

# haiti\_ukt blog site posting instructions

<http://haitiutk.squarespace.com/>

## limited editorial access:

<http://haitiutk.squarespace.com/login/>

login: student  
password: \*\*\*\*\*

## *For Every Blog Entry:*

- Create and post a minimum of 2-3 images to illustrate your ideas and concepts of the project. (Provide a caption for each image you post)
- Provide a unique blog title.
- Provide a written description that would be applicable for any newcomer to the haiti\_ukt blog site.
- Set the Categories and add Tags to your blog entry. Your name(s) and team name must be set for every blog entry. Add tags/key words for every blog entry.

## *Access to the blog post:*

*Login to the haiti\_ukt site and Click on: post new entry*

## *Enter a blog title for your post:*

Add a title for your post.

Make the title useful for search engines, to get the attention of readers, and understandable as an RSS feed.

Keep it Simple

Grab Attention

Use Key Words Relevant to your Post

## *Add content:*

### **Text**

Add written content to blog entry that communicates your ideas to a general audience.

Make your post scannable for the general public. (Can you make your big idea understandable quickly?) A good introduction paragraph and a strong opening line is essential.

Tell a compelling story with your images and text.

### **Pictures**

Lead with a picture in your post. People understand visual information 1400 times faster than written information.

Format pictures in **Photoshop** using the **Save for Web & Devices**

- Horizontal formatted images limit to 1000 px wide
- Vertical formatted images limit to 600 px high
- Set Compression to JPEG
- Quality 80+
- Name your file with the first four letters of your last name project no., image number. Example: matt\_01\_001.jpeg

Upload pictures to squarespace using the following guidelines

- Click on the **image icon**
- Select **Upload an image**
- Click on the **Choose File** button
- Choose the file your saved in Photoshop
- **Select the 2012 Studio Directory, then your team folder**
- Click on **Upload File**
- Select **Create a Thumbnail**
- **Resize** the New Image width to:
  - Horizontal 450 px
  - Vertical 225 px
- Select **Create Thumbnail**
- Click on **Alignment** and choose the **image left, text wrap right**.
- Slect the Link / Caption options and add a caption for your image
- Click **Save and Close**

## Uploading and Linking PDF Files

Format your PDF for the web in Acrobat or Indesign. (Downsize images and content for web display.)

- Select an image or text in the content field to set as a link to the PDF file
- Click on the link icon
- Select Upload a file
- Choose the 2012 folder then your team folder
- Upload your pdf file

## Creating Links to External Sites

- Select an image or text in the content field to set as a link to the external site
- Click on the link icon
- Select Direct URL
- Copy and Past the url of the website you want to direct readers

## Movies

Imbed Movies from youtube or vimeo

- Using the Embed video tools in youtube or vimeo set the pixel width of movies to **450 px wide**
- Set the video so it **DOES NOT automatically play**.
- **Copy the code** and paste the code from youtube or vimeo website
- Click on the video icon in the squarespace Create a Post window
- Paste the code from youtube or vimeo
- Click the Save & Close

## *Set Categories:*

*Think of the Categories as the table of contents for the website.*

**Set, but do not add** your Categories for the blog post

- Set your name(s)
- Set your team name

## *Set Tags:*

*Think of tags as the index for the website.*

**Add new and set existing Tags** that would index your project with new terms