



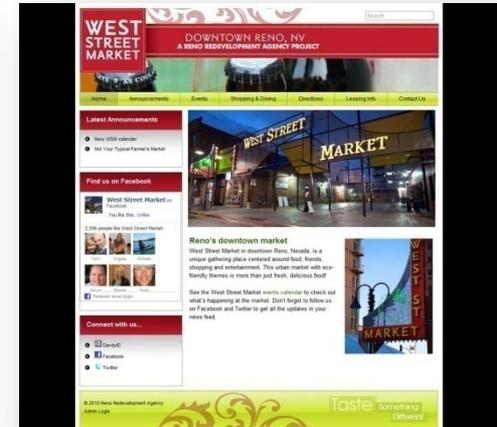
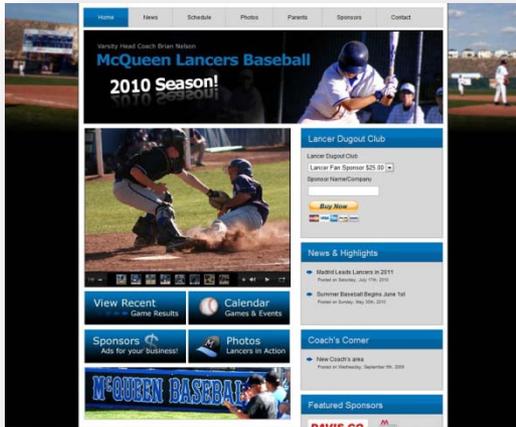
WordPress

for Government Blogs & Microsites



Web Manager University - New Media Talk
Presented by Kristy Fifelski, Web Manager
City of Reno, Nevada

Customize blogs to look like websites... without being a developer



WordPress is everywhere...

The New York Times

TechCrunch

WSJ.

WordPress in Government examples...

Important Websites

WordPress.com

WordPress.org

Codex.wordpress.org



3 Ways to Host WordPress Websites

1. On WordPress.com

2. In-house on your own server

PHP version 4.3 +

MySQL version 4.1.2 +

3. 3rd party host

**What makes up a
WordPress site?**

Microsite for city government "task force"



08.10.10 Meeting

On August 4, 2010, in Uncategorized, by Jaime Schroeder

The agenda for the 08.10.10 meeting has been posted.

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Sierra Nevada Community Aquatics Presentation

On August 2, 2010, in Uncategorized, by Jaime Schroeder

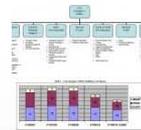
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Check out the "Resources" section

On June 29, 2010, in Resources, by Kristy Fifelski



The Resources link above features all of the supporting documents for each upcoming Task Force meeting.

In the Resources section, you can download agendas, background information and any additional documentation.

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This microsite features docs & info for the City of Reno's Service Priorities Task Force

This special Task Force was created to advise the Reno City Council on budget priorities for Fiscal Year 2011-12, providing a roadmap to balance the budget while continuing to provide critical services.



Meeting Resources

Resources

07.08.10 Meeting

07.27.10 Meeting

How Reno's budget works



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Reno City Council Priorities

Reno Service Priorities Task Force

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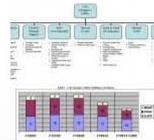
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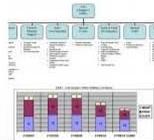
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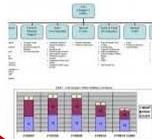


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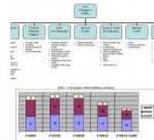
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Displays posts
and post content

codex.wordpress.org

WordPress admin area

[Dashboard](#) *Dashboard*

- Posts
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Contact
- Simply Exclude
- Xhanch
- Green Park 2 Settings

Right Now

| Content | Discussion |
|---------------|----------------|
| 38 Posts | 1,290 Comments |
| 17 Pages | 93 Approved |
| 12 Categories | 0 Pending |
| 26 Tags | 1,197 Spam |

Theme **Cordobo Green Park 2** with **8 Widgets** [Change Theme](#)

You are using **WordPress 3.0.4**.

Akismet has protected your site from 9,105 spam comments already. There are **1,197 comments** in your spam queue right now.

Incoming Links

- adrielhampton** linked here [saying](#), "Bittersweet and bliss ... Steve Radick: Entrepreneur ..."
- adrielhampton** linked here [saying](#), "Steve Radick: Managing Your Time While Managing Yo ..."
- adrielhampton** linked here [saying](#), "Just a few today: The Breaking Time: Toxic Privi-l ..."
- Alex Howard** linked here [saying](#), "Will Gov 2.0 be the next Internet boom? Yesterday' ..."

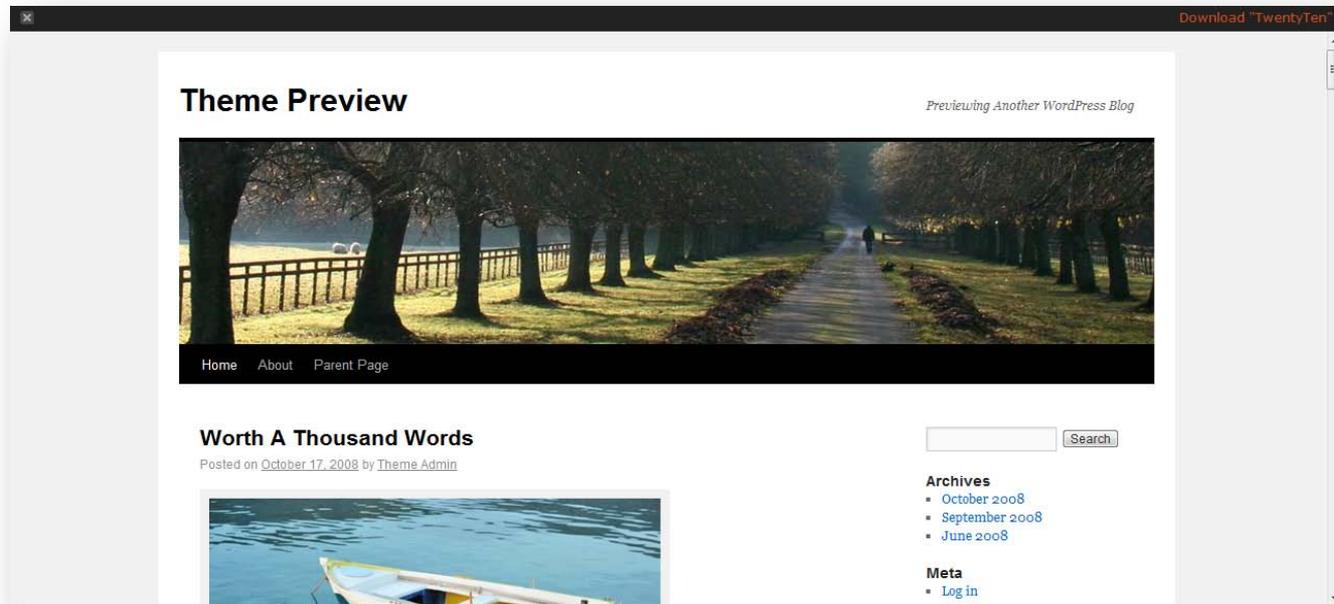
Plugins

Recent Comments

- From [Victor Polyushko](#) on [Magento for Government? #](#)
Google "magento website hacked" ... Cost of liability and headache of recovery does not justify using free software IMHO...
- From [Best Mobile Sites](#) on [Government mobile websites #](#)
Best Mobile Sites is currently working with local municipalities to help build mobile websites that are user friendly and fast ...
- From [Kristy](#) on [Magento for Government? #](#)
Hey, Ron. Would hosting your server on a 3rd party such as BlueHost alleviate concerns about PCI Compliance? I am ...
- From [Phil Balderson](#) on [Magento for Government? #](#)
Great idea Kristy. Let's flip the paradigm - governments making money instead of taking it! Entrepreneurs love bootstrapping. Really cheap ...
- From [Profound](#) on [Magento for Government? #](#)
I really like your idea to use Magento for government. That will certainly save lot of money for many ...

[View all](#)

Customizing themes



Working with plugins

Plugin Directory

Username Password [Log in](#) (forgot?) or [Register](#)

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Plugins can extend WordPress to do almost anything you can imagine. In the directory you can find, download, rate, and comment on all the best plugins the WordPress community has to offer.

10,645 PLUGINS, **107,096,067** DOWNLOADS, AND COUNTING

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Sort by Relevance Highest Rated Newest Recently Updated Most Popular

Most Popular »

- [Contact Form 7](#) Downloaded 2,279,712 times
- [All in One SEO Pack](#) Downloaded 5,829,616 times
- [Google XML Sitemaps](#) Downloaded 4,252,666 times
- [Akismet](#) Downloaded 3,326,747 times
- [Fast and Secure Contact Form](#) Downloaded 459,766 times

Kristy's favorite plugins

- Akismet
- All in One SEO Pack
- Contact Form 7 (with Really Simple CAPTCHA)
- DandyID Services
- Flexible Lightbox
- Flickrpress
- Google XML Sitemaps
- Register Plus Redux
- Sociable
- Topsy Retweet Button
- User Photo
- WP to Twitter
- Wptouch

Tips for government blogging & lessons learned



Theme template

City of Manor, TX

The screenshot shows the 'wp.govfresh' WordPress theme template. It features a blue header with the 'wp.govfresh' logo and a navigation menu with links for 'About', 'Download', 'News', 'Links', and 'Help'. Below the header is a 'Welcome to GovFresh' section with three placeholder links. A large 'at' logo is prominently displayed. The main content area includes a 'News' section with several articles: 'GovFresh Gov 2.0 WordPress Theme now supports Custom Navigation Menus' (dated July 16th, 2010), 'This is a sticky post' (dated May 9th, 2010), 'Update v1.2' (dated April 29th, 2010), and 'New theme available' (dated January 29th, 2010). A 'Recent' section lists the same article. A 'Connect' section provides links to 'Subscribe', 'Twitter', 'Facebook', 'YouTube', and 'Flickr'. A 'Photos' section shows a grid of images. At the bottom, there is a 'GovFresh on Facebook' widget.

The screenshot shows the City of Manor, TX website using the GovFresh theme. The header features the City of Manor logo and a navigation menu with links for 'Home', 'About', 'News', 'Departments', 'Agendas/Minutes', 'Economic Development', 'Pay Online', 'Labs', 'Public Notices', and 'SeeClickFix'. Below the header is a 'Welcome to Manor!' section with a QR code and a photo of a water tower. The main content area includes a 'News' section with several articles: 'Sponsor Water Tower QR-code & Repainting Project' (dated August 0th, 2010), 'Public Notice—Invitation to Bid—2010 Paving Project' (dated August 5th, 2010), and 'City Council—Alcohol Beverage' (dated August 10, 2010). A 'Connect' section provides links to 'Subscribe', 'Twitter', 'Facebook', 'Flickr', and 'YouTube'. A 'Quick links' section includes links for 'Pay My Utility Bill Online', 'Ask A Question', 'Sign Up For New Service', 'Report A Problem', and 'Submit An Idea'. At the bottom, there is a 'City of Manor, Texas on Facebook' widget.

Free theme @ govfresh.com/wordpress

Questions?

Contact me: Kristy Fifelski

www.kristyfifelski.com

Twitter: @kristyfifelski