



# Seattle Communities Online

## Using Social Media for Neighborhood Community Building

### Workshop 2 Setting Up an Online Tool

# Workshop #2

## Setting up an online tool for your group

The screenshot shows the homepage of the Phinney Neighborhood Association Blog. At the top, the title "PHINNEY NEIGHBORHOOD ASSOCIATION BLOG" is displayed in white capital letters on a dark blue background. Below the title, a subtitle reads "THIS IS THE BLOG OF THE PHINNEY NEIGHBORHOOD ASSOCIATION IN SEATTLE, WASHINGTON". The date "MONDAY, DECEMBER 14, 2009" is shown on the left. The main article is titled "Join the GSC Board of Directors" in orange. The text of the article describes the Greenwood Senior Center's search for board members and provides contact information for Cecily Kaplan and Jeanne Barwick. A "SHARE" button with social media icons is visible below the article. On the right side, there is a logo for the Phinney Neighborhood Association featuring a house and trees under a sun, with the text "PHINNEY NEIGHBORHOOD ASSOCIATION" and "COMMUNITY BEGINS HERE". Below the logo, a "FOLLOWERS" section shows a "Follow" button with the Google Friend Connect logo and a list of 24 followers with their profile pictures.

Here's an example of a neighborhood group's blog – the Phinney Neighborhood Association

# In this **workshop**, you will learn how to:

1. Decide which tool to use,
2. Set up a simple website or blog using a free online tool,
3. Post photos and text on your new site, and
4. Share information with established sites via email or commenting.



# Step 1: Review: choosing a tool

## What is your *CAPACITY*?

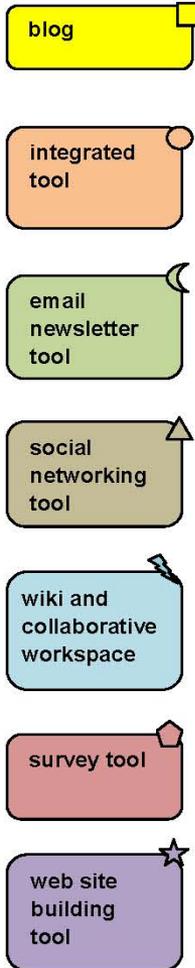
- Who will be using the tool?
- What skills does this person have?
- How much time can she devote to working with the tool?
- Will your group members use the tool?

# Seattle Communities Online – Recommended Web Tools

## Activities and Functions



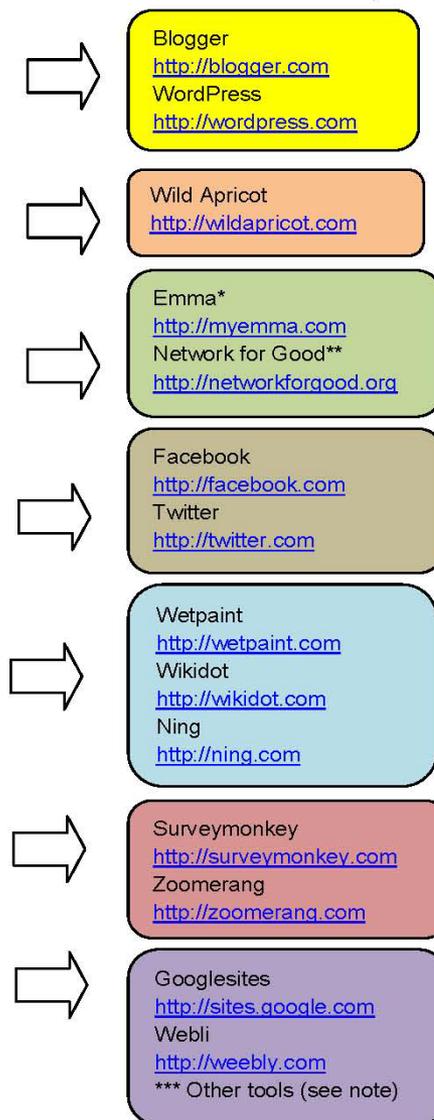
## Types of tools



## What can you do with these tools?



## Recommended Tools (free unless otherwise indicated)



## Key

- yellow square icon: blog
- orange circle icon: integrated tool
- green crescent moon icon: email newsletter
- green triangle icon: social networking tool
- lightning bolt icon: wiki/collaborative workspace
- red pentagon icon: survey tool
- star icon: web site building tool

\*Starts at \$30/month for 1000 emails per month (with 20% nonprofit discount), with varying initial fees

\*\*\$29.95/month for up to 20,000 emails per month, with varying initial fees

\*\*\*Wordpress, Wild Apricot, Wetpaint and the other Wiki tools offer web templates as well.

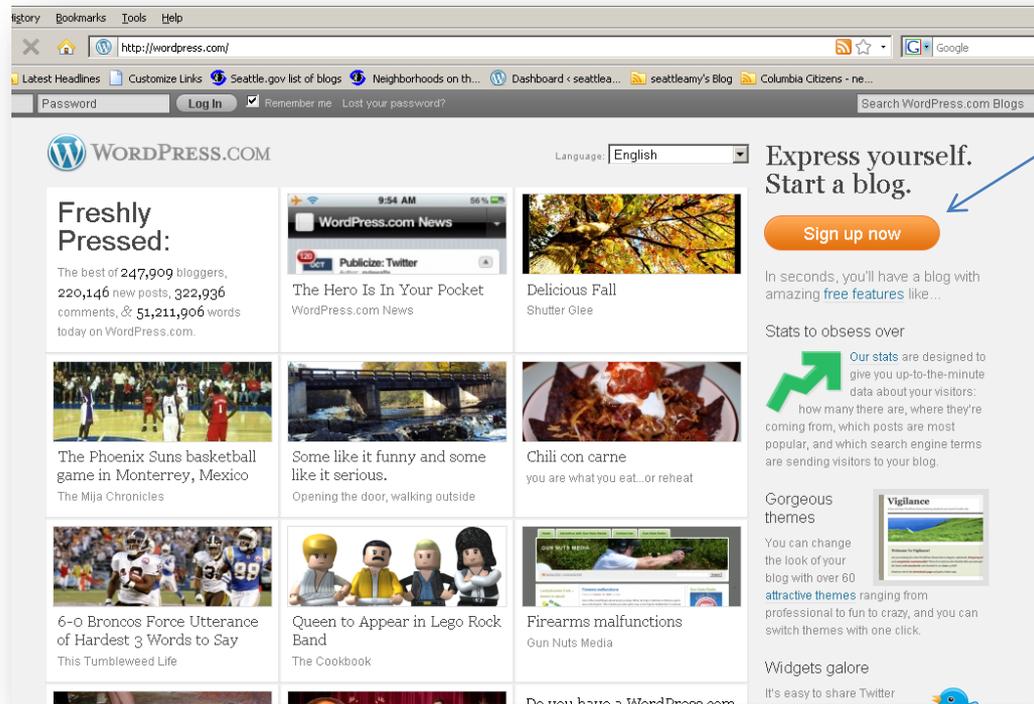
## Step 2: Setting up a blog

- An easy way to get your group online is a *blog*.
- Remember, a blog is a type of website that has frequently updated content about a particular topic. Readers can comment on posts to interact with each other and with the author of the post.
- Wordpress is an easy, useful blogging tool that hosts your website for FREE!\*

\*unless you choose to host your domain name with them, which is \$14.95/year. “Hosting” a domain means that you can have a web address *without* the “.wordpress” included in your website address.

# Step 2: Setting up a blog

1. Go to <http://www.wordpress.com>
2. Click on the “sign up now” button



# Step 2: Setting up a blog

3. Choose a username and password. You'll need a valid email address to confirm your account.

WordPress.COM

Home Sign Up Features News About Us Advanced

## Get your own WordPress.com account in seconds

Fill out this one-step form and you'll be blogging seconds later!

**Username**   
(Must be at least 4 characters, letters and numbers only.)

**Password**

**Confirm**   
Use upper and lower case characters, numbers and symbols like !@#\$% password.

**Email Address**   
(We send important administration notices to this address so **triple-check it**.)

**Legal flotsam**  I have read and agree to the fascinating terms of service.

Gimme a blog! (Like username.wordpress.com)  
 Just a username, please.

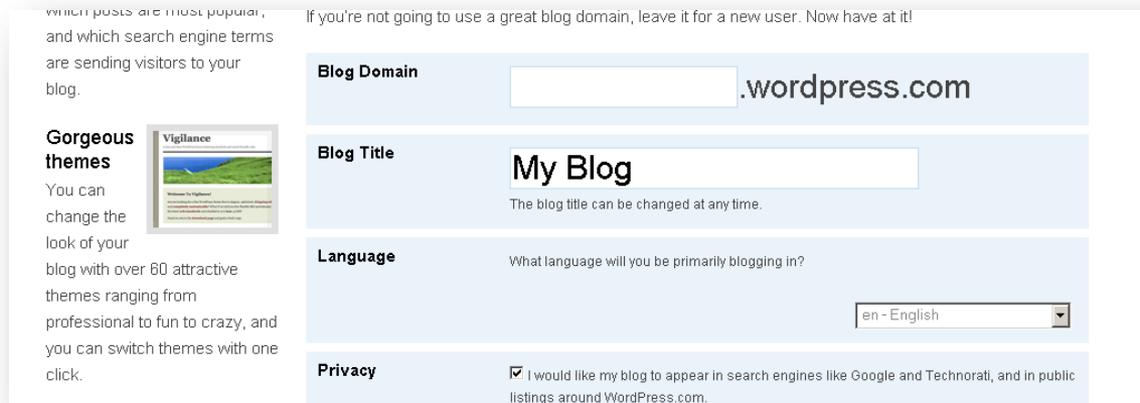
Next >

This is the username that you'll use to log into your account. Also, whenever you post, the byline will be "Posted by [your username]," so choose something appropriate.

Your email address won't be posted anywhere online, so make sure to use one that you check frequently!

# Step 2: Setting up a blog

## 4. Create your blog. Choose your domain name, title, and language.



which posts are most popular, and which search engine terms are sending visitors to your blog.

**Gorgeous themes**  
You can change the look of your blog with over 60 attractive themes ranging from professional to fun to crazy, and you can switch themes with one click.

**Vigilance**  


If you're not going to use a great blog domain, leave it for a new user. Now have at it!

**Blog Domain**  .wordpress.com

**Blog Title**   
The blog title can be changed at any time.

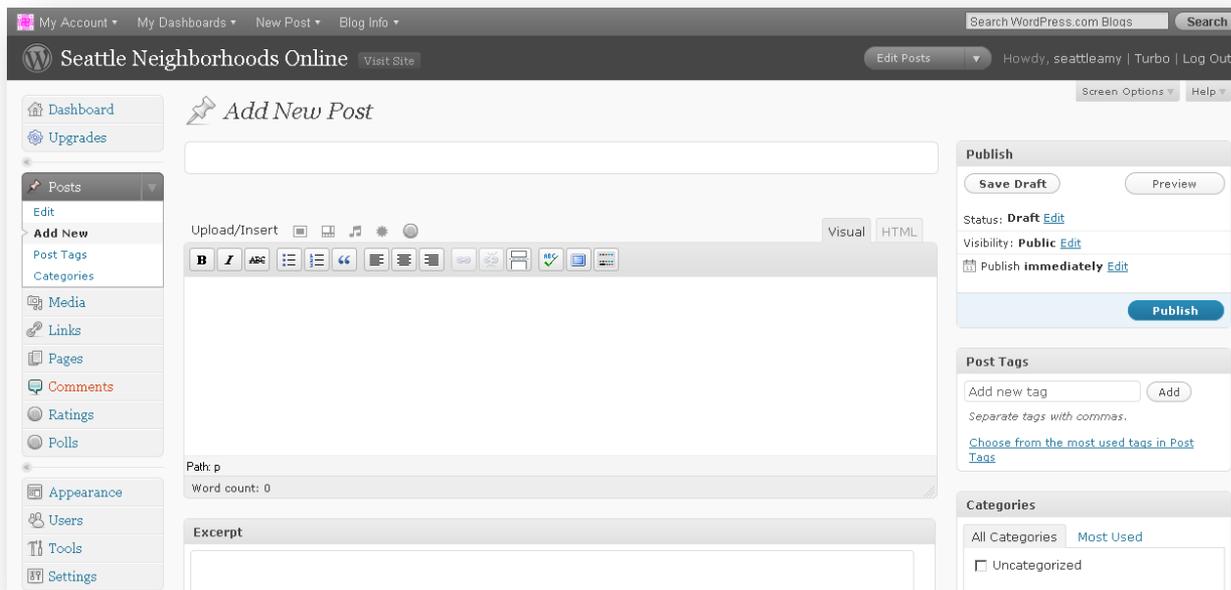
**Language** What language will you be primarily blogging in?

**Privacy**  I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.

I chose Seattle Neighborhoods Online at  
<http://www.seattleneighborhoodsonline1234.wordpress.com>

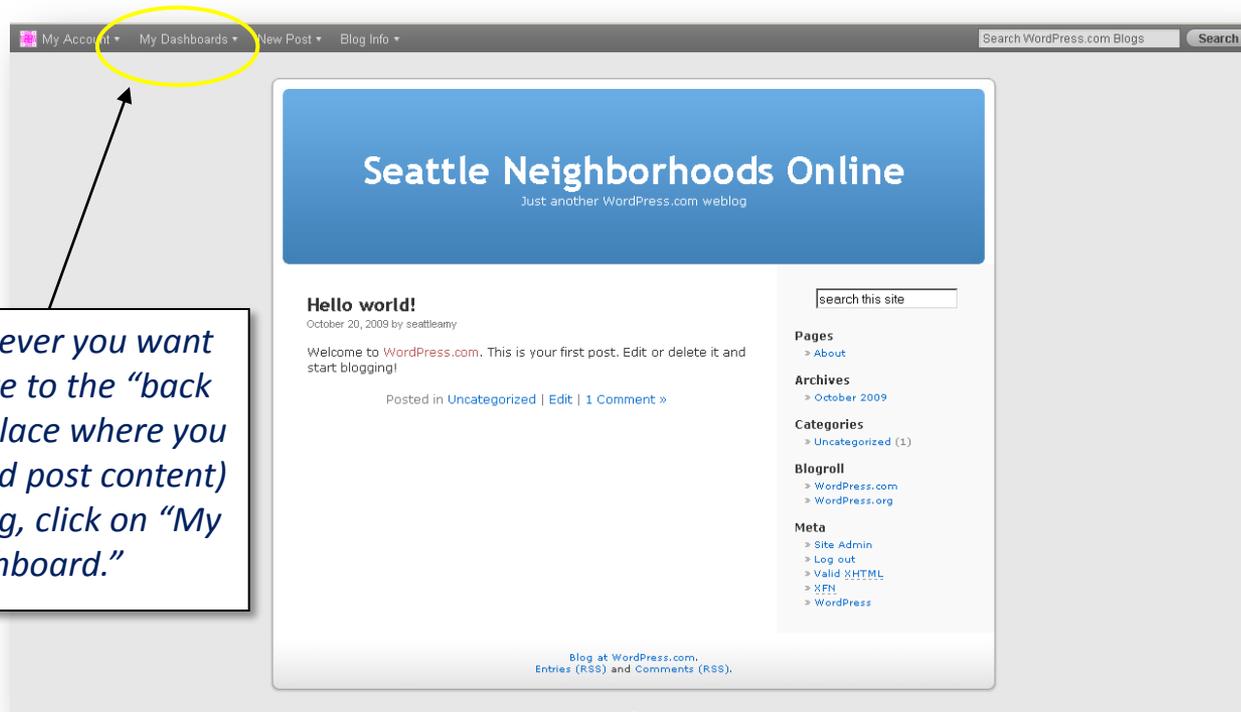
# Step 2: Setting up a blog

5. You've created blog and can write your first post! More likely, you'll want to explore the available templates and find something that suits you and your organization. This is the really fun part! After you create your blog, you'll automatically end up here:



# Step 2: Setting up a blog

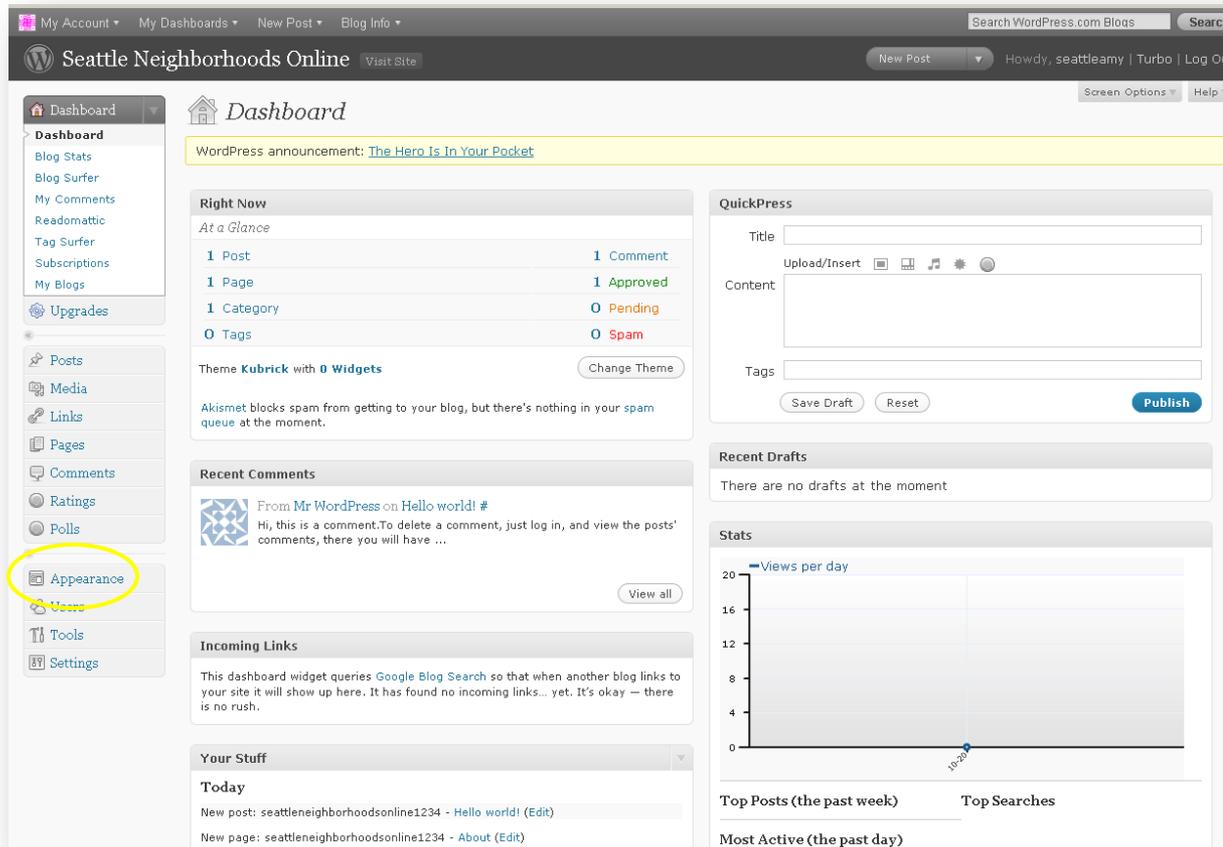
6. If you click on the “visit site” button (see arrow above), you’ll find that your blog looks like this to your visitors:



*TIP: Whenever you want to navigate to the “back end” (the place where you can edit and post content) of your blog, click on “My Dashboard.”*

# Step 2: Setting up a blog

## 7. Choose a template. Click on “Appearance”



The screenshot shows the WordPress dashboard for the site 'Seattle Neighborhoods Online'. The left-hand sidebar contains a list of menu items: Dashboard, Blog Stats, Blog Surfer, My Comments, Readomatic, Tag Surfer, Subscriptions, My Blogs, Upgrades, Posts, Media, Links, Pages, Comments, Ratings, Polls, Appearance (highlighted with a yellow circle and an arrow), Users, Tools, and Settings. The main content area displays various widgets including 'Right Now' (showing 1 Post, 1 Page, 1 Category, 0 Tags, 1 Comment, 1 Approved, 0 Pending, 0 Spam), 'QuickPress' (a form for creating a new post), 'Recent Comments' (one comment from 'Mr WordPress'), 'Incoming Links' (no links found), and 'Your Stuff' (recent posts and pages). A 'Stats' widget shows a line graph for 'Views per day' with a single data point for '1/24/2010'.

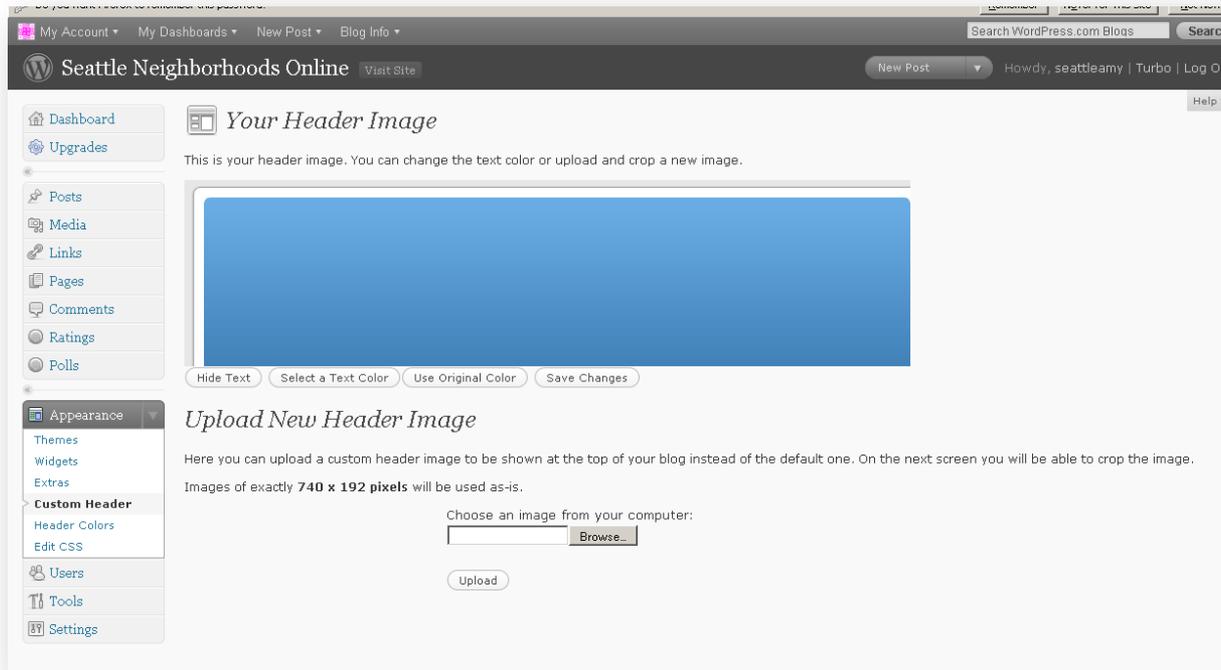
# Step 2: Setting up a blog

8. Explore the templates. Remember, your decision isn't final – you can change this whenever you want – just click on “Appearance” in your Dashboard.

The screenshot shows the WordPress dashboard for 'Seattle Neighborhoods Online'. The left sidebar contains a menu with 'Appearance' highlighted. The main content area is titled 'Manage Themes' and shows the current theme 'Kubrick' by Michael Heilemann. Below this, there is a 'Browse Themes' section displaying 15 random themes. Three themes are visible: 'Vermilion Christmas', 'Blix', and 'Albeo'. Each theme card includes a preview image, the theme name, and links to 'Activate' and 'Preview'. The 'Vermilion Christmas' theme is described as a holiday theme with a red and green color scheme. 'Blix' is a two-column theme with a customizable header. 'Albeo' is a light and colorful two-column theme.

# Step 2: Setting up a blog

9. Under “Appearance,” you can also click on “Custom Header” to upload your own image.



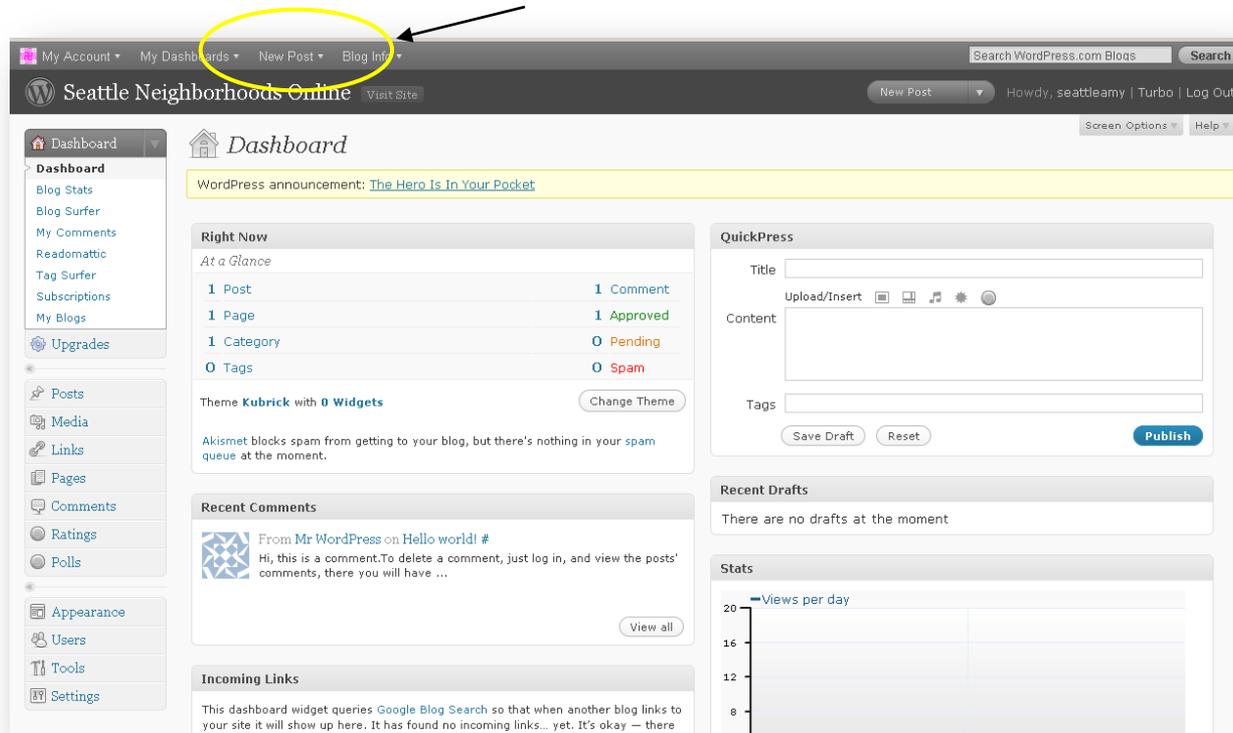
# Step 3: Posting on your blog

10. Have you uploaded a custom header? Any time you want to navigate back to your dashboard (kind of like a homepage), click on My Dashboard. From here, you can easily write a new post or change the appearance.

The screenshot shows the WordPress dashboard interface. At the top, the navigation bar includes 'My Account', 'My Dashboards', 'New Post', and 'Blog Info'. The 'My Dashboards' dropdown menu is highlighted with a yellow circle and an arrow pointing to it. Below the navigation bar, the dashboard title is 'Seattle Neighborhoods Online'. The main content area is titled 'Dashboard' and features a yellow announcement banner for 'WordPress announcement: The Hero Is In Your Pocket'. The dashboard is divided into several sections: 'Right Now' (showing 1 Post, 1 Page, 1 Category, 0 Tags, 1 Comment, 1 Approved, 0 Pending, 0 Spam), 'QuickPress' (with fields for Title, Content, and Tags), 'Recent Comments' (showing a comment from 'Mr WordPress'), 'Recent Drafts' (showing no drafts), and 'Stats' (showing a 'Views per day' graph). On the left sidebar, the 'Appearance' menu item is highlighted with a yellow circle and an arrow pointing to it. Other sidebar items include Dashboard, Blog Stats, Blog Surfer, My Comments, Readomatic, Tag Surfer, Subscriptions, My Blogs, Upgrades, Posts, Media, Links, Pages, Comments, Ratings, Polls, Users, Tools, and Settings.

# Step 3: Posting on your blog

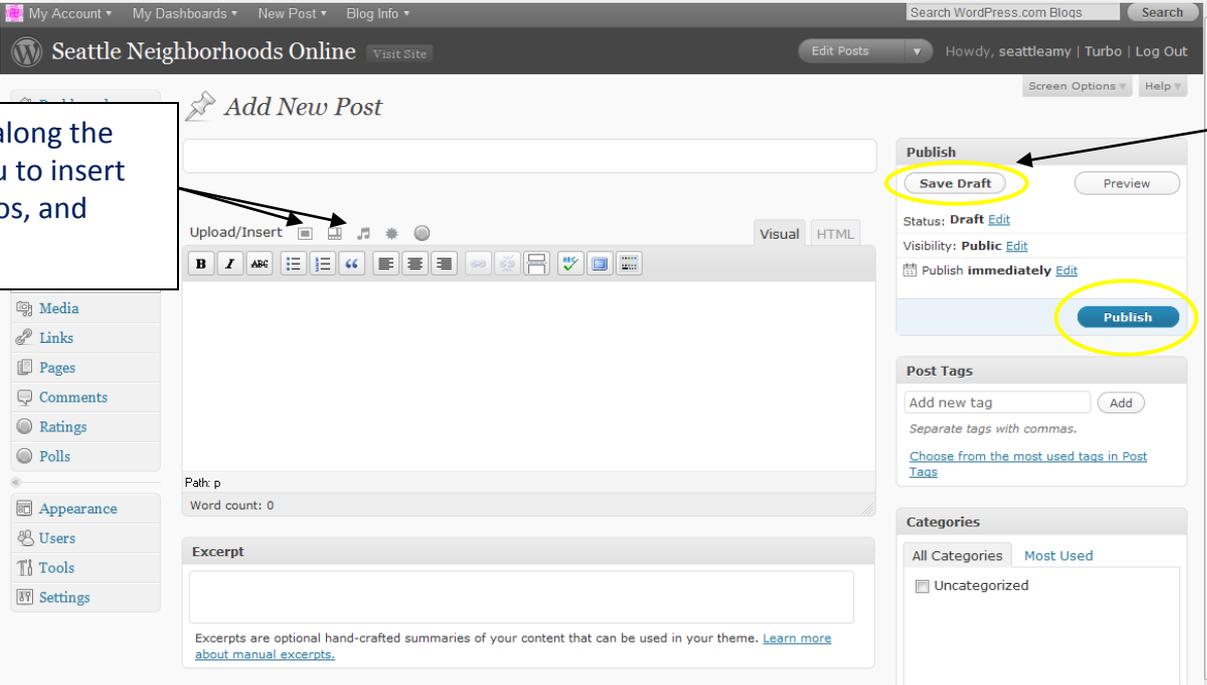
## 11. Click on “New Post.”



The screenshot shows the WordPress dashboard for the site "Seattle Neighborhoods Online". The top navigation bar includes "My Account", "My Dashboards", "New Post", and "Blog Info". The "New Post" button is circled in yellow and has an arrow pointing to it. Below the navigation bar, the dashboard features a sidebar with various menu items like "Dashboard", "Blog Stats", "Media", and "Settings". The main content area displays a "Right Now" summary, a "QuickPress" form for creating a new post, "Recent Comments", and "Incoming Links".

# Step 3: Posting on your blog

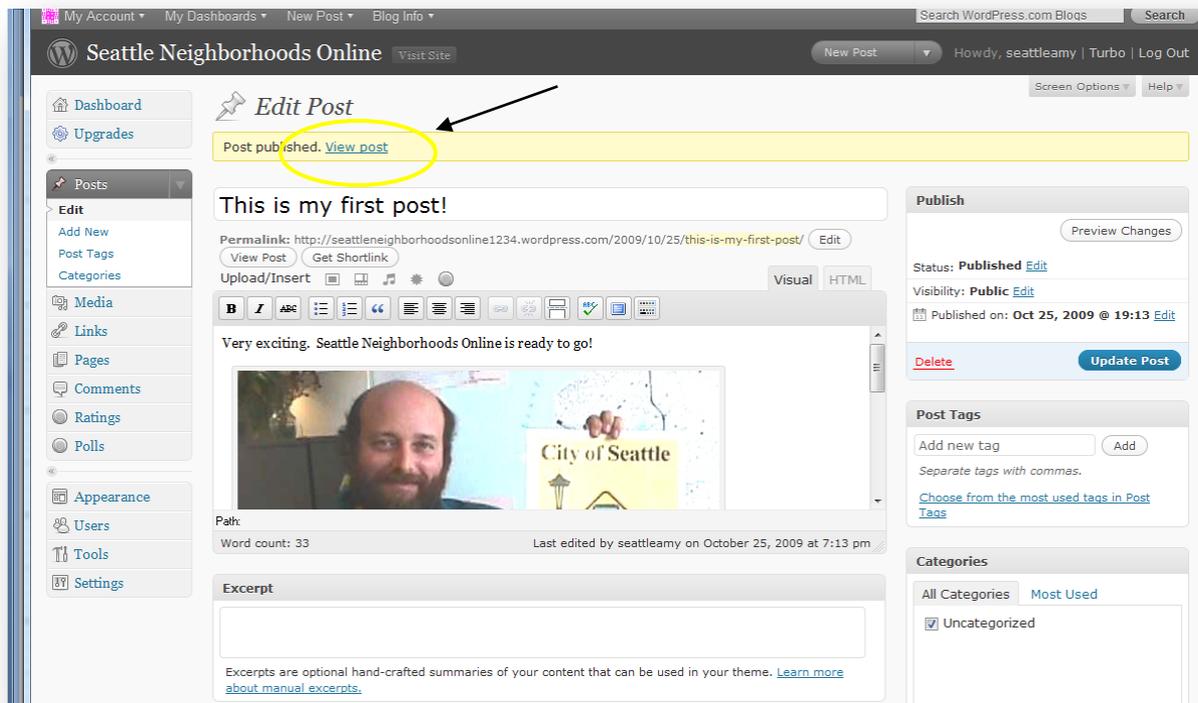
12. Write your post in the box below! If you want it on your site right away, click “publish.” If you’d rather save it and come back later, click “save draft.”



The screenshot shows the WordPress 'Add New Post' interface. On the left, a sidebar contains menu items: Media, Links, Pages, Comments, Ratings, Polls, Appearance, Users, Tools, and Settings. The main content area features a rich text editor with an 'Upload/Insert' toolbar containing icons for image, video, audio, link, gallery, table, quote, code, undo, redo, link, unlink, and more. Below the editor are fields for 'Path', 'Word count: 0', and 'Excerpt'. On the right, the 'Publish' section includes a 'Save Draft' button (circled in yellow), a 'Preview' button, 'Status: Draft', 'Visibility: Public', and a 'Publish immediately' button (circled in yellow). Below this are sections for 'Post Tags' and 'Categories'. A text box on the left contains the text: 'These icons along the top allow you to insert images, videos, and music.' Two arrows point from this box to the image and video icons in the 'Upload/Insert' toolbar. Another arrow points from the 'Save Draft' button to the 'Publish' button.

# Step 3: Posting on your blog

13. If you want to, insert any relevant photos or video into your post. Press “publish” and then “view post” to take a look at what you’ve created.



# Step 3: Posting on your blog

Here it is!

Want to write another post, change your theme, or upload a new header? Just click on "My dashboard" and you'll be ready to go.



## Step 4: Sharing your blog

We will explore a few different ways to get the community using your blog:

1. Emailing information to neighborhood news blogs like the West Seattle Blog or MyBallard.
2. Commenting on other blogs.
3. Sending your blog information and link to Seattle.gov.

# Step 4: Sharing your blog

## Emailing

- 1. Make the Subject Relevant:** Put the most important information here. For example, if you are emailing another community resource about your blog, the subject should be:
  - “Rainier Beach Neighborhood Association launches blog.”

# Step 4: Sharing your blog

## Emailing

- 2. Avoid Attachments:** Readers are less likely to click through to a PDF or JPG than simply reading the text of the email. If you do attach a flyer or other document, make sure that you include essential information in the subject and body of the email.

# Step 4: Sharing your blog

## Commenting on other blogs

- 1. Register to comment.** By registering, you can set up a “profile” linking back to your blog – sending readers your way.
- 2. Make relevant comments.** If you make timely, relevant, and insightful comments, you’ll build readers’ trust as a source of neighborhood/community information.

# Step 4: Sharing your blog

## Getting your site listed on seattle.gov

1. Email [communitytechnology@seattle.gov](mailto:communitytechnology@seattle.gov).  
Include the link to your site and a short description of the content.

Or

2. Visit <http://seattle.gov/seattlecommunitiesonline/resources>. Fill out the online form and your site will be added to the “Neighborhoods Online” listings.



# Seattle Communities Online

For more information, go to

<http://www.seattle.gov/seattlecommunitiesonline/>

or email

[communitytechnology@seattle.gov](mailto:communitytechnology@seattle.gov)