

Add Media to the Website

Change History

Date	Version	Author	Change Summary
18/12/2011	0.1	Pat Macleod	Initial Draft

Introduction

The purpose of this document is to describe:

1. how to install and configure an FTP client on your workstation;
2. how to upload files and documents to the NGOC website using FTP;
3. how to upload media using WordPress;

The target audience for this document is Editors responsible for maintaining website content.

Overview

The website has two media stores – a document library which holds all files and documents which are permanently available on the website, and which is outside the WordPress structure, and the WordPress Media Library, which holds icons, images and other media objects which are used to enhance the presentation of the website. This separation of club documentary content from miscellaneous media objects enables more flexible management and backup of the growing library of documents than is possible using the default WordPress facilities provided by its media library.

The structure of the document library is very simple, and the contents of each sub-folder largely self-evident:

documents

↳clubmark

↳committee

↳com_10_11

↳com_11_12

↳.....

↳events

↳misc

↳website

legend

results

↳results_09_10

↳results_10_11

↳.....

There is a single such folder structure, shared by both development and operational environments. Files are simply placed in the relevant sub-folder using FTP, after which they can be linked to from Pages and Posts in either environment.

The WordPress Media Library is a single directory within the WordPress file system. Media uploaded to this Library is held in the media folder and registered in the WordPress database. These objects must be managed through WordPress and not through Filezilla. When uploading media to the website, the following guidelines should apply:

1. Files and documents such as Results, Legend, committee documents, How To guides and general reference material which is generally held as PDF files should be uploaded using FTP into the Documents Folder and sub-folders;
2. Images, icons, temporary flyers relating to specific events, and any media used within the design of the website should be uploaded into the WordPress media library and registered in the WordPress database. This includes photos which may be used to enhance a post, but not added to the Gallery.
3. Photos which are intended to form part of the NGOC photo gallery should be uploaded to Flickr, and not to the website directly

FTP Client Setup and Use

Editors require an FTP client on their PC or laptop in order to upload files via FTP to the website. It is recommended that you download and install Filezilla for this purpose, and these instructions assume use of this freeware product. Filezilla configuration details for use with the NGOC website are included below.

Procedures

This section describes two procedures:

1. FTP Client Configuration
2. File upload using FTP

Pre-requisites

1. Filezilla FTP client downloaded and installed on the user workstation. Filezilla is not mandatory; if you are familiar with some other FTP client, and know how to configure FTP server access, you can use any client.
2. File(s) to be uploaded to the website. The following type and naming conventions must be followed:
 - 2.1. File names must contain no blank characters. Use -(dash) or _(underscore) to separate words if required
 - 2.2. Files must be of a type which can readily be accessed by website users. PDF is the preferred format for most files and documents, though files which can be downloaded for re-use by website visitors(such as league registration slips, for example, or Clubmark consent forms) should be formatted as Word 97/2000/XP documents(.doc).
 - 2.3. File names should be meaningful.

Filezilla Client Setup

This procedure describes the initial configuration of Filezilla to support FTP upload the the website. This is a one-time procedure, which need be repeated only if changes are made to either the server or client environments.

This procedure assumes Filezilla has been downloaded and installed on the workstation, and the Webmaster has provided you with an FTP account and password. Note that these are different from your WordPress login details.

1. Start Filezilla. You will be presented with the main Filezilla window.
2. Select File > Site Manager. The Site Manager Window will appear.
3. Click the New Site button and type in a name for the new connection – here ngocweb, but this can be any name you choose.
4. Complete the General tab as shown in figure 1.
 - 4.1. Hostname: ngocweb.com
 - 4.2. Port: 21
 - 4.3. Protocol: FTP – File Transfer Protocol
 - 4.4. Encryption: Use plain FTP
 - 4.5. Logon Type: Normal
 - 4.6. User and Password as provided by the webmaster.

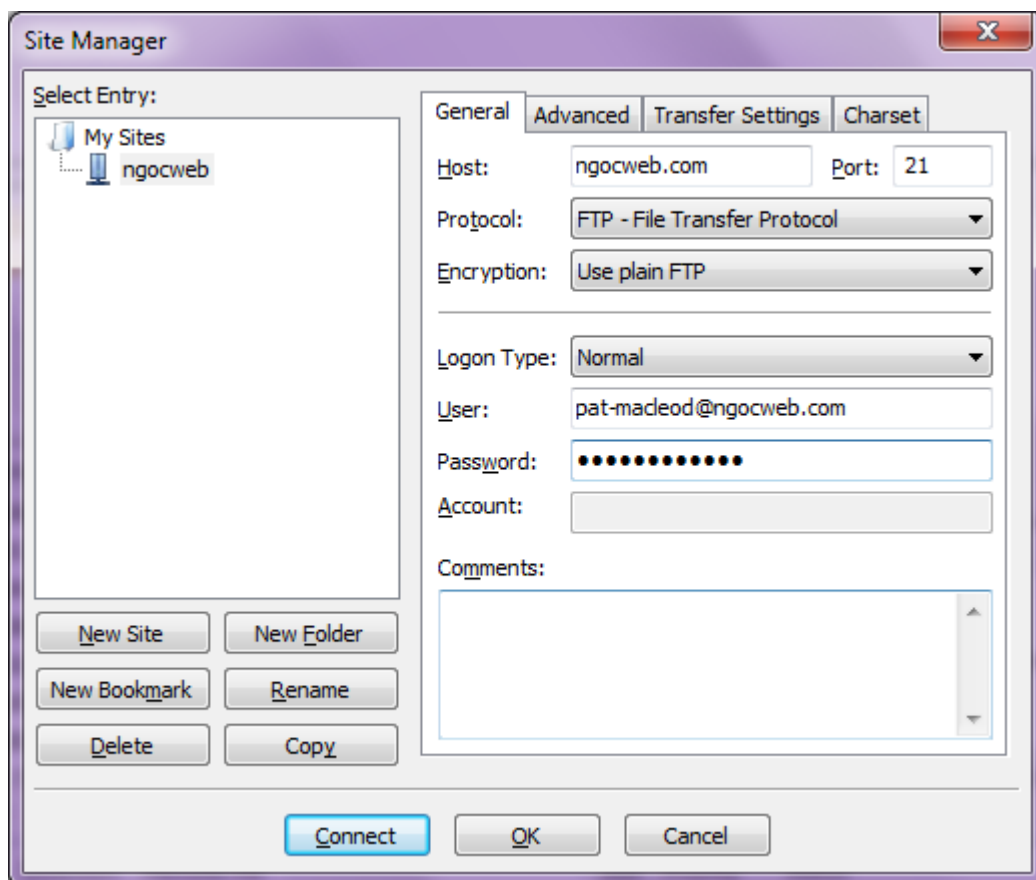
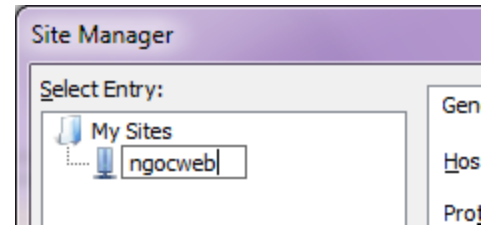


Figure 1: Site Manager - General configuration

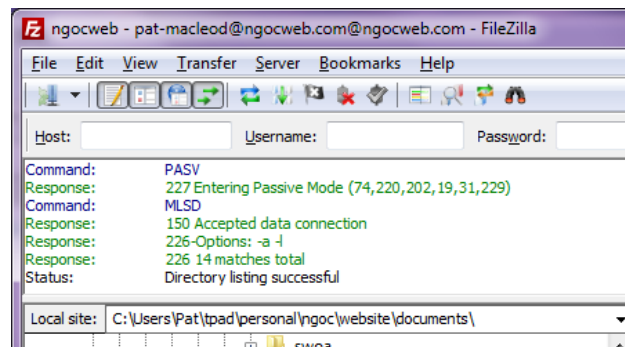
5. On the Advanced tab:

5.1. Default remote directory: /public_html

6. On the Transfer Settings tab:

6.1. Transfer mode: Default

7. Having completed all of these configuration steps, click the Connect button. The site manager window should close, and the main Filezilla window should refresh to show a successful connection to the website server. Check the Command window towards the top of the main Filezilla window. You should see a message indicating 'Status: Directory listing successful'. If you do not see this message, go back and check for configuration details in the Site manager window. If these seem correct but you still have no connection, you'll need to get in touch with one of the Administrators.



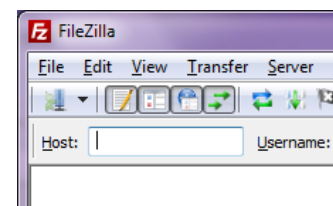
8. Set up is now complete. It is good practise to disconnect from the server before closing Filezilla. Either select menu Server > Disconnect, or click the icon with the red cross on the toolbar. Then you can exit from Filezilla.

File Upload using FTP

1. Start Filezilla.

2. Click the Drop down arrow on the left-most tool – the Site Manager icon – and select the ngoc website connection

3. Filezilla will connect to the server and will display the 'Directory listing successful' message. If it does not, you will need to some basic network and configuration problem determination.



4. You should now see the main Filezilla window looking as shown in Figure 2.

4.1. The site manager drop down enables quick connection to any configured server

4.2. The command window show current status and lists commands as they execute.

4.3. Your local file systems and folders are displayed in the left half of the window, and

4.4. the remote server file system is displayed in the right half of the window.

5. The two sides of the filezilla window – local site and remote site now operate much as Windows explorer does. You can navigate up and down the folder structures by clicking the +/- signs against each folder, or double clicking a folder to view its contents in the lower part of the window. On each side of the transfer – local and remote, navigate to the folders containing the file(s) to be uploaded, and on the remote site, the target folder. All you then need to do is to select the files to be transferred, and drag them from the left(local) file list to the right hand (remote) file list. You can drag and drop multiple files at once. The files will be copied to the remote server, with progress of the transfer(s) showing in the progress window at the bottom of the filezilla window.

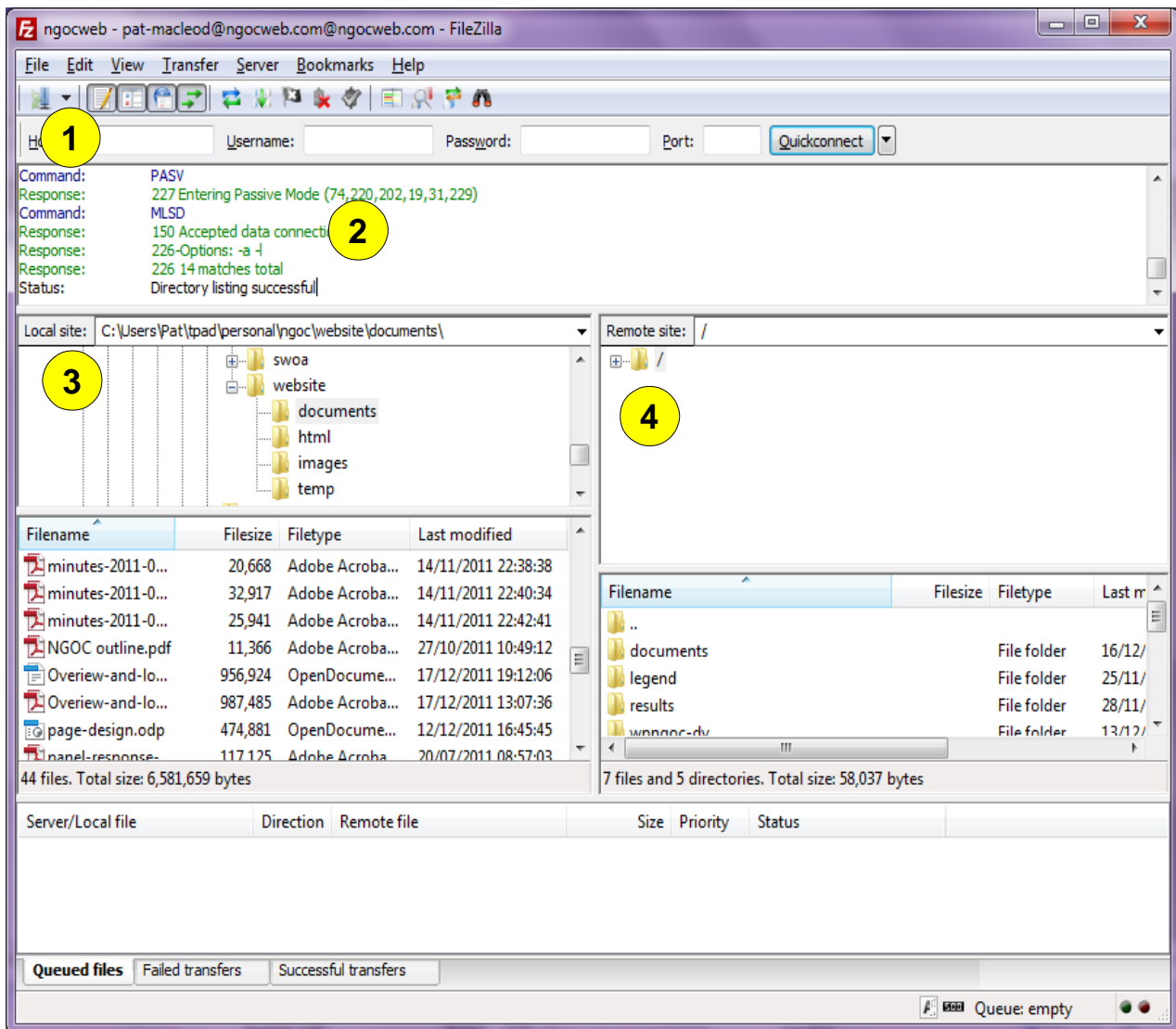


Figure 2: Main Filezilla window

- Once you have transferred all the files you need to transfer, disconnect from the server by selecting **Server>Disconnect**, or clicking the icon with the red cross in the toolbar. Then you can close Filezilla. The files are now available for linking on the relevant pages or posts on the website.

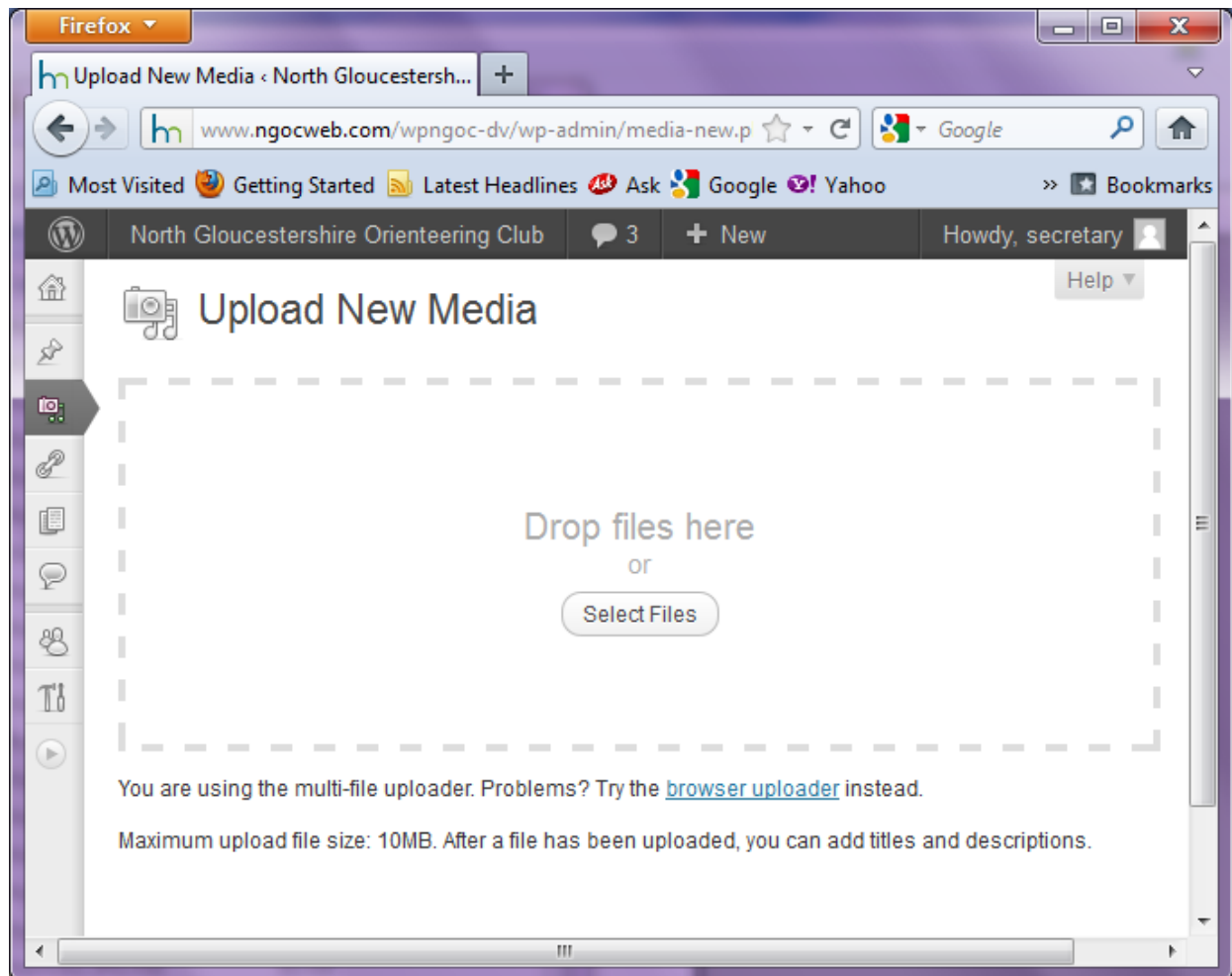
File Upload using WordPress

For objects which are to be stored in the WordPress Media library, WordPress provides an upload facility. When you are creating or editing a Post or Page, you may also come across a facility to upload media as part of the editing process. The editor window has an Upload/insert media link just above it. You are advised not to use this to upload media, though you can use it to insert previously uploaded objects into or Page or Post. The reason for this is that if you do not get the image correctly located on your page first time, you cannot simply go back and edit the insertion into the page – the object will have been uploaded and you will have to link to it rather than re-upload it. It is easier to treat uploads as separate and preliminary tasks before compiling your Post or Page, rather than mixing Page or Post maintenance with media uploading. So, the rule of thumb should be

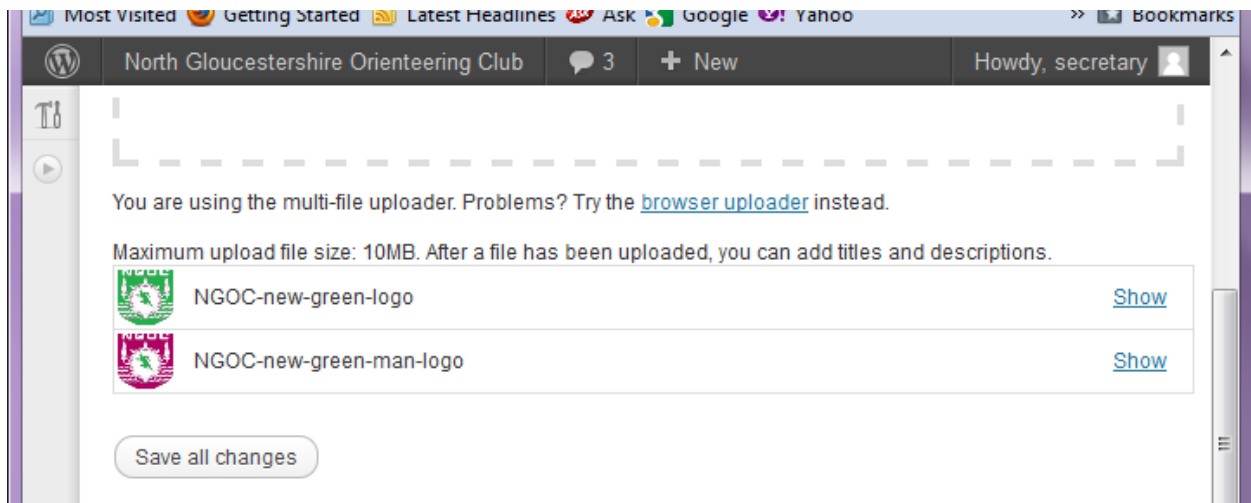
upload all your media before creating or updating your Post and Pages.

Add Media via the Dashboard

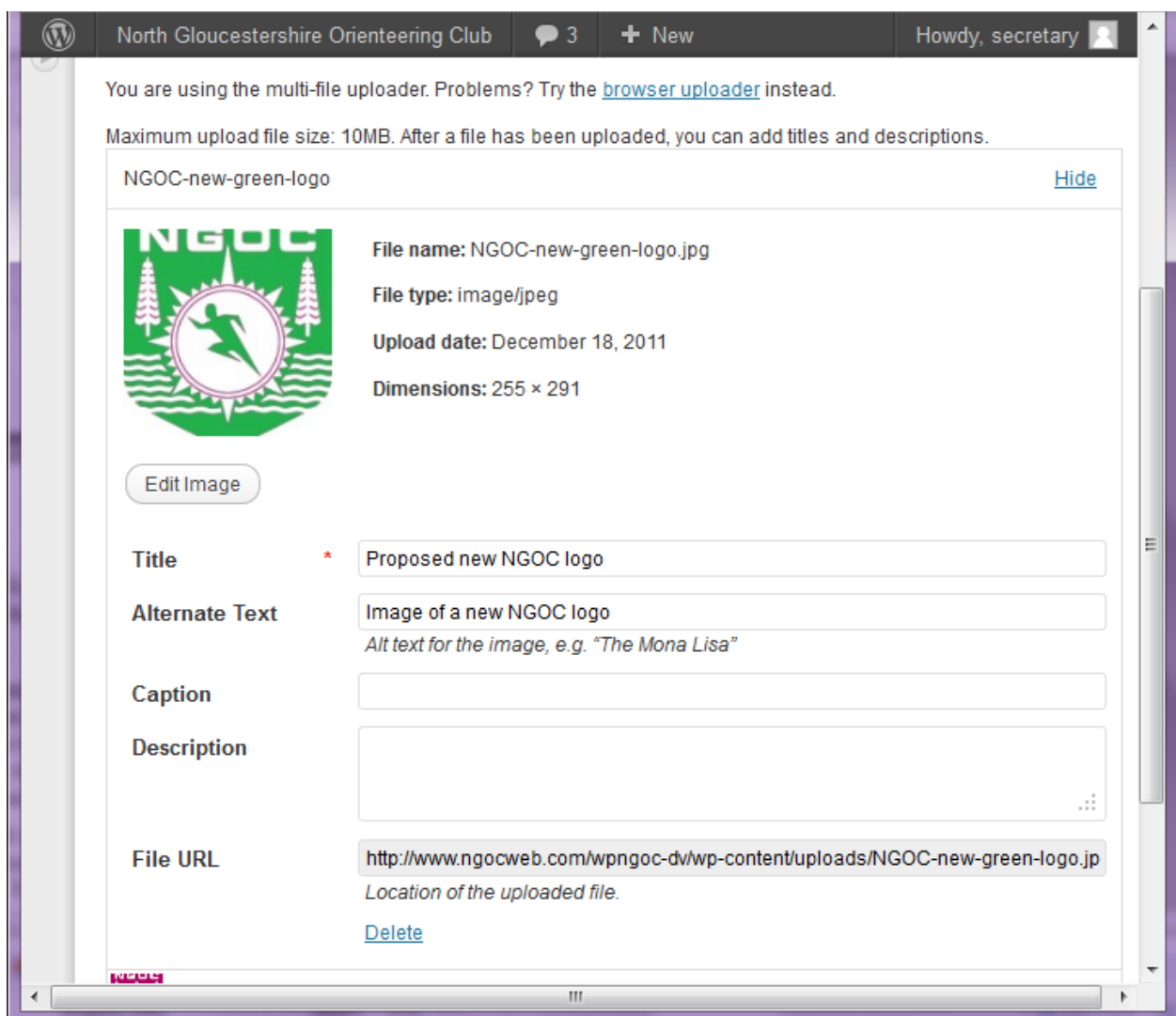
1. Log in to the website.
2. Hover over the Media item in the left hand navigation sidebar and select the Add Media option. You will be presented with the Upload New Media window.



3. As shown in the window, you can now either drop files to be uploaded onto the window, or you can select the files to be uploaded by clicking the select button. In either mode you can upload multiple objects. In this example, 2 alternative new NGOC logos will be uploaded.
4. When the upload has completed, you should see one or more objects listed below the upload box. If you upload a single object the detail window will open automatically. Note that if you upload a .tif file the object will not show in this preview list display.



5. For each object uploaded, now click the Show button and update the details of the object.



5.1. Change the Title to something which describes the object uploaded. The purpose of the Title attribute is to provide advisory information about the object. In some browsers the title appears as a tool tip when hovering over the object. There should always be a

Title for an object, and the title should always be written as clear and concise but correct English grammar – i.e. it should not include characters such as dashes and underscores.

- 5.2. Add an alternate text. Alternate text is an information source for those people who have chosen to disable images in their browsers and those user agents that are simply unable to “see” the images. It should describe what the image is about and get those visitors interested to see it. Alternate text is used by screen readers and other accessibility devices used by disabled visitors, and should always be added.
- 5.3. If the image is to be displayed on the website with a caption, add one here.
- 5.4. When you have finished adding this attribution, click the Hide button and then do the next object, until all have been fully attributed.
6. When all updates are complete, click the Save All Changes button. You will be returned to the Media Library list. These object are now available for use in a Post or Page.