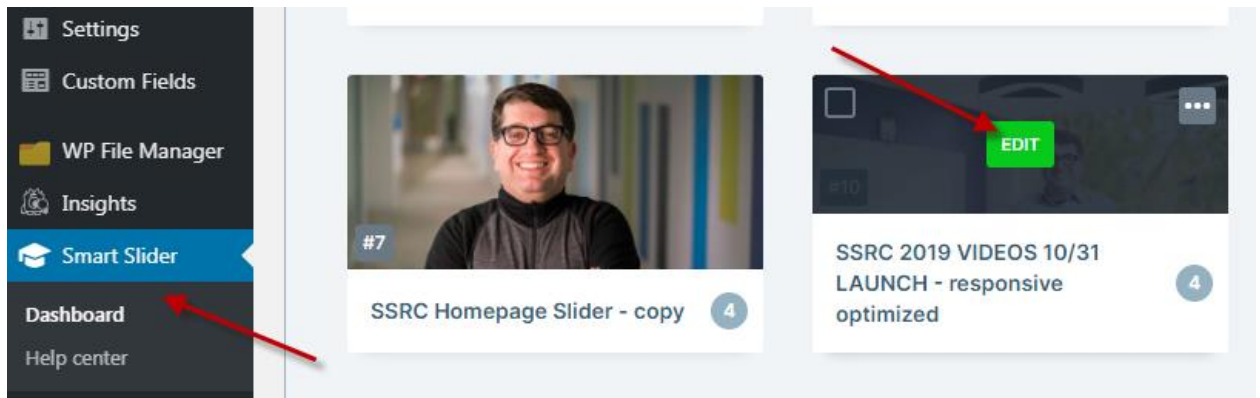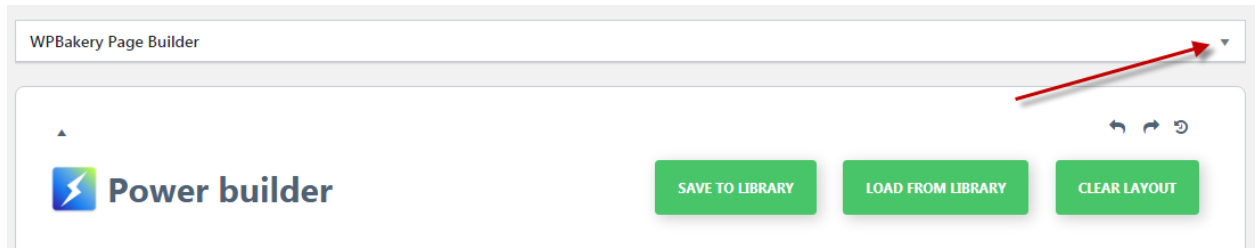

  On the first screen you arrive at (General) - select / copy the shortcode from the Publish box:
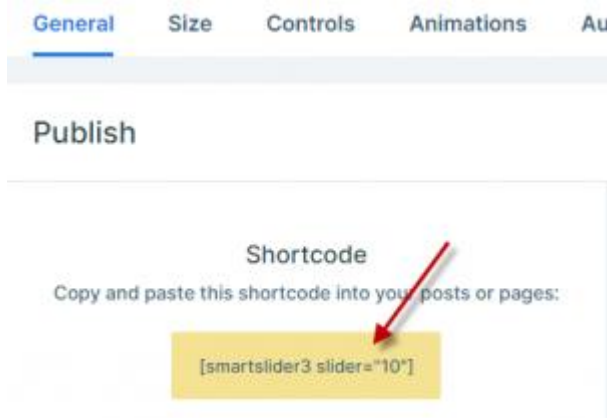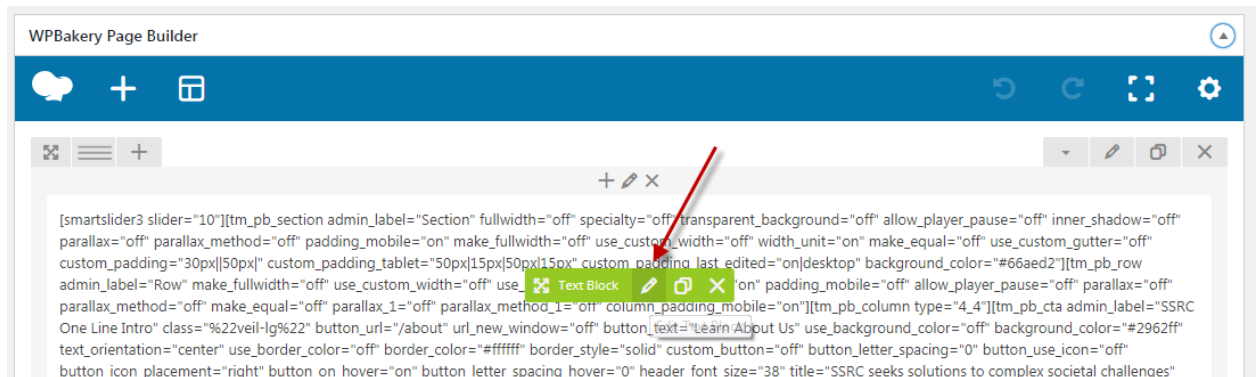

- Navigate to the homepage and enter Edit mode.

- Expand the WPBakery Page Builder editor area:

- Hover over the text area and then click the pencil over paper icon in the green box that appears:

- Scroll to top of text and paste directly in front of it all the shortcode for the slider you want:
  e.g. [smartslider3 slider="10"]

- Click the blue "Save Changes" button at the bottom of the editing box.

- On the right, click "Preview Changes" to be sure all appears correctly.

- Return to the admin page and click "Publish" when it all feels ready.

IMPORTANT: Any time you edit other areas of the homepage using Power Builder modules, this shortcode code gets removed from the page. So, when doing other edits, you will need to save/publish those changes, then come back in to edit the page again and add follow this process to add the shortcode back in, and save again.

Research / Impact Areas

The Research and Impact Area gradient blocks are reusable items you can add to a page from the Powerbuilder library.

To add these to a Program or Project page:

- **Program Pages**
  On these pages, the Research / Impact Area items are added in two areas (in four columns - two for

each category, research or impact; and then in two columns - one for each category). This is because of the layout changes that happen as the page adjusts columns and display as the screen size adjusts.To add one of these modules to the page:

1. Go to the section of Research / Impact Areas in admin view on the page.

2. If there are open module places for the item you are adding, you can move existing modules around until you have a free space where you want to add the new item so it will fit alphabetically in the listing.

3. If there aren't free spaces, duplicate the last row in the section and remove the duplicate modules. Then do the step above before proceeding to add a new module.

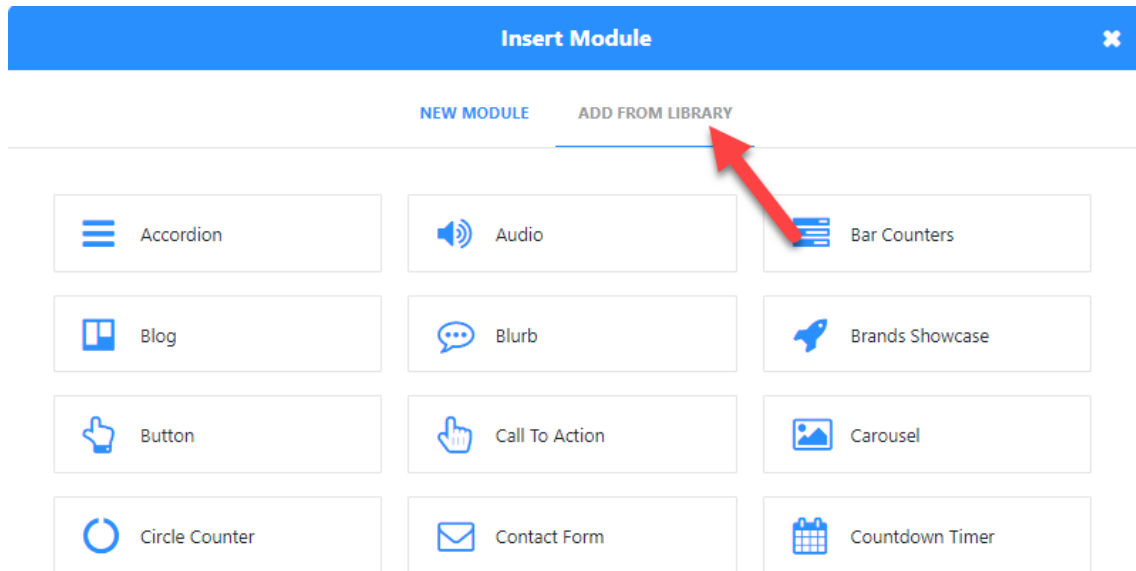4. Once you have made the necessary space, click "Insert Module"
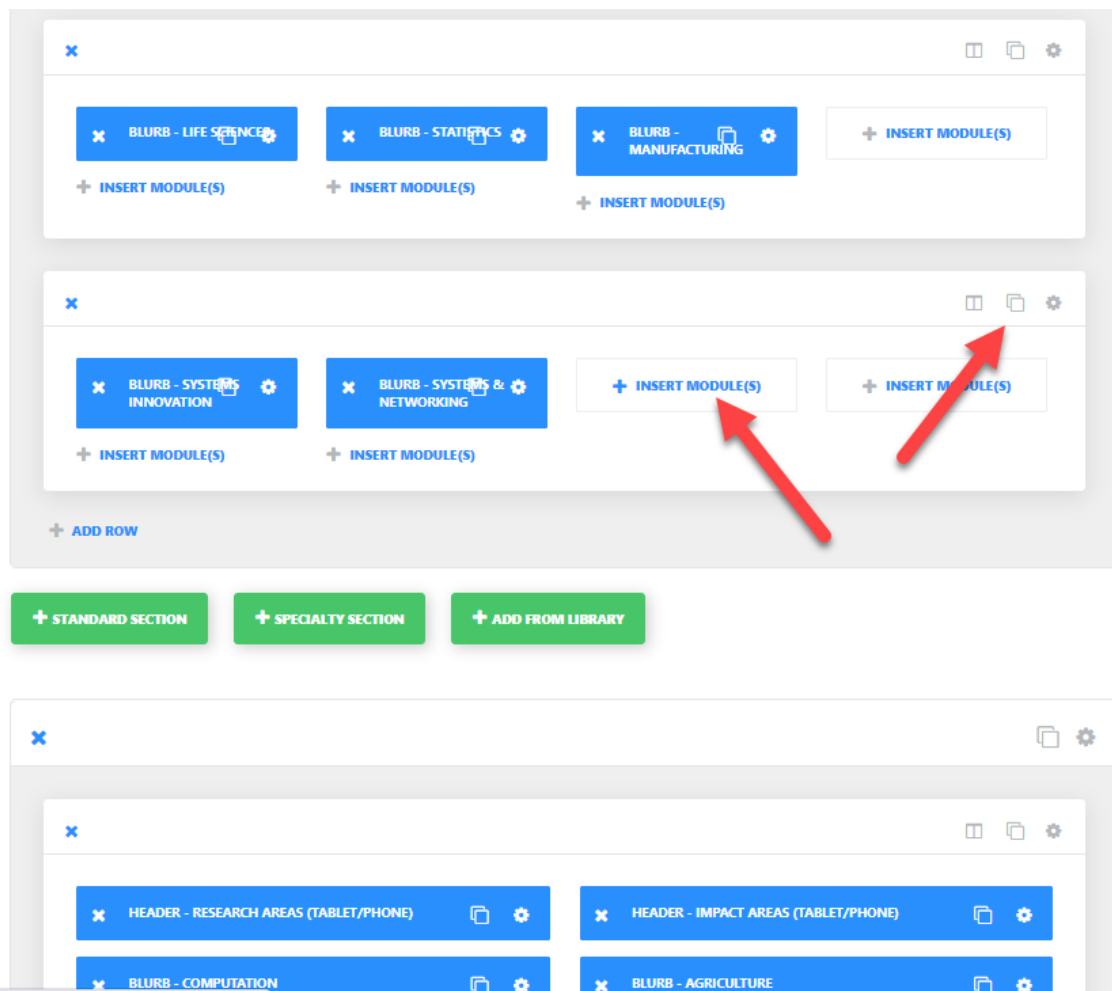
5. When the Insert Module dialog opens, choose "Add from Library"
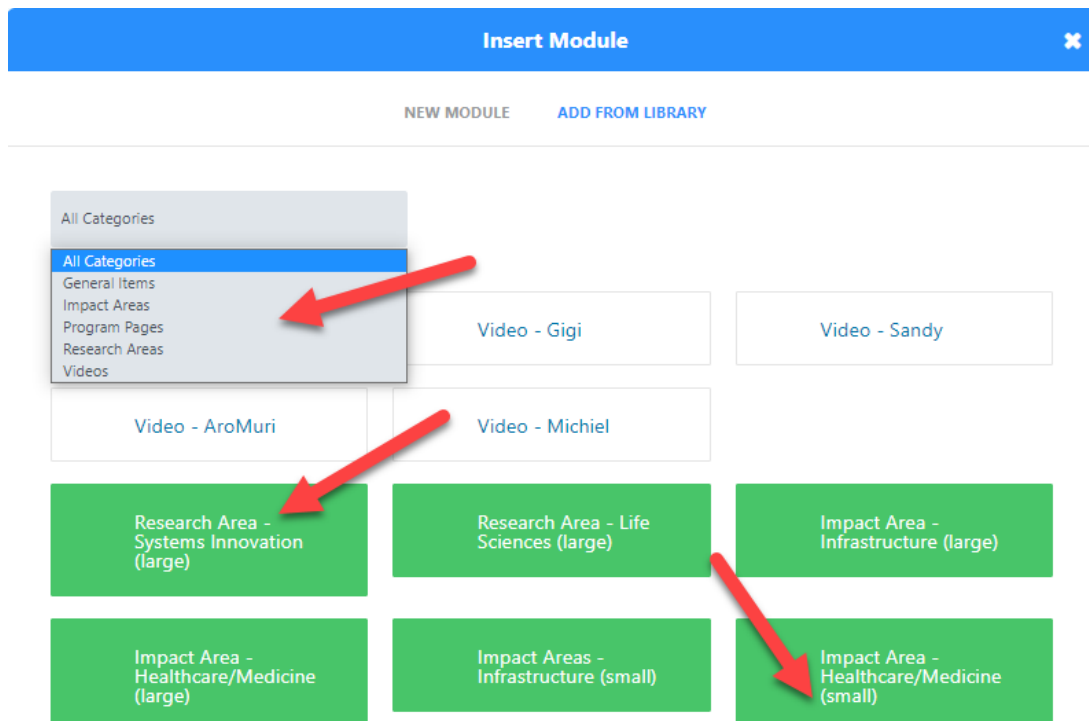
6. In the library, use the drop down selector to choose Research or Impact Areas.

7. Once selected, from the green items that appear, choose the item you want and select the "(small)" one to add.

8. After adding all the small versions of the Research and Impact Areas you want to add, proceed to adding the "(large)" instances of the same ones in the two column section below.

9. Remember to preview your changes before updating the page to make sure the items appear as expected.

- **Project Pages**
  On these pages, the Research and Impact Areas appear in the right side bar. Adding them here is much simpler.

  1. Click the "Insert Module" button and then "Add from Library" (as above)

  2. Once in the library, you can select either the small or large instance of the module to insert (on these pages it won't make a difference).

  3. Once added, you can move it to its appropriate spot for ordering.

  4. As always, preview your changes before updating the page to make sure the items appear as expected.

Links Guide

There are three kinds of links you might add in your content:

1. A link to a page/post on your site

2. A link to a URL on another site

3. A link to a document (PDF, etc.)
   Note: the URL for a document can be found in that item's details in the media library

To add a link within content:

1. Add the text you want to be linked (e.g. Read More)

2. Select the text to be linked and click on the link icon in the editor tools:
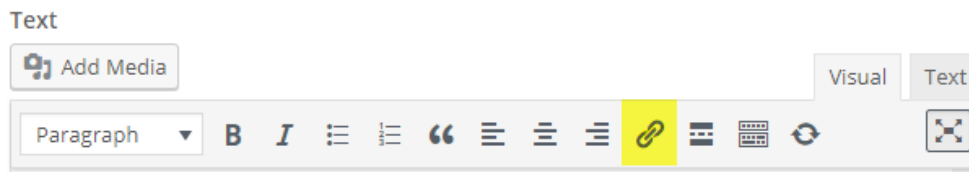
3. A link pop-up dialog window will appear where you can either:

   a. Type the word(s) of a page/post you want to link to and select from the options offered

      - or -

   b. Paste the URL of the webpage or document you want to link to

   c. Click the blue "Apply" arrow button to apply the link

4. To add a document:

   a. Go to Media >Add New

   b. Select the file you want to add to the site and upload it

   c. Return to Media > Library

   d. Click on the document you want to link to select the URL from the "Copy Link" field on the right hand side

   e. Return to the page where you want to link to this document and use this URL as the link, ensuring that you have it open in a new window (see below)

5. When linking to a website outside your own or to a document, it is recommended to set the link to open in a new window. To do so, click the settings icon (looks like a gear) to the right of the blue "Apply" arrow button to open advanced link settings.

Click the "Open link in a new tab" checkbox to force the link to open in a new window.

Search Engine Optimization (SEO)

The Simple SEO plugin has been added to the site to make SEO management easier. Each page should have an SEO title and description to be used by search engines. These are able to be edited at the bottom of each page, when editing the page, or within the pages list (Pages > All Pages).

Titles and Descriptions are part of what search engines use to index sites and appear in search results.

Titles should start with the name of the page followed by any other section and/or site related terms. e.g. About SSRC - An engineering & social sciences research center at MIT

Descriptions should be a 1-2 sentence intro or overview of the page. e.g. The MIT Sociotechnical Systems Research Center (SSRC) is an interdisciplinary research center with a mission to develop collaborative, holistic and systems-based approaches that combine knowledge and expertise from engineering and social sciences to complex societal challenges that span healthcare, energy, infrastructure networks, environment and international development.

Google Analytics

Account: UA-149793790-1

Login: ssrcadmin@mit.edu Google account.

The site is configured for visitor and usage tracking using Google's free web metrics platform, Google Analytics. To view site usage reports you can log in directly to Analytics at http://analytics.google.com or by using the Monster Insights plugin added into the admin interface on the site, accessible from the left hand admin menu by going to Insights > Reports: