

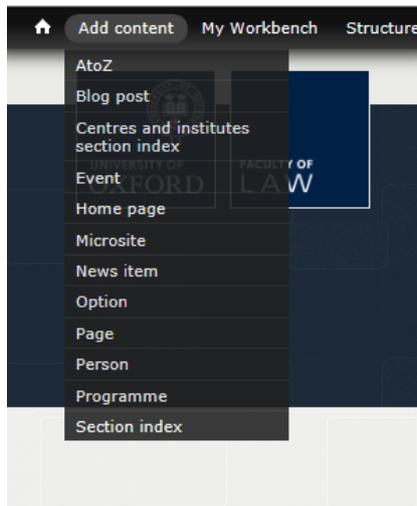
Managing blogs on the Law Faculty website – how to create a post and promote your blog on social media

These notes outline some tips for managing blogs on the Law Faculty website, including creating a post and setting up social media and email notifications for your posts. For any queries regarding these notes or other areas of the site, please contact web.support@law.ox.ac.uk.

Other guidance notes for using the website can be found at: www.law.ox.ac.uk/guidance-notes

Create a new blog post

To create a new blog post, log in with your SSO and select Add content → Blog Post from the top menu bar.



Fill in the fields as required, navigating through the form using the sections on the left hand menu:

New content: *Your draft will be placed in*

Content *
Images
Related
Taxonomy *
XML sitemap Inclusion: Default (included) Priority: Default (0.5)
URL path settings Automatic alias
Meta tags Using defaults
Revision scheduler
Authoring information By katie.light
Publishing options Promoted to front page, Draft (Current)

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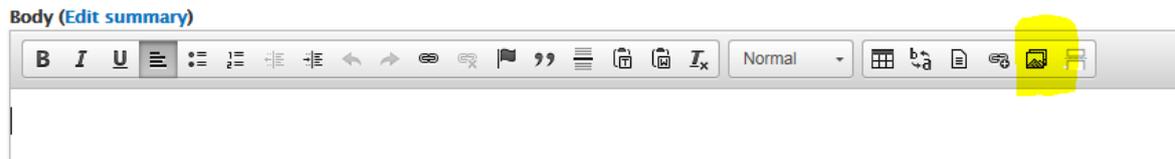
Content:

Under content you will see fields for Title, Display Date, Authors, Introduction and Body.

Under the Authors field you can use the type ahead field to select an author with a faculty profile. There is also an option to create a guest author profile, for further information about this tool please email web.support@law.ox.ac.uk.

In the **Body** section you can also add pdfs and images using the ‘add media’ tool:

This field is displayed in the header area of the page as a standfirst or callout. It is not typically shown on listing pages. Please keep this to one or t



Adding an image or pdf also adds them to the main website library so please name your file in a way that makes it identifiable e.g. the Border Criminologies blog use the prefix bordercrim-.

For more information on adding images or pdfs please see the how to guide on the site:

<https://www.law.ox.ac.uk/content/adding-and-using-images>

<https://www.law.ox.ac.uk/content/how-add-pdf>

Images:

The images tab enables you to add a main image (which will appear at the top of the page) and a listing image (the image that displays on listing pages).

Related:

Use the ‘related’ section to add links to other pages or sites which will appear on the right hand side of your post. To make it easier for users to navigate to your blog homepage you can add the blog microsite under the ‘see also’ section. This is a type ahead field which enables you to look for pages within the site.

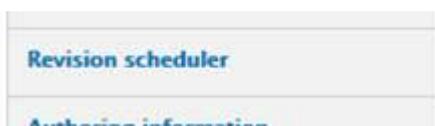
For external websites please use the ‘related websites’ section.

Taxonomy:

Use this to add the theme of your blog (this is a site wide list), keywords and to link the post to your blog microsite.

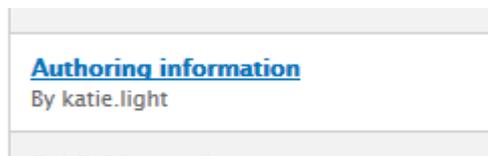
Revision scheduler

To schedule a post to publish at a later date, use the ‘**Revision scheduler**’ tool on the left hand side of the new blog post page.



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To make sure the post appears in your RSS feed (and then that the social media updates publish at the right time) you also need to amend the **'Authoring information'** section so that the date and time match the date/time in the revision scheduler.



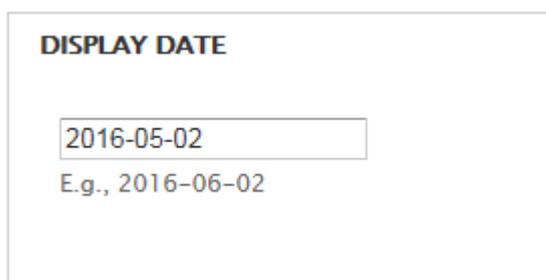
[Authoring information](#)
By katie.light

Authored on



Format: 2016-02-18 14:17:21 +0000. The date format is YYYY-MM-DD and +

Note: you will also need to make sure the Display Date in the 'content' section matches your scheduled date:



DISPLAY DATE

2016-05-02
E.g., 2016-06-02

Publishing options:

Use this to select to either promote your blog to the front page (the default option) or untick the box so that it does not show up on the faculty homepage.

As we have a number of blogs in the faculty all posting regularly we ask blog editors to try to have only one post showing on the front page at any one time. The tiles display the six most recent items (blogs and news items) which refreshes automatically.

Publishing your post:

Once you have finished your post you can set it to be published by setting the 'Moderation State' to 'published'. You can also use the save icon at the bottom of the form and then select the moderation state as published and click 'Apply' in the highlighted yellow box on the screen, as below.

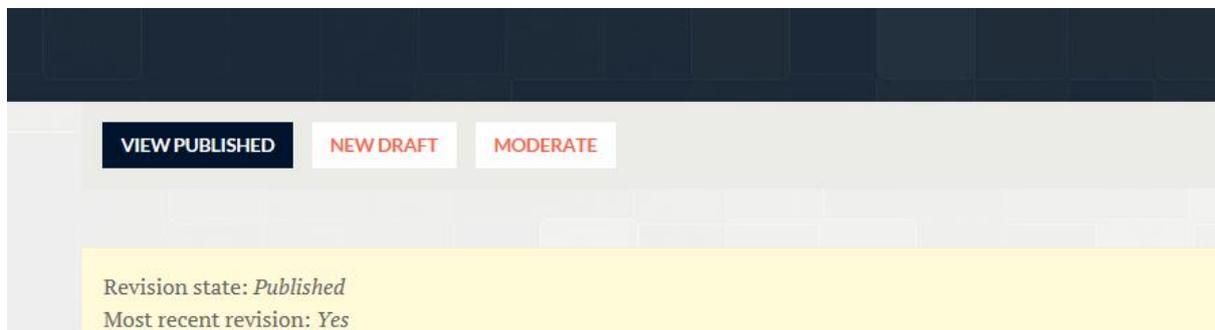


Revision state: *Draft*
Most recent revision: *Yes*
Set moderation state:
Published ▼
Apply

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Editing a post once published

To make a change to a post once it has been published, navigate to the post you want to change and click on the 'new draft' icon.



When you have made the required changes remember to save the post again and make sure that you publish the post for the changes to take effect.

Blog feed

The website will be configured so that you have an RSS feed for your blog which displays new posts as you publish them. You can see your feed by adding /feed to your blog URL. You can use this feed to link up the blog to your social media accounts and to send out email alerts of new posts by following the instructions below.

Social media

A social media presence is a good way of building your following. The Law Faculty have a presence on Twitter (@OxfordLawFac), Facebook and LinkedIn where we post information and news about the faculty.

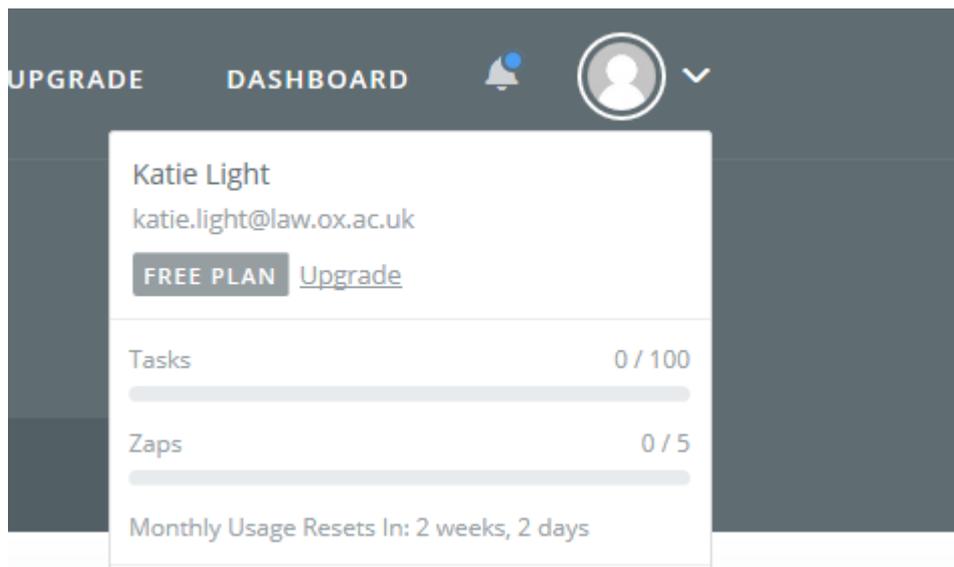
You can set up social media profiles for your blog and link them to your microsite. You can also use these to promote your blog posts and to connect with readers and potential audiences.

For some tips on managing your social media presence see the guidance from the university news office: <https://www.ox.ac.uk/public-affairs/social-media?wssl=1>

Automating social media from RSS Feeds

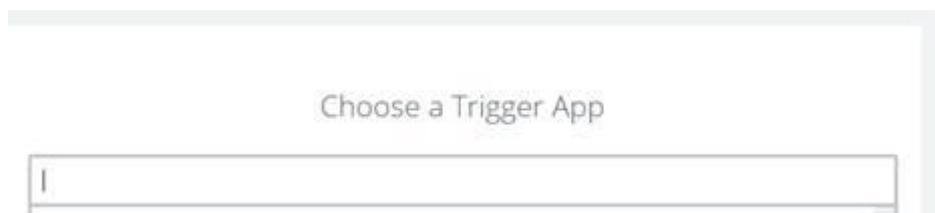
The tool Torchbox recommend we use is **Zapier** (<https://zapier.com/>). You will need to set up a separate account for this. Zapier is a free tool which allows you up to 5 'zaps' (different tools i.e. post to Facebook) and 100 'tasks' per month for free. i.e. you could have 2 zaps one for Twitter and 1 for Facebook and send out 50 posts on each platform per month. You can keep track of your usage by clicking on the user icon in the top right hand corner:

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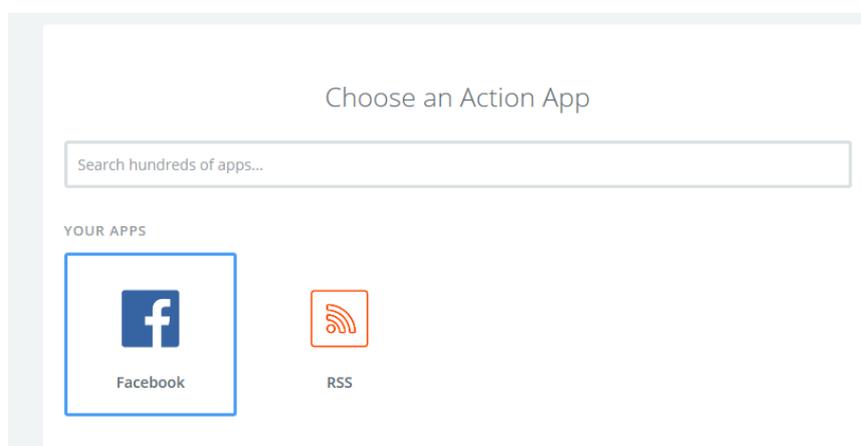
Once you have created a Zapier account you can log in and 'Make new zap'. You will need to set up two separate 'zaps' one for Facebook and one for Twitter.

You should select RSS as the 'Trigger App' and enter the feed url (blog address /feed). This means that when a new post appears in your feed the 'task' you set up (such as posting to Facebook) will run.



Note: when entering your feed you will not need to specify a username or password for accessing the feed. You will need to test the connection to the feed once you have entered the feed details.

The 'Action' part of your Zap will be publishing a post to Facebook/Twitter. You can configure the Zaps to send out the link to your new post and a standard message.



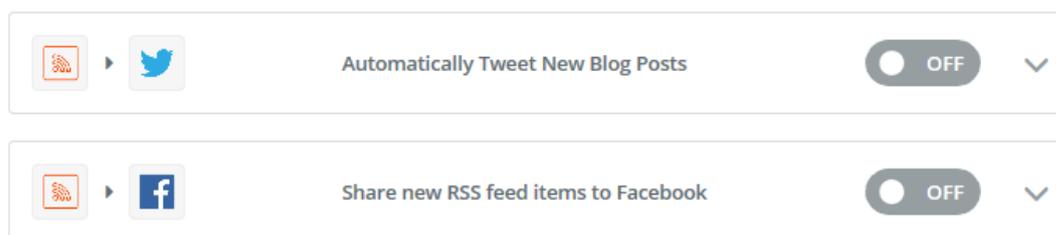
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You will need to allow Zapier access to your social media profiles by inputting the passwords so it has permission to post. You then need to select what kind of post you want to configure and add text to create a standard post e.g. Title, name and author.

There will be an option to test your Zap at each stage and it is best to check how this will work to make sure it appears as you expect it to.

Once you have set up your zaps you should see on your Zapier home screen the list of Zaps that you can then turn on.

Home



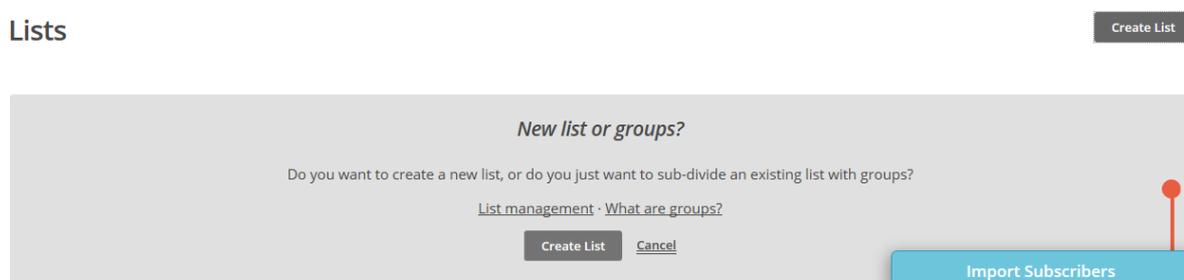
Email updates

Torchbox recommend using **MailChimp** (www.mailchimp.com) for sending out email updates and you can configure this to send from an RSS feed. Again you will need to set up a separate account for this. As with Zapier, this is a free service for a certain number of emails per month. On Mailchimp you can send up to 12,000 emails to up to 2,000 subscribers per month. So if you had 2,000 subscribers you could send 6 emails to each of them for your total of 12,000 emails, for example.

Setting up a mailing list

You will first need to set up a mailing list for the recipients with a sign up form or by importing contacts from an existing list:

Lists



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Create List

List details

List name

Default "from" email

Default "from" name

Remind people how they signed up to your list

Write a short reminder about how the recipient joined your list.

Contact information for this list · Why is this necessary?

Faculty of Law, University of Oxford
St Cross Building
St Cross Road
Oxford, Oxf OX1 3UL

Edit

When setting up the list remember to include information which will appear on the email to your subscribers e.g. 'You are receiving this email because you signed up to receive daily updates from X blog...'

On the next screen you can create an online sign up form by selecting the 'sign up forms' option:

KL Test

Switch list ▾

Stats ▾

Manage subscribers ▾

Add subscribers ▾

Signup forms

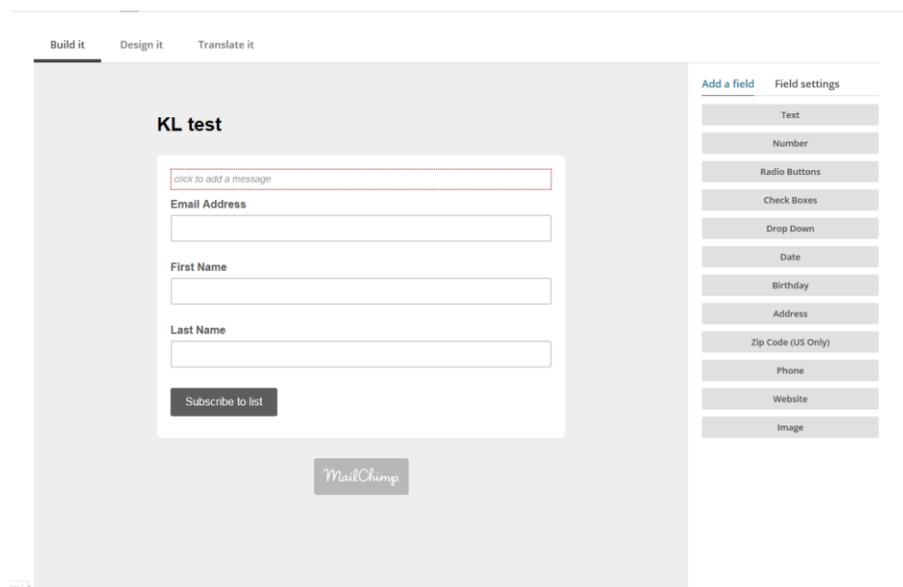
Settings ▾



View subscribers

You can then select a 'general form' which you can customise with your information and your logo and colour scheme etc:

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If you select to use Oxford Blue as your background the colour reference you will need is: #002147

When you have set up your form you can link to it from your page and send out the link via social media for subscribers.

Setting up an email template

The next step is to set up an email template with your standard message, return address etc. Your blog post will then appear in this template.

You will need to **create a new campaign** for this on the Mailchimp homescreen, select the option to create campaign from RSS feed. You need to add the feed URL to this and then go through the design process.

You can select how often you want to send your campaign out and what time of day it should be sent:

When should we send?

We'll only send if there's new content.

Every day ▾

04:00AM ▾

British Time (London)

Send only on these days

Sun Mon Tues Wed Thurs Fri Sat

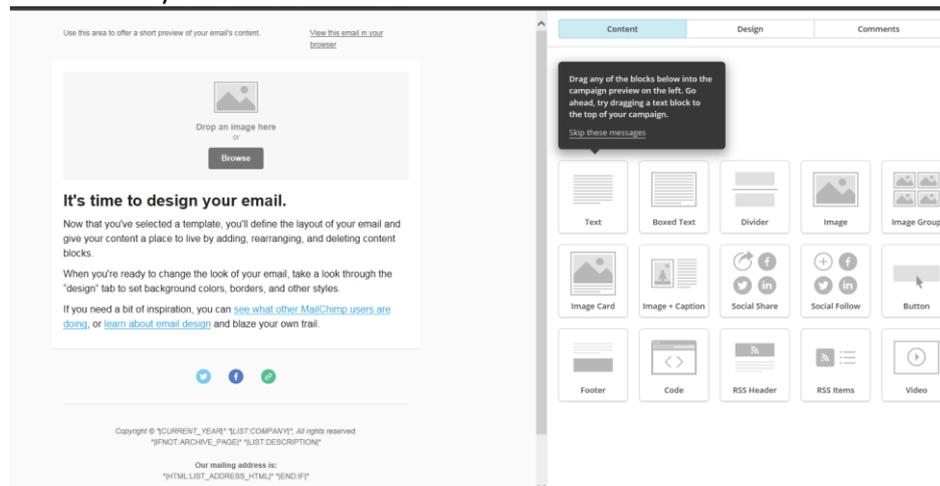
Resize RSS feed images to fit template

We'll automatically resize the images in your RSS feed to fit the width of your template.

To move through the design process use the next button in the bottom right of the screen.

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As you go through the process you will need to design how you want the email to appear and what information you want it to show.



Again you can select a colour scheme, add your logo and link you your social media through this.

To test your email and see how it will appear on mobile devices and PCs use the 'Preview and Test' option from the drop down menu in the top right hand side.

Once you are happy with your design remember to save and confirm and to test the email by sending it to yourself before you send it to all of your subscribers.

Note: Known issues

At present we know there is an issue with images appearing in the emails, we are working on this and will update our guidance soon.

The image attribution symbol shows up as a very large graphic in emails – we are flagging this as an issue but recommend that at present the caption field rather than image attribution is used.

Disqus

Disqus is used for commenting on blog posts through the website. Please contact web.support@law.ox.ac.uk to set up your Disqus account.