Creating Visually Exciting Stories in the News Story Widget

SESSION ONE

An Overview of Key Concepts

1. The ClubRunner Dashboard - an overview
   a. What dashboard do you see?
      i. Site administrators
      ii. Executive
      iii. Editors
      iv. Member
2. The menu and the sub-menus – key for public website
3. The concepts of web designer (new) and (classic)
4. The concept of widgets and their use.
5. The concept of libraries
   a. Photo library
   b. Story library
   c. Document library
      i. Downloadable
      ii. Permanent private library
6. The concept of pages:
   a. Story pages
   b. Site pages
   c. Custom pages
7. The concepts of tags, social media, and comments
8. Two questions and a task for you:
   a. How deeply do you want to learn "editor, executive, administrator"?
   b. What photo-editor software do you have, and do you ever use it?
   c. Create a folder on your computer titled Dryden Rotary Pictures- put two or three photos of your choice into it.

SESSION TWO

Editor Level

WEBSITE MANAGEMENT

Website Content

Expand your digital reach with current and relevant content to engage your members.

Home Page Content → | Content Libraries → | ② Help

Story Library ✚ Create Story
Story Tags
Pages ✚ Create Page

Photo Albums ✚ Create Photo Album
Download Files ✚ Add Download File
Image Library

1. Overview of each of the six components Story Library, Image Library, Story tags, Download files, Photo Albums, Pages (listed in order of importance from most to least)
2. Exercise One: Uploading an image to the Image Library
3. Exercise Two: Cooperative exercise in creating a story (I will send you pictures & a point form story from The Keyway)
   a. Determining a title
   b. Writing a sentence or two in draft form in Word or Apple in breakout groups of 2
   c. Creating a story in the Story Editor
      i. Inserting the title and determining its size and form
      ii. Adding the author, and date (optional)
      iii. Inserting the thumbnail picture
      iv. The Story Brief Editor vs. the Story Content Editor
      v. Inserting text from Word
      vi. Inserting a picture in the text – placement right, left, centre
      vii. Changing the size of the picture if two big or small
      viii. Changing the font of the text
      ix. Changing the size of the text
      x. Adding tags,
      xi. Activating social media links, and comments
      xii. Publishing in draft and/or live
4. ? I could send you an exercise and have each of you create a version of the story and you save it in draft form.

SESSION THREE

**Working with Text Fonts, Pictures, and Graphics**

1. A note on speed of loading

2. Sources of Rotary Pictures & Graphics
   a. The Rotary International website
   b. Google Image Search
      i. Issue of copy right
      ii. Issue of the creative commons
   c. FaceBook- Rotary Club Members: Public Image, Graphics & Ideas Hub
   d. ClubRunner's images folders
   e. Keyway
      i. How to capture/copy a picture in a pdf document
   f. Other Rotary websites
      i. Using a screen shot
   g. Your own camera

3. Sizing of pictures for the screen
   a. The concept of pixels
      i. Seeing a single pixel
      ii. Using (quick zoom: media key with + and – key)
      iii. Issue of pixilation
   b. Ideal sizing for different templates.
      i. In story editor max out about 900 pixels – I tend to use 800
      ii. Putting white space around a picture
      iii. Putting a border on a picture.
4. Formatting errors
   a. Shifting borders due to oversized pictures
   b. Mixing fonts, colors, font sizes
5. The standard fonts, size currently used for stories
   a. Headline
   b. Sub-heading
   c. Text
6. Using pre-formatted templates.

   a.

b.

c.

d.

e.

f.

g.

h.

7. Using "Embed Media"

Embed Media ✕

Paste Embed Code Here

OK   Cancel
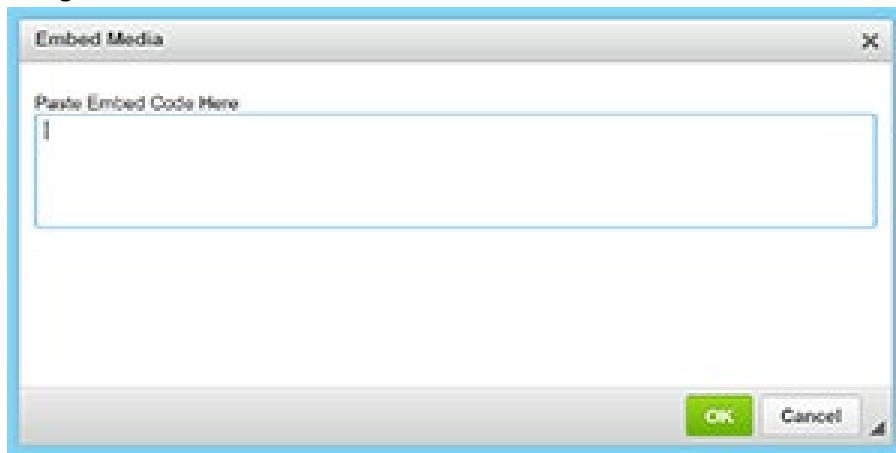
SESSION THREE

Special widgets and other activity

1. Speakers

2. Calendar
    a. Building calendars
    b. Labelling categories of meetings and events

3. Download files
    a. How to upload a file for downloading,
    b. How to find its URL and
    c. How to insert it into a story page.

4. Building "Photo Albums"
    a. What are photo albums
    b. Creating the photo album cover/introduction
    c. Uploading the pictures to the file
    d. Adding information about the slide
    e. Reordering the photos
    f. Editing and Deleting a photo
    g. Publishing a photo album
    h. Finding the URL of a photo album

5. Working with PowerPoint presentations
    a. One provided by a speaker.
    b. One "captured during a Zoom meeting
    c. One you have created.