WordPress Community of Practice

March 2016
Agenda

- Google Calendars in WordPress
- WordPress Avatars
- Social Media links
- Copyright
- Quad homepage preview
- Open Forum, Office Hours
Follow along at:

bates.edu/wordpress/blog
WordPress Avatars

- [Gravatar.com](https://gravatar.com)
  - Create a Bates wordpress.com account
- Appears in Revisions, “...is currently editing this post.”
- Can be surfaced on frontend
  - Ex. Bates News
Google Calendar in WordPress 1/2

- Industry standard for sharing events
- People can add your calendar to their own calendar

1. Create shared calendar (work with Help Desk if necessary)
2. Paste the embed code (starts with `<iframe>`) into the Text view in WordPress
3. Does code disappear when you update the page?
1. Campus Life — Green Dot*
2. Campus Life — Late at Bates
3. Campus Life — Van Availability
4. Career Development Center — events agenda
5. Career Development Center — events calendar
6. Environmental Studies — events*
7. Institutional Research, Analysis & Planning — Bates Survey Calendar
8. Human Resources — Training calendar*
9. Information & Library Services — Instruction Schedule
10. Information & Library Services — Network Maintenance Schedule
11. Multifaith Chaplaincy — events
12. Office of Intercultural Education — events
13. Physics & Astronomy — events*
14. Psychology — Department events
Social Media Buttons

- [social-button link="facebook.com"]
- Ex. Social Media Button Shortcodes
Copyright — BCDC Case Study

- On March 14 we received an email from License Compliance Services, Inc. on behalf of Science Photo Library Ltd.
- $740 settlement payment
- Unauthorized use of photo (Case Number 384715462 Ref: 7488-4380-4158)
- Ex. bates.edu/career/majors
Copyright is per instance, not per image

- Media Page (4) + .JPG URL (1) + Landing Page (1) + .PDF File (1) = 7

- $7 \times $740 = $5,180

- $5,180 \times 30 = $155,400

(hypothetical math, extrapolating from the cost of one image, assuming that all other images are also infringing on rights)
Copyright Basics

- Licensed photos are available via Creative Commons, Wikimedia Commons, and Library of Congress.
- That said... “Rights assessment is your responsibility.”
- Questions? Contact Rebecca Albitz, designated copyright agent.
- The college wants to avoid all copyright infringement.
Where can I find images?

- If you or BCO created the image, then you’re copyright compliant.
- For photos, use the Request for Photography form.
- For help with design, use the Communications Project Request form.
- For copyright questions ask Rebecca Albitz, designated copyright agent.
Quad Homepage Beta 3/3

Links

- Static homepage
- Static global menu
- Live beta
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