

# 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](https://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?

# Google Calendar in WordPress 2/2

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](#)

Service	Icon
Facebook	
LinkedIn	
Twitter	
Google Plus	
Pinterest	
Vimeo	
Instagram	
Tumblr	
YouTube	

Copyright — BCDC Case Study



# 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](https://www.bates.edu/career/majors)

# Copyright is per instance, not per image

- Media Page (4) + .JPG URL (1) + Landing Page (1) + .PDF File (1) = 7
- $7 \times \$740 = \$5,180$
- $\$5,180 \times 30 = \$155,400$

# 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.

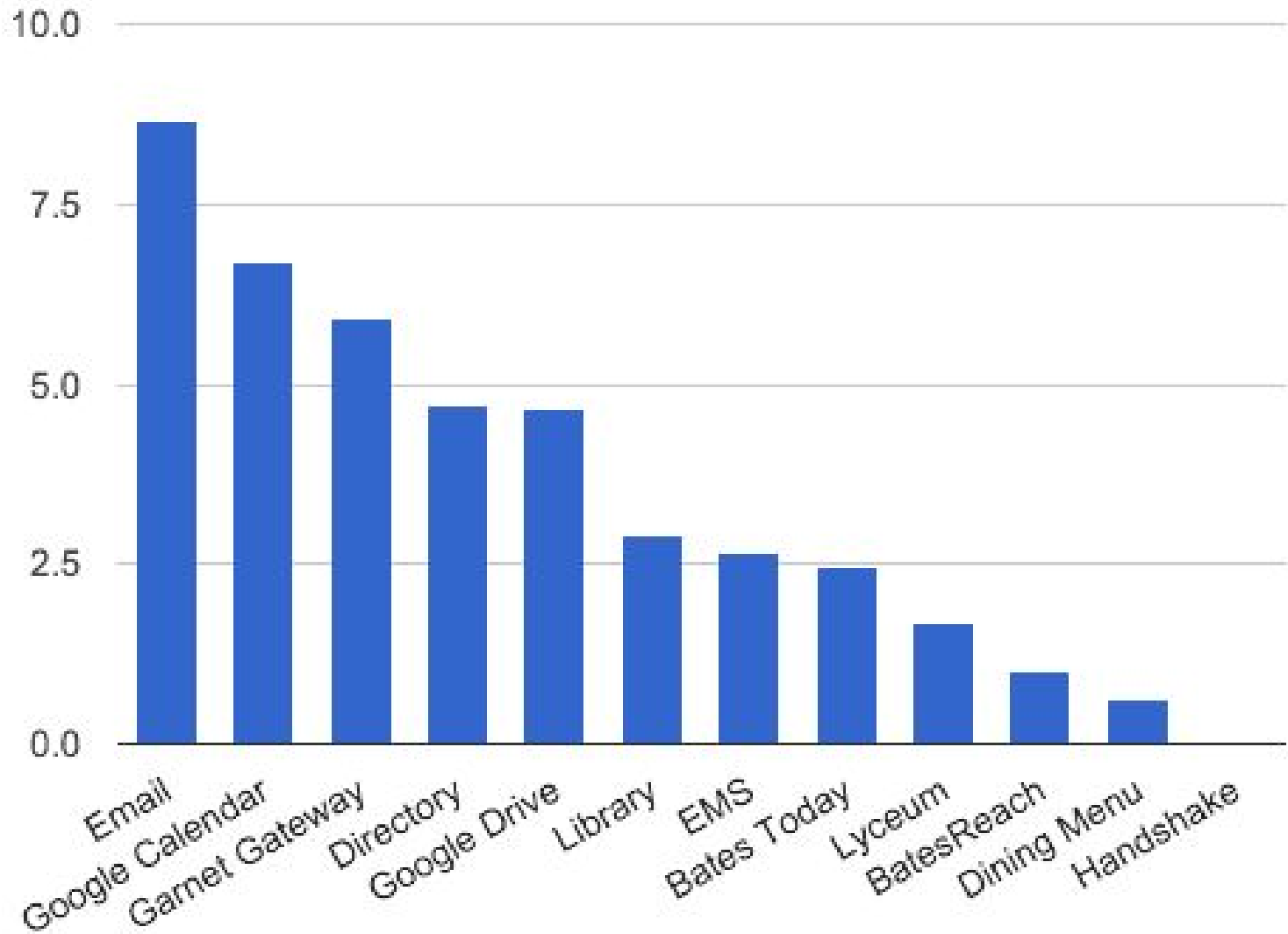
# Where can I find images?

- 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.

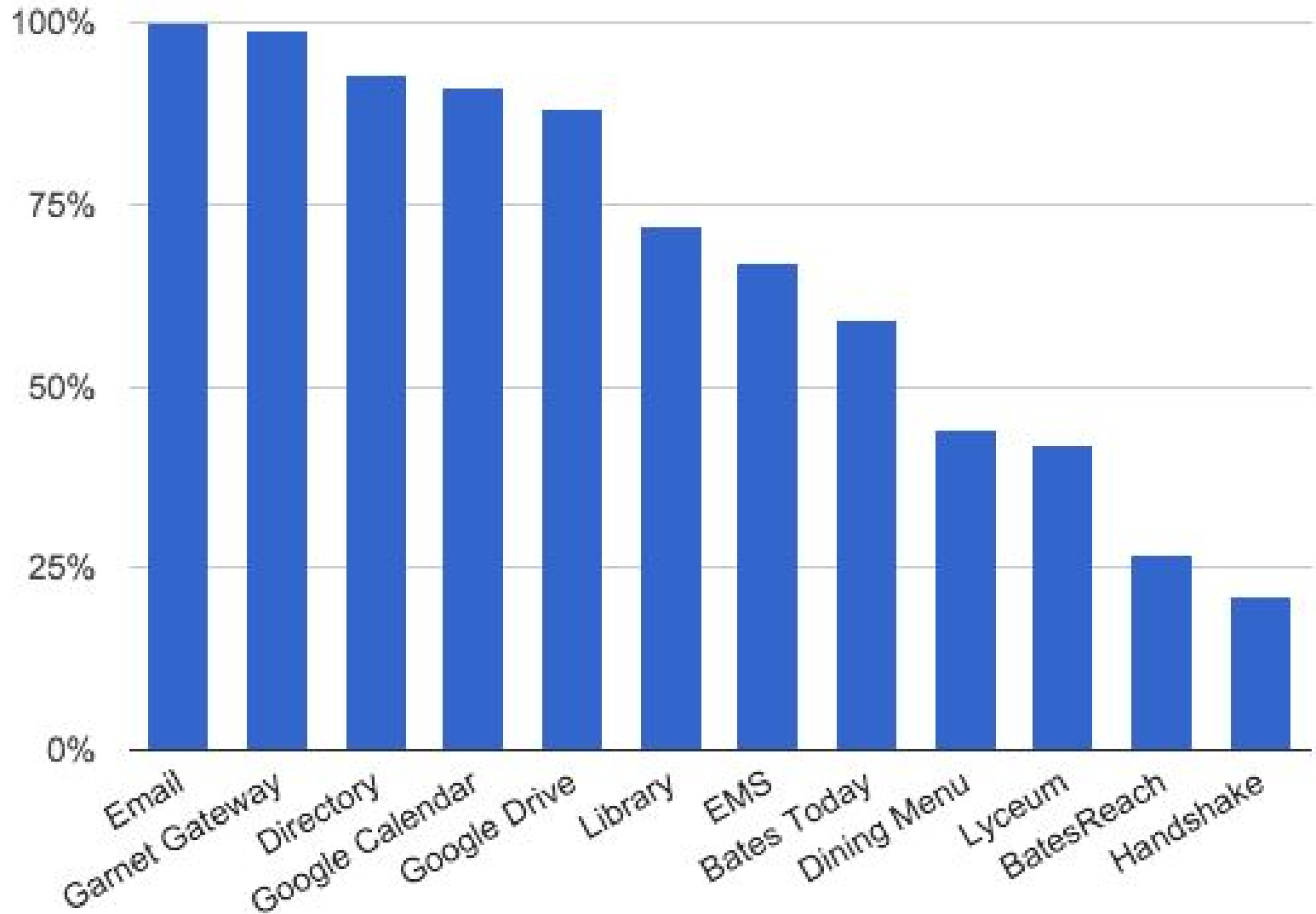
# The Quad



### Importance



### Used By



# Quad Homepage Beta 3/3

## Links

- [Static homepage](#)
- [Static global menu](#)
- [Live beta](#)



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