



# Managing Chapter Information on the IATA Website

June 2021

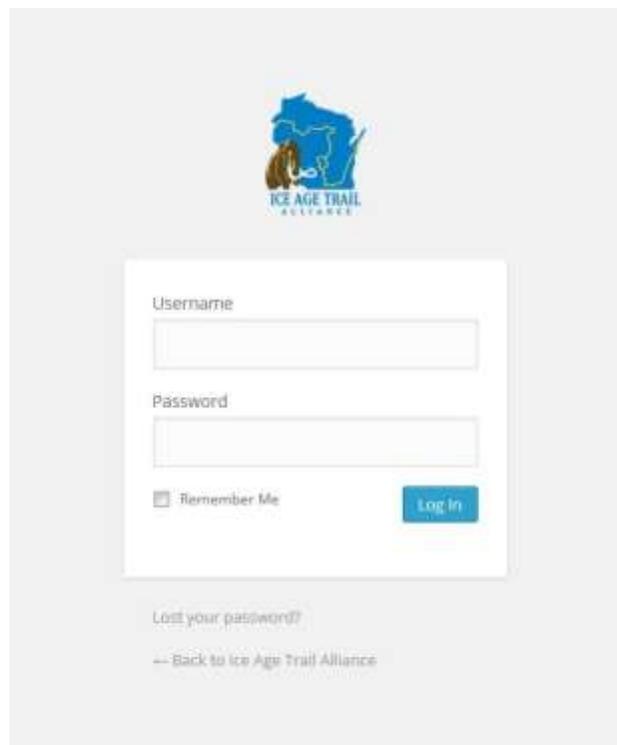
TOPIC	PAGE
Logging in to WordPress	2
Creating and updating calendar events	3
Recommended description layout for events	5
Updating draft and published calendar events	12
Making changes to a chapter page	13
Editing text (for calendar events and chapter pages)	15
Guidelines for content (for calendar events and chapter pages)	18
Using the media library for images and files	19
Appendix A: creating a link to Google Maps driving directions	24

Please direct questions or comments on this material  
to the IATA Communications Manager

## Logging in to WordPress

The website uses a content management system (CMS) called WordPress. WordPress is a browser-based CMS; you need only an internet connection and a web browser to make edits and updates.

1. Go to <https://www.iceagetrail.org/wp-admin>.
2. Log in using the username and password provided to you. If you don't have a username and password, contact the IATA Communications Manager.



Username

Password

Remember Me

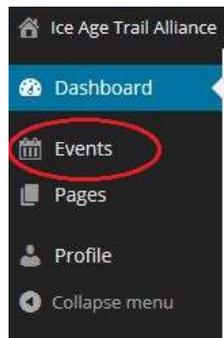
[Lost your password?](#)

[← Back to Ice Age Trail Alliance](#)

## Creating and updating calendar events

### Creating a new calendar event

1. Have the following information about an event ready before posting it to the calendar:
  - **Event Title** (followed by the full chapter name, ex. "Washington/Ozaukee County Chapter")  
**Example:** Annual Meeting – Lodi Valley Chapter  
**Example:** Trail Improvement – Waukesha/Milwaukee County Chapter
  - **Event description**
  - **Date and time** (can be a start and end time or a start time alone)
  - **Venue** or meeting place
  - **Organizer**/contact person name, phone number and email address
  - **Any related files**, such as registration forms, maps, etc.
2. From the Dashboard page when you log in, click "Events" in the left-hand menu.



3. Click "Add New" in the upper left-hand corner.



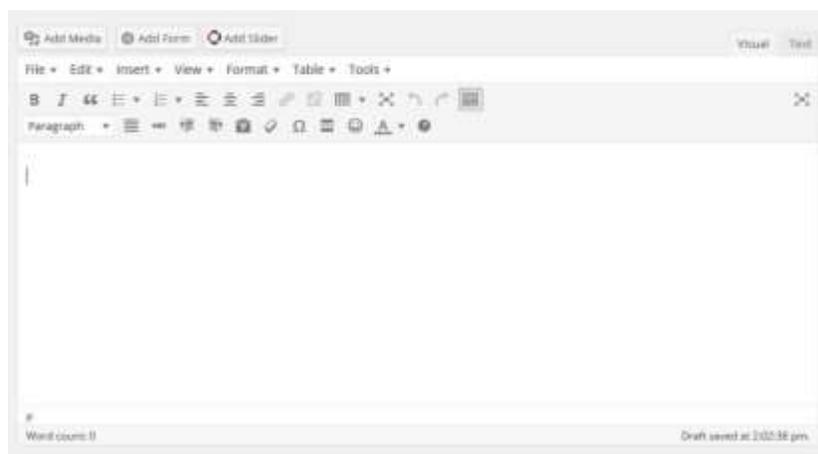
4. Enter the **TITLE** of the event in the single-line text box.

Hike-a-Thon – Central Moraines Chapter

**Note:** Putting the event title first allows people browsing the calendar the opportunity to see the wide-ranging array of events available.

**TIP:** WordPress will automatically generate a **unique URL** for the event listing page based on the event's title. The URL will appear below the title text box shortly after you type the title. **You can use this URL in event promotions to send people directly to the event's listing on the website.** You can also edit this URL.

5. Enter the **DESCRIPTION** of the event in the large text editing box (see page 18 - 19 for more details on the tools available in the text editing box).

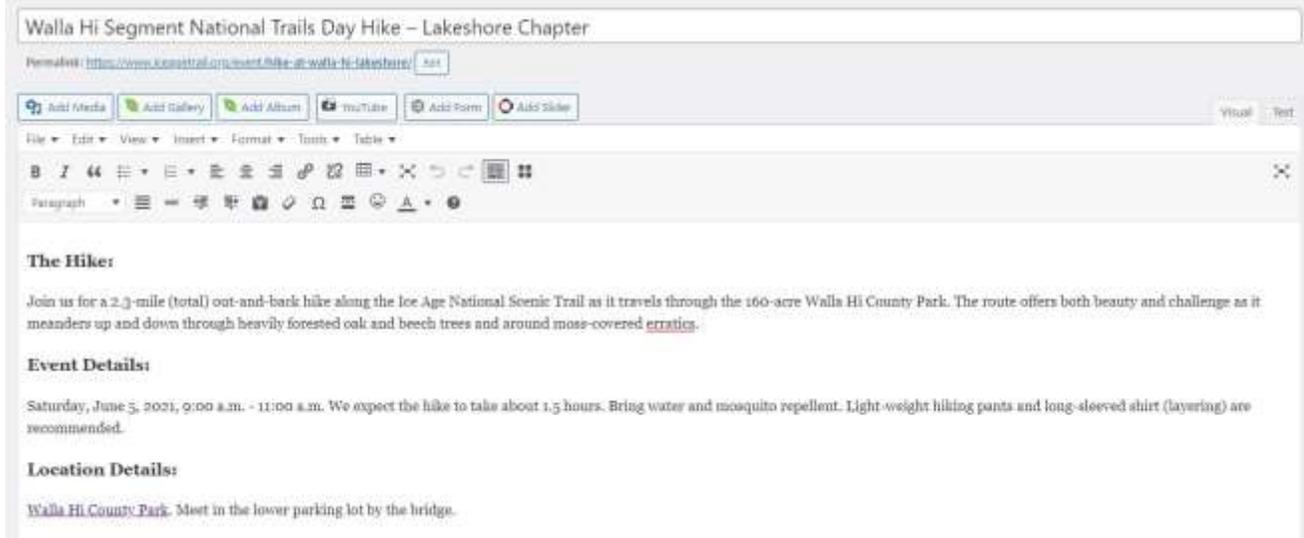


**IMPORTANT:** Always include the following information (where applicable) in an event's description:

- What you will be doing. If the event is a hike, include the hike's length.
- What participants should wear and bring
- Who the event is appropriate for (e.g. family-friendly, dogs allowed on leash or not) / details about the strenuousness of a hike or workday
- Other relevant details for attendees, such as need for a state park sticker for parking, a note to look for yellow Ice Age Trail Event signs, if a shuttle will be included for a one-way hike, etc.
- *If you do not include venue information elsewhere (see next page), details about the meeting place/venue and a link to Google Maps driving directions (see **Appendix A** for details).*

**Note:** Including a link to Google maps driving directions is a recommended practice.

## Recommended description layout for hiking events



Organize the event description by using the three headings: “The Hike,” “Event Details,” and “Location Details.” **Choose “Heading 3” font.**

**The Hike:** Describe what people can expect to see, experience, and how far they’ll be expected to go, and trail conditions.

**HINT:** Use the segment summary description straight from the Ice Age Trail Guidebook.

**Example:** The Cedar Lakes Segment features the Polk Kames, the second largest cluster of kames in the state. We’ll hike a total of 5.6 miles (2.8-miles out-and-back) through fields, wetlands, and forests with modest elevation gain.

**Event Details:** This is where you mention what they should bring, i.e., water, mosquito repellent, etc. Will there be shuttles or a potluck, etc.

**Location Details:** This is a good place to add the link to a Google map and even kinder, a link to a PDF of the related Atlas map.

**TIP:** to maintain a clean appearance, do not repeat details in the description box that appear elsewhere on an event’s page, such as date and time, contact person, venue, etc.

## Recommended description layout for trail improvement events

Standard headings used for IATA MSC events are also useful for organizing information for a chapter-led event:

**Project Description:** Provide a short description of the work you'll be doing.

### **Example:**

We're weeding the prairie in the Anderson Preserve along the Cross Plains Segment. Help us remove invasive yellow clover and wild parsnip. Some of this work is done pulling weeds by hand, and while some will involve using brush cutters.

**What to Bring:** Provide a short list of clothing and equipment

### **Example (highly specific):**

Pulling weeds by hand: you should wear long pants, a long-sleeve shirt, gloves, and sturdy boots (you don't want wild parsnip to touch bare skin).

Using chapter's brush cutters: you MUST RSVP (so we have the equipment) and you need long pants, a long-sleeve shirt, gloves, sturdy boots, and hearing protection.

### **Example (general):**

Bring work gloves, sturdy boots, long-sleeve shirt and pants, and whatever water and food you want for the day.

### **Schedule:**

Note start and end times for your event. If it is a full day event (i.e. 9:00 a.m. – 4:00 p.m.) you may want to let attendees know that they can come for a few hours.

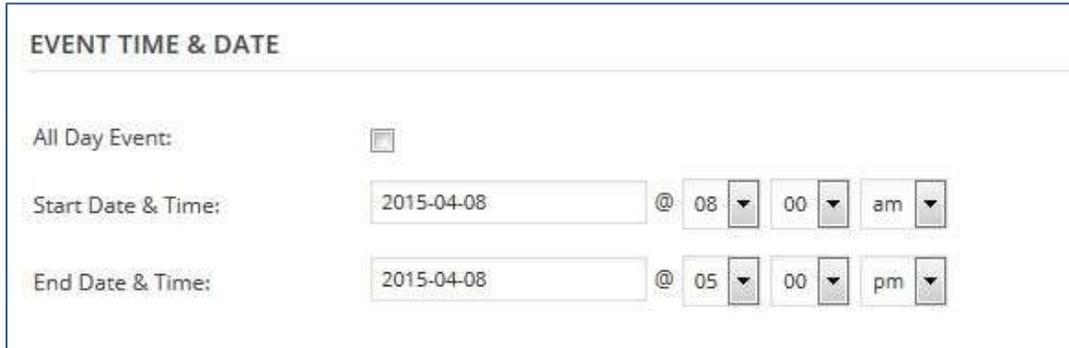
**Registration or RSVP request:** Who to call or email.

**Location Details:** Google map, Atlas map PDF, etc.

**Volunteer Service Agreement:** (Include link Volunteer Agreement, OF-301A Fillable Form.)

If you are new to volunteering with the Ice Age Trail Alliance, please submit the volunteer service agreement form before the event.

6. Select the start **DATE AND TIME** and the end date and time for the event.



**EVENT TIME & DATE**

All Day Event:

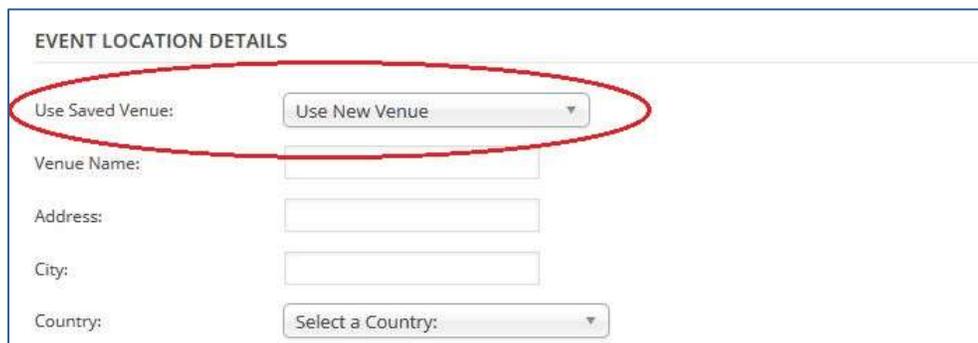
Start Date & Time: 2015-04-08 @ 08:00 am

End Date & Time: 2015-04-08 @ 05:00 pm

**TIP:** if you enter the same start and end time for a one-day event, only a start time will appear when the event is published.

7. If applicable, enter the event's **LOCATION DETAILS**.

*Note:* WordPress saves previously entered venue information. If you entered an event's venue for a past activity (for example, a library where chapter meetings are held), click the dropdown menu next to "Use Saved Venue" and select the venue from the list. You will not need to re-enter the venue details.



**EVENT LOCATION DETAILS**

Use Saved Venue: Use New Venue

Venue Name:

Address:

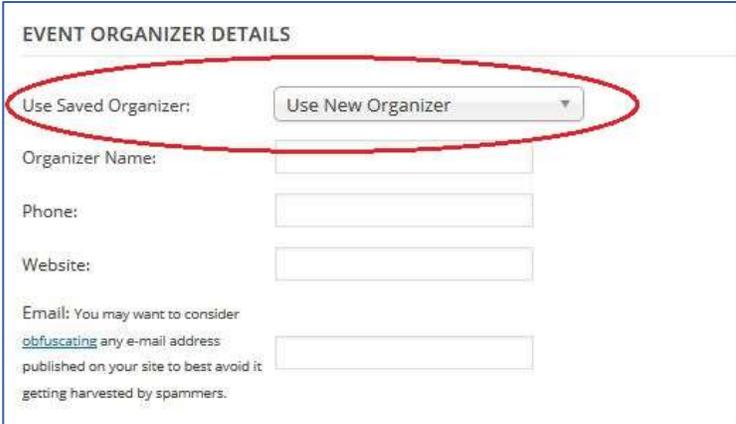
City:

Country: Select a Country:

**TIP:** Many events on the Ice Age Trail do not have a cut-and-dry venue with a formal address. If this is the case for your event, leave this section blank and list location/meeting place details in the **DESCRIPTION** box. Also include there a link to Google Maps driving directions to the event location (see Appendix A for details).

8. Enter the name, phone number and email address of the event's **ORGANIZER** or contact person.

**Note:** WordPress also saves previously entered organizer information. If you've entered a person as the organizer for a past activity, click the dropdown menu next to "Use Saved Organizer" and select the person's name from the list. You will not need to re-enter their contact information.



The image shows a screenshot of the "EVENT ORGANIZER DETAILS" form. At the top, there is a header "EVENT ORGANIZER DETAILS". Below the header, there are two radio buttons: "Use Saved Organizer:" and "Use New Organizer:". The "Use Saved Organizer:" radio button is selected, and the dropdown menu next to it is circled in red. Below the radio buttons, there are four text input fields: "Organizer Name:", "Phone:", "Website:", and "Email:". The "Email:" field has a small text box next to it with the text "You may want to consider obfuscating any e-mail address published on your site to best avoid it getting harvested by spammers."

9. **IMPORTANT:** In the **EVENT CATEGORIES** menu in the right-hand column, select your chapter's name (if you co-host an event with another chapter, you may select that chapter as well). This is the mechanism that allows website visitors to filter calendar events by chapter. Do not add new event categories.



10. Complete the **Meta description**. This short description is what shows up in Facebook's newsfeed when you post the event's link to your chapter's page or group.

**HINT:** Shorten your text until the bar turns green.

Preview as:

Mobile result  Desktop result

www.iceagetrail.org - hike-at-walla-hi-lakeshore

Walla Hi Segment National Trails Day Hike – Lakeshore Chapter - Ice Age Trail Alliance

Jun 2, 2021 - Celebrate National Trails Day with a 2.3-mile (total) out-and-back hike along the Ice Age Trail as it travels through Walla Hi County Park.



SEO title Insert variable

Title Page Separator Site title

Slug

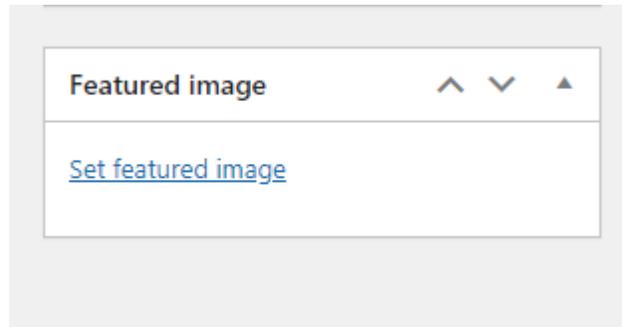
hike-at-walla-hi-lakeshore

Meta description Insert variable

Celebrate National Trails Day with a 2.3-mile (total) out-and-back hike along the Ice Age Trail as it travels through Walla Hi County Park.

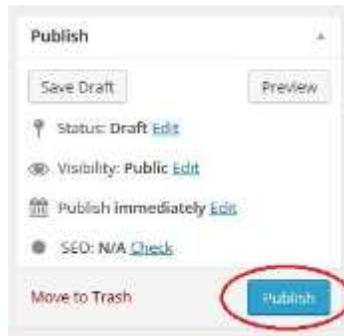
11. Add a “**Featured Image.**” (Look to the lower, right-hand side of your screen.) See pages 22 – 25 for using the media file for images and documents.

**HINT:** Uploading a photo here is what helps make your calendar event social-media ready. The image will NOT display in the event description box until after you’ve published the event.



**TIP:** Before you upload a photo, make sure to size it to social media standards. The best sizing in 2021 is an image in a 16:9 ratio and a pixel count of 1200 (length) by 626 (width). Use PAINT to achieve this sizing or contact the IATA Communications Manager and he/she will assist you.

12. When you've entered all the information for the event, select **PUBLISH** in the right-hand column at the top of the page.



**TIP:** "Save Draft" will save a draft version of the event that you can update and publish to the website at a later date. "Preview" will show a preview of what the event listing will look like once it's published.

**EXAMPLE:** Here is what a **non-social media ready event** looks like when the event link is posted to Facebook's newsfeed:



**EXAMPLE:** Here is what a **social media ready event** looks like when it is posted to Facebook's newsfeed:

Lysianne lata shared a link.  
Admin · Just now · 🌐

Example of a social media ready event!  
A correctly-sized photo makes it easy to post this event to a Facebook newsfeed.



ICEAGETRAIL.ORG

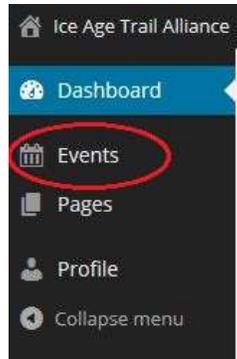
Walla Hi Segment National Trails Day Hike – Lakeshore Chapter - Ice Age Trail Alliance

👍 Like      💬 Comment

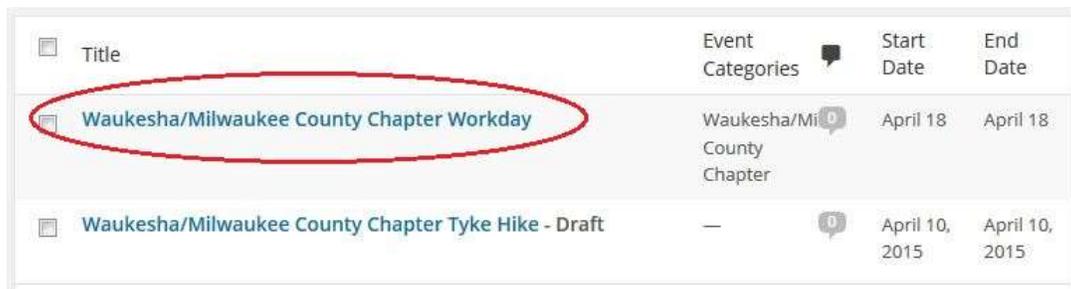
Write a comment... 🗨️ 📷 GIF 😄

## Updating draft and published calendar events

1. From the Dashboard page when you log in, click “Events” in the left-hand menu.



2. Find the event you want to update from the list that appears. Click the event's title to edit it.



Title	Event Categories	Start Date	End Date
<a href="#">Waukesha/Milwaukee County Chapter Workday</a>	Waukesha/Mi County Chapter	April 18	April 18
<a href="#">Waukesha/Milwaukee County Chapter Tyke Hike - Draft</a>	—	April 10, 2015	April 10, 2015

A screenshot of a table listing events. The first row is highlighted with a red oval. The table has columns for Title, Event Categories, Start Date, and End Date. The first event is 'Waukesha/Milwaukee County Chapter Workday' with categories 'Waukesha/Mi County Chapter', start date 'April 18', and end date 'April 18'. The second event is 'Waukesha/Milwaukee County Chapter Tyke Hike - Draft' with no categories, start date 'April 10, 2015', and end date 'April 10, 2015'.

*TIP:* Make sure “Mine” is selected in the options that appear above the table of events. This will show events entered under your username. Events sort in reverse chronological order by default. If you have trouble finding an event, use the Search feature.

3. After making your edits, select **PUBLISH** (for draft events) or **UPDATE** (for published events) in the right-hand column at the top of the page.



## Editing or duplicating events

### **NOTE: To “Edit” or “Duplicate” makes things EASY!**

When you place (or hover) your mouse over the title of one of your events, you'll be given the options to:

Edit | Quick Edit | Trash | View | Duplicate This

<input type="checkbox"/> Title	Author	Event Categories
<input type="checkbox"/> Walworth/Jefferson Chapter's Weekly Wednesday Hike	Walworth/Jefferson Co. Chapter	
<input type="checkbox"/> Walworth/Jefferson Chapter's Weekly Tuesday Hike	Walworth/Jefferson Co. Chapter	
<input type="checkbox"/> Walworth/Jefferson Chapter's Weekly Wednesday Hike	Walworth/Jefferson Co. Chapter	

Annual Events? Make it EASY!

If you host a Full Moon Solstice Snowshoe Hike every December or a Candlelight Snowshoe Hike and Auction every February, you don't need to create a brand-new event each year. You can simply update the date and time of the event from last year and choose the “update” button.

If you host a weekly hike, create a template for the first hike and duplicate it and update the date for each week.

## Making changes to a chapter page

1. From the Dashboard page when you log in, click “Pages” in the left-hand menu.

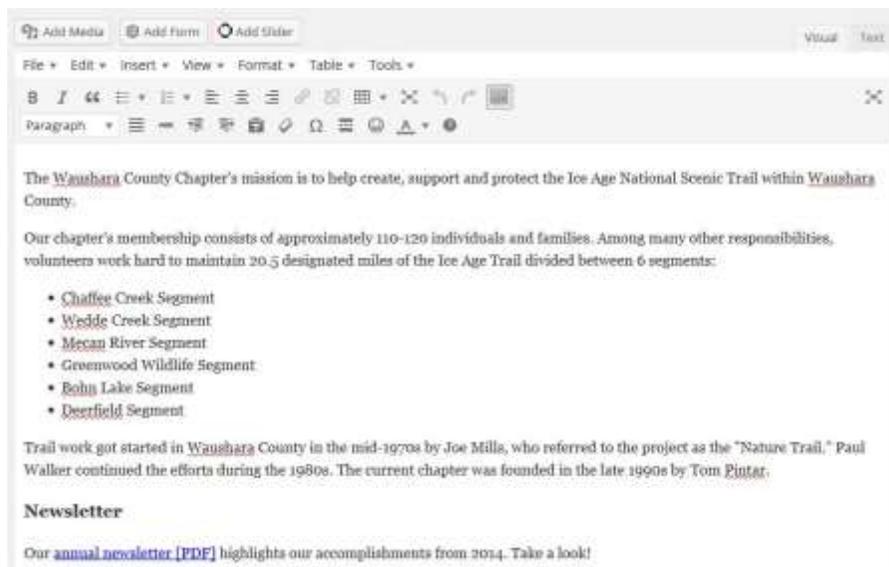


2. Click your chapter page's title to edit it.

Title	Author	Date	SEO	SEO Title
<a href="#">— — Waushara County Chapter   Parent Page: Volunteer Chapters</a>	Waushara Co. Chapter	2014/10/01 Published	●	Waushara County Chapter - Ice Age Trail Alliance

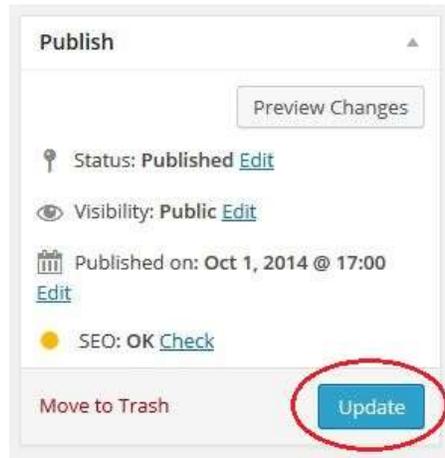
3. Make changes to your page's content in the large text editing box. See page 17 for more details on the tools available in the text editing box and page 22 for details on using the media library. See page 20 for guidelines on content to include on your chapter's page.

*Note:* Do not change the title or URL of your chapter's page.



4. After making your edits, select **UPDATE** in the right-hand column at the top of the page.

*Note:* Never click “Move to Trash.” This would delete your chapter’s page from the website.



## Editing text (for calendar events and chapter pages)

**Note:** Please avoid using bold, italics and all caps text. Do not change font colors. Instead focus on writing clear, concise language and making your page's content easy to skim. See page20 for guidelines on writing and formatting page content.

### Creating hyperlinks

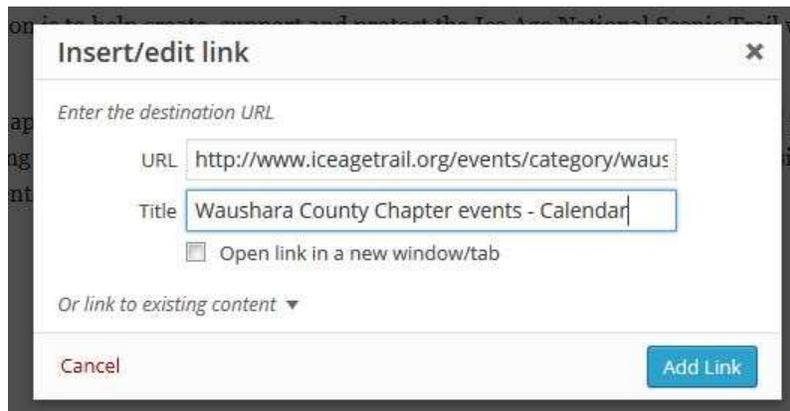
1. Highlight the text you want to turn into a hyperlink

ilities. Visit our **events calendar** to see the  
lunteers work hard to maintain 20.5 designated

2. Click the chain link symbol in the editing tools menu bar

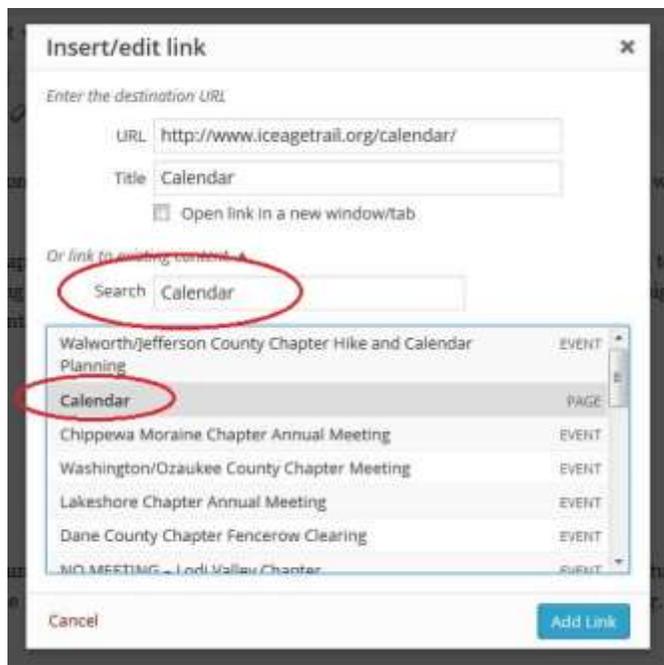


3. Type in the URL where you want the link to go and a title for the hyperlink (if a person is using a mouse and hovers over the hyperlink, the title you enter will appear). Select the checkbox if you want the link to open in a new window. Then click

A screenshot of a dialog box titled "Insert/edit link". The dialog box has a close button (X) in the top right corner. It contains the following elements:

- A label "Enter the destination URL" above two input fields.
- The "URL" field contains the text "http://www.iceagetrail.org/events/category/waus".
- The "Title" field contains the text "Waushara County Chapter events - Calendar".
- A checkbox labeled "Open link in a new window/tab" which is currently unchecked.
- A dropdown menu labeled "Or link to existing content" with a downward arrow.
- At the bottom, there are two buttons: "Cancel" on the left and "Add Link" on the right.

**Note:** Use the “Or link to existing content” feature if you’re linking to a page within the Alliance website. Search for the title of a page or event and select it when it appears in the list.



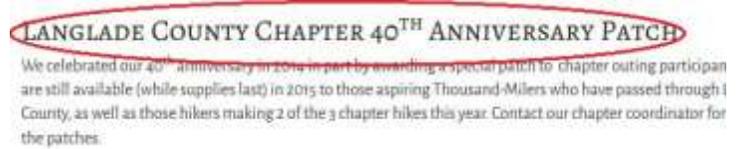
**TIP:** As a rule of thumb, set up links outside the Alliance website and downloadable files (ex. PDF) to open in a new window. Set up links within the Alliance website to open in the same window.

### Text formatting styles

- Use the Paragraph formatting for regular text throughout your page (when you type in text, it is formatted as Paragraph by default).



- Start with Heading 3 for sub-headers that break up text into categories on the page (ex. Contact Us, Volunteer Opportunities, etc.)



- If you create additional sub-headers under a Heading 3 category, continue with Heading 4, Heading 5, etc.

### VOLUNTEER WITH US

### Header 3

Please send us an email if you are interested in helping with any of the opportunities listed below.

#### ADOPT-A-TRAIL PROGRAM

### Header 4

Go to our [Adopt-a-trail Program page](#) to learn more about volunteer opportunities that involve trail maintenance on the Ice Age Trail in Waukesha County.

#### HIKE COORDINATORS AND LEADERS

### Header 4

We can always use people who are willing to coordinate and lead hikes. We have seen a steady incre: hiking participants recently, and we are looking for help with organizing hikes, educating people on geological formations along the Trail, and answering questions that may arise. If you enjoy explorin: Marais area and sharing your knowledge of the great outdoors, please consider becoming a volunt

### Pasting text from Microsoft Word

If you draft your events or page content in a word processor (ex. Microsoft Word) before entering it into the website, copying and pasting directly from the word processor is fine. WordPress will clean up pasted text automatically.

## Guidelines for content (for calendar events and chapter pages)

### Calendar events

- Please post only events that the Ice Age Trail Alliance is affiliated with in some way. If an event is happening on the Trail that is not formally affiliated with your chapter, another chapter, or the Alliance as a whole, please do not post it on the website calendar.

### Chapter pages

- “Your webpage is the guide to your organization, not the encyclopedia.” Use this as a rule of thumb when deciding what information to put on your chapter’s page.
- Format page content so it’s easy for readers to skim and digestible from mobile devices. Some tips on making content skimmable:
  - Use short sentences and short paragraphs (no more than 3-4 sentences per paragraph)
  - Use sub-headers to organize text by category. See page 19 for guidance on how to format sub-headers.
  - Do not let pages get too long (see first main bullet).
- Possible subjects or headings to consider:
  - Chapter Overview
  - Trail segments your chapter maintains,
  - Hiking Award program,
  - Geologic features of note,
  - Annual hikes – list with dates and link back to their event page,
  - Annual activity like a Hike-a-Thon,
  - Key Trail Improvement events – list with dates and link back to their event page,
  - Volunteer opportunities,
  - Contact information for chapter leaders and shuttles.

**NOTE:** IATA Communications staff can help you craft the text for your webpages.

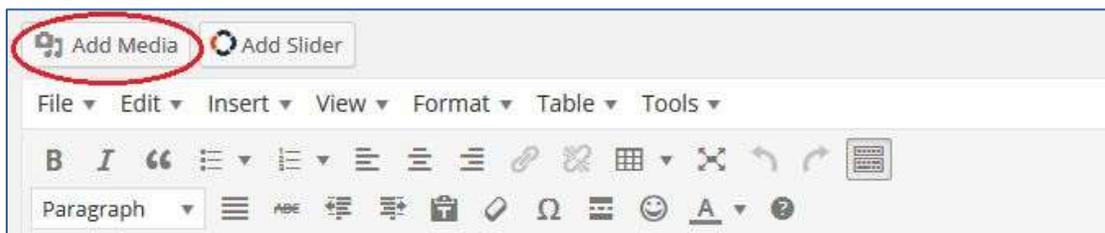
**TIP:** We can create a sub-page for your chapter if there is a section of text that would make the main chapter page too long (ex. descriptions of the chapter’s volunteer opportunities).

- Avoid posting timely information to your page. Newsletters and meeting minutes are fine. If you're going to include timely pieces, be sure to audit the page often enough (once a quarter or once a month) to delete outdated information.
- Avoid duplicating info found elsewhere on the Alliance website; link to other pages within the site instead (see pages 17-19 for instructions on an easy way to do this).

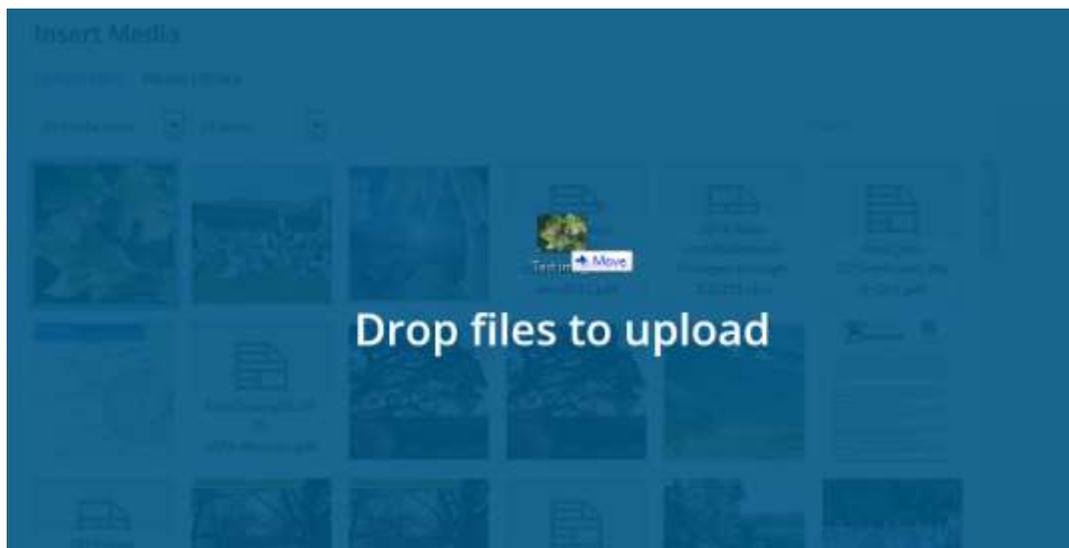
## Using the media library for images and files

### Adding images to a page

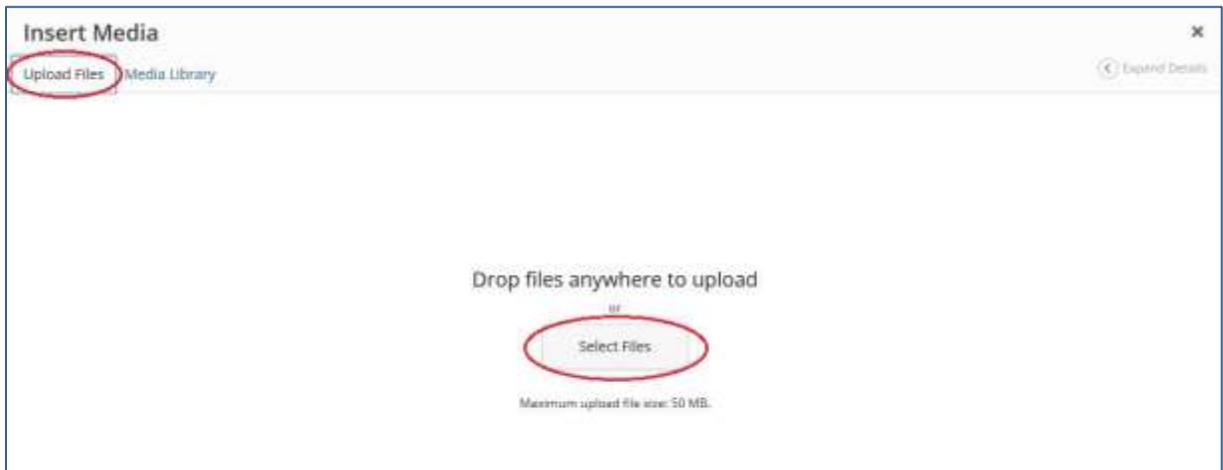
1. Before uploading the image file to the website, resize it so the longest side is 1024 pixels or smaller (PC users can do this in Paint).
2. With your chapter's page open for editing, place your cursor where you want the image to appear on the page.
3. Click Add Media above the text editor.



4. Upload your photo in one of two ways:
  - a. Drag the image file from its location on your computer to your web browser, then drop it to upload it to the media library



- b. Click the “Upload” tab, then click “Browse” and find the image on your computer. Click “Open.”



5. When the photo has uploaded, complete the Attachment Details:
  - a. If you want the photo to include a caption, type it in the Caption box. This is optional.
  - b. Write a short description of what the image shows in the Alt Text box.
  - c. Type your chapter's name in the image's Description box in the right-hand menu. Doing this will allow you to use the search feature to find all the images and files you have uploaded to the media library.

**ATTACHMENT DETAILS**

 **Test-image.jpg**  
April 13, 2015  
165 kB  
590 × 443

---

URL

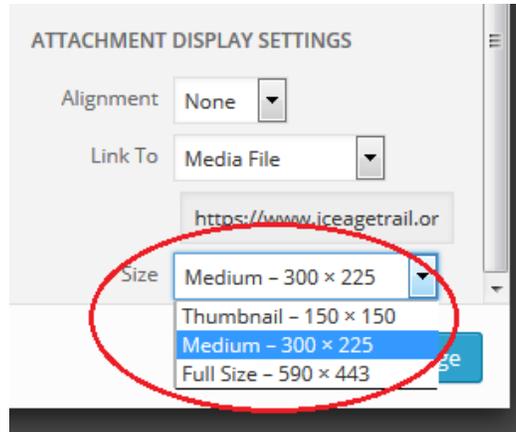
Title

**a** Caption

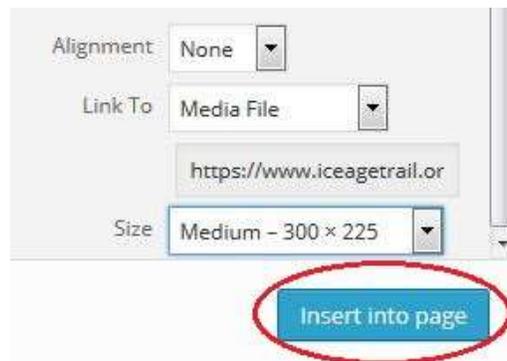
**b** Alt Text

**c** Description

6. Choose an alignment – left, center, right or none – and an image size to insert into the page – thumbnail, medium, large or full size (these options may differ depending on the original size of your photo). Medium is a good place to start; you can resize the image once it is loaded on the page.



7. Click Insert into page.



8. To resize the photo in the text editor, click on the image and drag any of the corners. The menu that appears above the image when it's selected also allows you to make other changes to the photo.

The High Point Chapter was officially organized in 1986. Our chapter works throughout the year to create, support and protect the Ice Age Trail in Taylor County through group hikes and work outings.

**Contact Us**

For more information on chapter activities and/or hiking the Ice Age Trail in this region, contact the volunteer chapter coordinator:

Buzz Meyer  
530 Gibson St.  
Madford, VT 54453

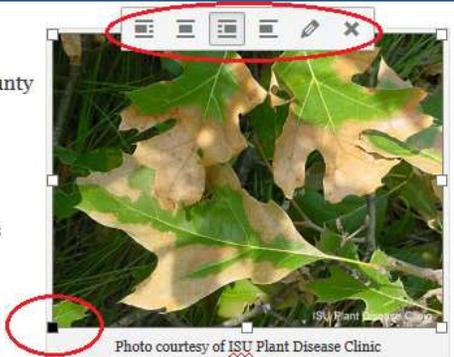
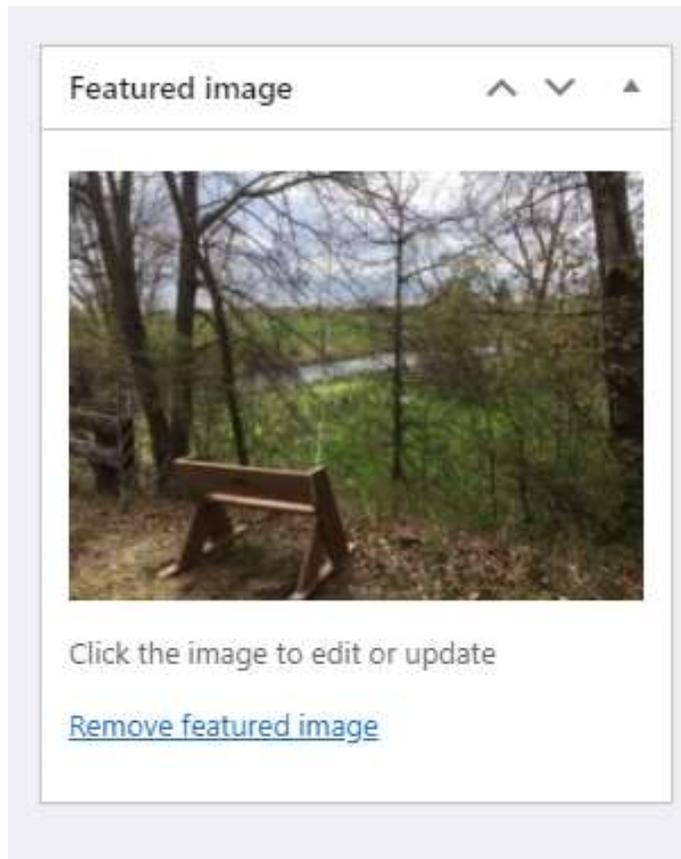


Photo courtesy of ISU Plant Disease Clinic

## Banner images across the top of chapter pages

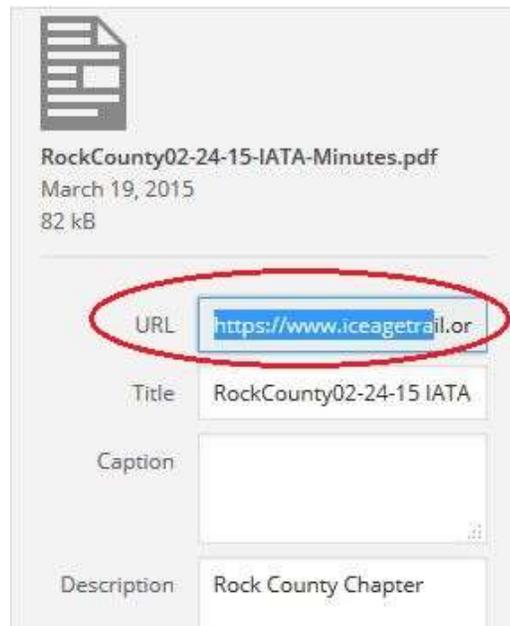
The banner image running across the top of your chapter page should be sized **1455 X 185 pixels**. Any other size will not fit in the space allotted for banners.

**NOTE:** The IATA Communications staff will be happy to help you size an image for placement in the “featured image” section of your chapter's page.

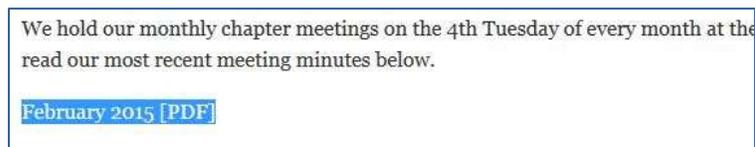




5. Copy the URL that appears in the right-hand menu when your file is selected in the media library.



6. Close the media library. Do not click "Insert into page."
7. Highlight the text you want to hyperlink to your file.

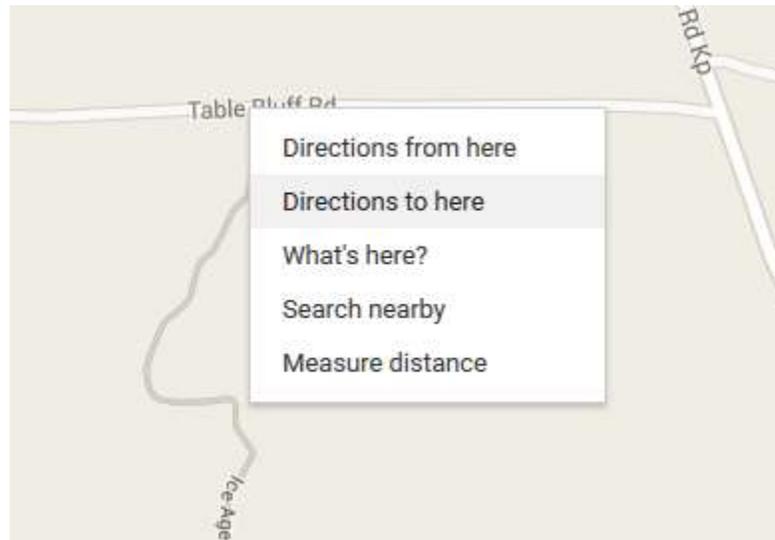


8. Click the chain link symbol to hyperlink the text to the copied file URL. Refer to pages 17-18 for detailed instructions on creating a hyperlink.

**Note:** When you link to a downloadable file, always set the hyperlink to open in a new window.

## Appendix A: creating a link to Google Maps driving directions

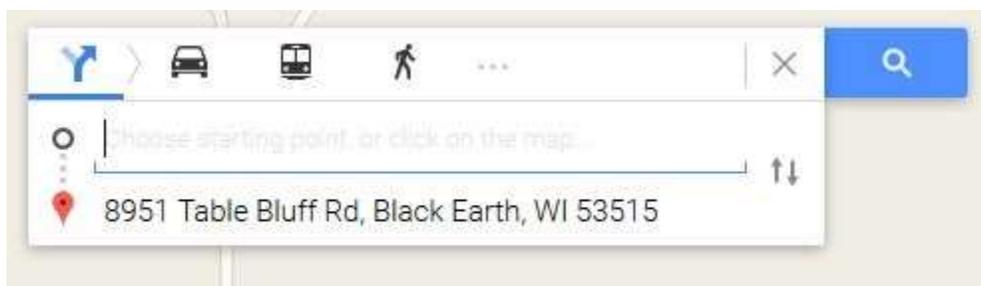
1. Find the location of your event on Google maps. You can search for an address in the search box or just zoom to it on the map.
2. Right-click on that location on the map and select “Directions to here”:



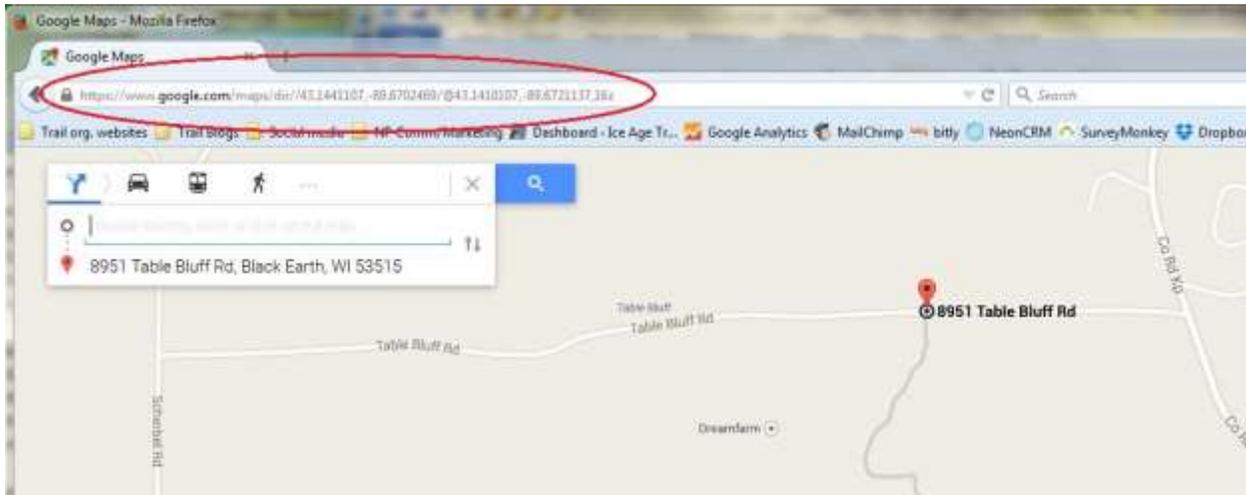
3. A pushpin will pop up at your destination, as well as an open box in the corner for a person to enter his/her starting location.



4. A box will also appear in the upper left-hand corner. Your destination appears as the ending point. Users will be able to plug in their starting location in the top box (don't fill anything in here).



5. Copy the Google Maps page URL by selecting it and pressing CTRL + C on your keyboard or right-clicking on the URL and selecting Copy.



6. In the WordPress text editor, create a hyperlink for the text that lists the event's location and paste the copied Google Maps URL. See page 17-18 for detailed instructions on creating hyperlinks.

Meet at the [north parking lot for the Table Bluff Segment](https://www.google.com/maps/dir/43.1441107,-89.6702469/@43.1410107,-89.6721137,36z) off Table Bluff Rd.