

Website Editor Training: Phase 1

As a website editor, your role is to help keep the content for your area of the Lawrence University website accurate and up to date.

We are intentionally starting slowly and limiting both the number of people who have editing access to the website and the areas of WordPress that editors should use during Phase 1.

The website is built from many interconnected templates, patterns, settings, content types, and systems. Even a small change in the wrong place can affect multiple pages or disrupt how part of the site works. At the same time, expectations and requirements related to accessibility, privacy, security, responsible technology use, and digital governance continue to evolve.

For those reasons, website editing access is being provided on a limited, need-based basis. We will expand training and responsibilities gradually as editors become comfortable with the system and as we establish sustainable practices for managing the site. There are a ton of neat, modern features on the site, but we want to ensure they are used properly.

For now, please stay within the areas outlined below and avoid exploring or changing other parts of the WordPress Dashboard until additional training is provided.

Before You Receive Access

ACTION NEEDED: Please review this Phase 1 training in full before requesting website access.

Once you have reviewed the training, reply to confirm that:

- You have reviewed and understand the material.
- You do not have any outstanding questions.
- You understand the limits of your Phase 1 access and responsibilities.
- You are ready to take responsibility for making careful, accurate updates within the areas you have been authorized to use.

By sending that confirmation, you are acknowledging that you have reviewed this training and are ready to take on the responsibility of helping maintain the accuracy, accessibility, and overall integrity of the website within your assigned area.

A separate email with your website access instructions will be sent after you confirm that you are ready.

Once you receive access, you can log in to WordPress here:

https://www.lawrence.edu/wp-login.php?redirect_to=https%3A%2F%2Fwww.lawrence.edu%2Fwp-admin%2F&reauth=1

You may want to bookmark this login page for future use.

Where You Are Allowed to Work

For Phase 1, you should only navigate to and work within these areas of the WordPress Dashboard:

- Pages
- Media
- Events

All other areas of the WordPress Dashboard are off limits for now unless a website administrator specifically asks you to use them.

Do not explore or make changes in other sections of WordPress, including areas related to site appearance, navigation, templates, patterns, plugins, users, settings, forms, or other site-wide tools.

Pages

You may update content on *existing pages within your area*.

Do not create new pages or full revisions yet.

Editing an Existing Page

To edit an existing page, you can use either of these methods:

1. *From the front end of the website:* Navigate to the page you want to update and select *Edit Page* from the WordPress toolbar.
2. *From the WordPress Dashboard:* Select *Pages* from the left-hand menu. Locate the page using the search bar or page list, then click the page title or select *Edit*.

Once the page is open in the editor:

1. Make the required changes.
2. Preview your changes under the computer icon on the top right menu to make sure everything displays correctly.
3. Click *Save* when your changes are ready.

Understanding the Block Editor

WordPress uses the Block Editor, where every piece of content is added as a separate block.

Common examples include:

- Heading
- Paragraph
- Image
- Button
- List
- Gallery
- Table

[Watch this brief example](#) of how we prefer to insert blocks, and demonstrate some of the settings available. Feel free to play around; nothing is permanent until it is saved.

If you make an error, you can select and delete it, or there are buttons on the upper left side of the page that can undo or redo:



Important: Do Not Edit Synced Patterns

Some pages contain *synced patterns*, which are shared across multiple areas of the website.

Do not make changes to a synced pattern.

Changes to a synced pattern may affect every place where that pattern is used on the website.

You can recognize a synced pattern in the WordPress editor by the following:

- The pattern is highlighted in *purple* when selected.
- A *purple pattern icon* appears with the pattern.
- You will see an “*Edit original*” option.

If you see these indicators, *do not select “Edit original” and do not make changes to the synced pattern.*

Contact a website administrator if content within a synced pattern needs to be updated.

Example of a synced pattern.

A simple rule to remember: Purple = stop.

Previewing Your Work

Always preview the page before publishing your changes to ensure everything displays correctly.

Media

Media includes images, and other files used throughout the website. *Please only upload images for now.*

You may use the Media Library when updating content in your area.

Uploading Media

1. Open the page you want to edit.
2. Insert an Image block or select an existing image.
3. Click Upload or Media Library.
4. Select the file from your computer.
5. Wait for the upload to complete.

Images

Please keep uploaded image files to *5 MB or less*.

[Image file sizes can be viewed in the site here.](#)

As a general rule, if you see *KB*, you are absolutely safe. If you see something larger, such as *4.9 MB*, that is still okay, but please keep image optimization in mind for future uploads. Smaller image files help pages load faster and create a better experience for visitors.

Alt Text and Accessibility

Every image should be reviewed for accessibility.

If an image provides information, context, meaning, or a function on the page, it should have appropriate *alternative text (alt text)* that communicates that information or purpose.

Alt text should be:

- Clear and concise
- Relevant to the context in which the image appears
- Focused on the information or purpose the image provides on the page

Images that are truly decorative and provide no information, context, meaning, or function should use empty alt text so they can be ignored by assistive technology.

When in doubt, do not simply mark an image as decorative. Consider what a sighted visitor gains from the image and whether that experience provides meaningful context. If you are unsure, contact a website administrator.

AI-Assisted Alt Text

We are currently testing access to an *AI-assisted alt-text tool*. This is a specialized, limited-purpose generative AI tool that analyzes an image and can suggest alt text when someone chooses to use it.

The tool *does not automatically generate or apply alt text*, and you are *not required to use it*.

We have also not fully subscribed to or adopted this tool as a permanent part of our website workflow. We are evaluating whether it is useful and appropriate for our needs, including its effectiveness, accessibility value, sustainability, and other potential impacts. Further institutional conversation will need to take place in order to adopt any further web-based tools of this nature. The only currently implemented AI-based solution is the limited chatbot, but even that is being evaluated.

Whether or not you use the AI-assisted tool for now, *you are responsible for making sure the image is handled appropriately for accessibility.*

Whenever you add or update an image:

1. *Check the alt text.*
2. Determine whether the image provides information, context, meaning, or a function on the page.
3. If it does, make sure the alt text appropriately communicates that information or purpose.
4. If the existing alt text is missing, inaccurate, or inappropriate, *write or revise it yourself.*
5. If you choose to use the AI-assisted tool, review its suggestion before using it. Edit or replace the suggested text if needed.
6. If the image is truly decorative, use empty alt text rather than adding an unnecessary description.
7. Make sure the final accessibility treatment makes sense in the context of the page before saving your changes.

AI-assisted alt text is a suggestion, not a substitute for human review.

When updating any media, make sure you are working with the correct file and that the updated image or document is appropriate for the page.

Do not delete media unless you uploaded it.

Events

You may create and update *public events for your area.*

The Lawrence University website uses The Events Calendar plugin to create and manage campus events. Each event contains details such as the title, description, event schedule, location, organizer, categories, featured image, and SEO settings.

What Belongs on the Website Calendar

The website calendar is an *external, public-facing calendar.*

Events added here should be appropriate for public display and should be relevant to one or more of the audiences represented by the site's existing event tags.

Examples of content that should not be added to the public website calendar include:

- Internal meetings
- Department or office meetings
- Internal planning sessions
- Private student gatherings
- Events intended only for a closed or internal group
- Other activities that are not intended for an external or public audience

If you are unsure whether an event belongs on the public website calendar, contact a website administrator before adding it.

Creating an Event

1. From the WordPress Dashboard, go to the left-hand navigation and select *Events* → *Add New Event*.
2. Enter the Event Title.
3. Add the event description in the content editor.
4. Scroll down to the The Events Calendar section and complete the required event information.
5. Select *1–2 existing Event Categories* that best describe the event.
6. Select *1–4 existing tags* representing the audiences for whom the event is most relevant.
7. Add a Featured Image at the bottom of the right sidebar. (Note: You do not NEED an image, but it is recommended.)
8. Preview the event and click Publish or Update.

[Here is a brief video following the steps above](#), and identifying the elements of an event page.

Important: Event Categories, Tags and Featured Events

Categories and tags help determine how events are organized and surfaced throughout the website. Please use the options that already exist rather than creating your own.

Event Categories

Choose *1–2 existing categories* that best describe your event.

- *Do not create new Event Categories.*
- Choose only categories that genuinely apply to the event.
- *Do not select “Featured.”*

Marking an event as Featured can affect how that event appears elsewhere on the website. Featured status is managed separately and should not be selected by Phase 1 editors.

Event Tags

Choose *1–4 existing tags* based on the audiences for whom the event is most relevant.

Tags should reflect the audiences who would reasonably want to know about or attend the event.

- *Do not create new tags.*
- Select only the audience tags that genuinely apply.
- Do not select every available audience simply to increase the event's visibility.

If you cannot find an appropriate existing category or tag, *contact a website administrator rather than creating a new one.*

Preview and Publish

Before publishing:

- Verify the title and description.
- Confirm the event is appropriate for the *public-facing website calendar*.
- Confirm the event date and time.
- Check the venue and organizer details.
- Select *1–2 appropriate existing Event Categories*.
- Confirm that *Featured is not selected*.
- Select *1–4 appropriate existing audience tags*.
- Confirm that no new categories or tags have been created.
- Preview the event.
- Click Publish or Update.

What Is Off Limits

For Phase 1, do not make changes in any area of the WordPress Dashboard other than *Pages, Media, and Events*.

This includes, but is not limited to:

- Appearance

- Navigation or menus
- Site Editor
- Templates
- Template parts
- Synced patterns
- Header or footer
- Plugins
- Users
- Settings
- Forms
- Site-wide configuration
- Shared or global content
- Any area you have not specifically been trained or authorized to use

In addition:

- *Do not create new pages.*
- *Do not delete pages.*
- *Do not change website navigation or menus.*
- *Do not change the overall structure or layout of a page.*
- *Do not edit synced patterns.*
- *Do not modify shared templates.*
- *Do not modify the site header or footer.*
- *Do not create new Event Categories or tags.*
- *Do not mark an event as Featured.*
- *Do not add internal or private events to the public website calendar.*
- *Do not make site-wide or administrative changes.*

Because the site is interconnected, a change that looks small can have a much larger effect than expected. If you are unsure whether something is within your role, *stop and contact a website administrator before making the change.*

Your Phase 1 Responsibilities

For now, keep it simple:

Pages

Update existing content within your area.

Media

Upload or replace images and files needed for content in your area, and make sure images are handled appropriately for accessibility.

Events

Create and maintain public-facing events for your area using existing categories and the appropriate audience tags.

Everything else is off limits until additional training is provided.

Questions?

Email web_marketing@lawrence.edu so that both members of the web team can see it.