



SOP for Content Creation and Management in WordPress

Procedure:

Creating Posts and Pages

- Step 1: Log into the WordPress admin dashboard. Navigate to "Posts" > "Add New" to create a new post, or "Pages" > "Add New" to create a new page.
 - Step 2: Enter the title of the post or page in the title field.
- Step 3: Use the WordPress editor to add content. Utilize the block editor to insert text, headings, lists, quotes, and other elements.
 - Tips: For a more organized structure, use headings (H2, H3, etc.) to break down content into sections.

Adding Multimedia Elements

- Step 1: Within the post or page editor, click on the "Add Block" button (represented by a plus icon) to choose a block for adding multimedia, such as an image or video.
- Step 2: For images, select the "Image" block. You can upload a new image, select from the media library, or insert from URL. For videos, choose the "Video" block for uploads or "Embed" for external videos.
- Step 3: After adding a multimedia element, you can adjust its settings (alignment, size, etc.) from the block toolbar or the block settings panel.
 - Tips: Optimize images and videos for web use to ensure fast loading times. Consider accessibility by adding alt text to images.

Organizing Content with Categories and Tags

- Step 1: To assign categories to a post, use the "Categories" panel on the right side of the editor. You can add new categories or select from existing ones.
 - Step 2: Use the "Tags" panel to add relevant tags to your post. Tags are useful for organizing content beyond categories and can help in search engine optimization.
- Step 3: Review your categories and tags before publishing to ensure they accurately represent the content and are useful for site navigation and SEO.

- Tips: Maintain a consistent naming convention for categories and tags to avoid confusion and duplication. Use categories to organize posts into broad topics and tags for more specific descriptors.

Publishing Content

- Step 1: Preview your post or page using the "Preview" button to check the layout and functionality before it goes live.
- Step 2: Choose the publication options. You can publish immediately, schedule for a later date, or save as a draft to continue editing later.
- Step 3: Click the "Publish" or "Update" button to make your post or page live on the site.

Safety/Compliance Considerations: Ensure that all content, especially multimedia elements, complies with copyright laws and privacy regulations. Obtain necessary permissions and provide proper attributions where required.