Blogs

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Popular Labels
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Blogs

On this page:

- What Are Blogs?
- Who Uses Blogs?
  - What Are Cultural Institutions Doing with Blogs?
- Blogging Platforms
- What Features Do Blogs Offer?
  - Links
  - Blogroll

What Are Blogs?

Blogs are websites with an easy-to-use Web-based interface that generally show the most recent content at the top of the page. Characteristically, blogs have a personal voice or perspective; the individual (versus institutional) flavor comes from the origins of blogs, which began as online journals or diaries.

The word "blog" evolved from "Weblog," or "Web+log," as William Safire explained in *The New York Times* in 2002. Although the earliest blogs trace their beginnings to 1994-5, blogs saw a major expansion in 1999, due to new, free, easy-to-use tools.

Who Uses Blogs?

Technorati, a blog-specific search engine, was tracking more than 100 million blogs in 2008; there are both personal and professional blogs. Many large, well-known websites, such as Gawker and Daily Kos, are blogs.

What Are Cultural Institutions Doing with Blogs?

Typically, institutions use blogs to communicate with their members and professional colleagues in a less formal manner than official press releases or newsletters. Some institutions will have a single person in charge a single blog; others will have the voices of several staffers combined in one group blog. As a large and multifaceted institution, the Smithsonian has tried another tactic: it has 23 different blogs, each with its own personality and contributor/s.

LAMCA's blog Unframed
The Chicago Art Institute's blog ARTicle
MoMa & PS1's blog Inside/Out
The Smithsonian's 23 blogs

Blogging Platforms

Blogs are created using any number of online tools, typically called platforms. Because of their ease of use, almost any computer user can begin blogging with little effort. Major platforms include Wordpress, Typepad, and Blogger, all of which have been established for several years and can be customized by expert users. A new platform, Tumblr, is currently popular with sophisticated users.

- Blogger - the earliest blogging platform, it is considered the easiest to use, but lacks some features
- Typepad - a longtime service, it makes its more desirable features available to those who pay a monthly fee
- Wordpress - a robust, completely free service, which implements regular feature upgrades (the Getty Iris uses this platform)
- Tumblr - a platform with a sophisticated interface popular with experienced users

Any blogging platform – these and others – can be used on the platform's third-party Web site (with a URL format such as myblog.blogspot.com) or integrated into an existing website by a web programmer (with a URL format such as getty.edu/myblog).

The Getty's blog, The Iris (http://blogs.getty.edu/iris), uses Wordpress software installed on our servers.

What Features Do Blogs Offer?

Blogs are a quick and easy way for even inexperienced computer users to publish content on the Internet. It is also relatively easy to add photos, video, and other dynamic content to a blog post.

Blogs are part content, part community. Visitors can leave comments on a blog posts, often building conversations. With new tools, they can recirculate a post on Twitter or Facebook with a single click. One way that a blog creator can engage with online communities is to link to related and relevant blogs.

Links

A link is a short line of code that directs a Web browser from one location to another. Most blogs link liberally. Linking is a crucial part of fostering conversation.

Linking serves two purposes:

1. it furthers the conversational thread, by connecting to the appropriate site or sites
2. it signals to those people who have begun the conversation that you've entered it; if someone goes from your site to theirs, they will be able to see your link in their web reporting tools

Blogroll

A Blogroll is a list of links to other blogs. Having a blogroll is standard for most blogs. It not only points readers to related blogs that may be of interest, but also causes the writers of those blogs to take notice and, hopefully, link back.

The Iris Editorial Schedule

Social Media Wiki Home

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The Iris: Editorial Schedule

The editorial calendar and list of posts in development is posted here on a regular basis. Please note that this is a working document used for planning, and that it is being continually revised. There are more post ideas listed here than will come to fruition, and post dates change as circumstances dictate.

To help us structure our work, the schedule is divided as follows:

Editorial Calendar — Time-sensitive posts related to exhibitions, events, acquisitions, and other topics associated with specific dates.

Evergreen Topics — Non-time-sensitive posts that will be completed and published as time and our schedule permit. Note that each program — Museum, GRI, GCI, Trust, and Publications — has its own tab for these.

Formatting note: Posts that were pursued but not completed are dropped from the list.

Editorial Schedule, January-April 2011 (updated March 9, 2011)

[Iris Editorial Schedule, January-April 2011](#)

Editorial Schedule, January-April 2011 (updated January 20, 2011)

[Iris Editorial Schedule, January-April 2011](#)

Recently Updated

- [Social Media Wiki](#)
  updated by [Susan Edwards](#)
  ([view change](#))
  3 minutes ago
- [2. Content Guidelines](#)
  updated by [Susan Edwards](#)
  ([view change](#))
  11 minutes ago
- [blog_calendar_Jan-Apr-2011_09Mar2011.xls](#)
  attached by [Annelisa Stephan](#)
  Mar 09
- [The Iris Editorial Schedule](#)
  updated by [Annelisa Stephan](#)
  ([view change](#))
  Mar 09
- [Admin Log - Flickr My Getty Visit](#)
  updated by [Susan Edwards](#)
  ([view change](#))
  Mar 08
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  updated by [Susan Edwards](#)
  ([view change](#))
  Mar 08
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  updated by [Susan Edwards](#)
  ([view change](#))
  Mar 08
- [gtp_fb_posts_visits.png](#)
  attached by [Susan Edwards](#)
  Mar 08
- [gtp_fb_active_fans.png](#)
  attached by [Susan Edwards](#)
  Mar 08
- [gm_fb_posts_visits.png](#)
  attached by [Susan Edwards](#)
  Mar 08
- [gm_fb_active_fans.png](#)
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  Mar 08
- [Flickr](#)
  updated by [Erin Branham](#)
  ([view change](#))
  Feb 25
- ["Your Art at the Getty Villa" Set Tracking History](#)
  created by [Erin Branham](#)
  Feb 25
- [FBstats_from1Aug2010.xlsx](#)
  attached by [Susan Edwards](#)
  Feb 15
- [fbGTP_users_posts_commentsAug10.jpg](#)
  attached by [Susan Edwards](#)
  Feb 15
- [More](#)

The Iris Style Guide

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benchmarking   blog   blogroll   branding   categories   comments   copyright   creativecommons   delicious   evaluation   facebook   failwhale   feed   flickr   flickrgroup   friends   gettylogo   goals   guidelines   hashtag   images   like   likeing   links   photography   photos   photosharing   pictures   privacy   reports   retweet   rt   schedule   search   share   socialbookmarking   socialmedia   socialnetworks   stats   status   surveys   tags   tracking   training   tutorials   tweet   twitter   update   user-generated   writing

The Getty's public-facing blog is The Iris. The goal of the Iris is to launch a conversation with art-lovers and other interested audiences all over the world — sharing the work of the Getty, providing a forum for interesting points of view and voices, and making our resources, including staff expertise and information about our work and collections, more accessible. On the blog, we have the opportunity to share knowledge and expertise with our readers in a spirit of generosity, creativity, and enthusiasm.

Content and Style Guidelines for The Iris

Length and Tone

- 350 words is an adequate length for a blog post. Essays, Q&As, profiles, and other in-depth content can run longer; posts heavy on photos (photo essays, slideshows, how-to's, visual tours, etc.) can run shorter. Posts have been as short as 100 words and as long as 2,000 — if in doubt, consult the blog editor, Annelisa Stephan (astephan@getty.edu, x6864)

- All posts are bylined, and they all represent individual perspectives and points of view. First-person writing is encouraged, but by no means required.

- Remember that you are blogging as an employee, associate, or volunteer of the Getty. Your voice should be personal, but professional.

- Avoid unsourced superlatives or promotional language.

- Posts must never be abusive, defamatory, obscene, invasive of another's privacy, or unlawful.

All posts will be reviewed, edited for length, clarity, and grammar, and ultimately approved for posting based on the interest and originality of the subject, authenticity of the voice, and consistency with the blog's statement of purpose.

Comments

- Comments are moderated: they must be evaluated and approved by the blog editorial team before going live.

- Some — but by no means all — posts receive comments. This is typical for museum blogs. Commenting, or lack of commenting, is not an indicator of the quality, or often even of the popularity, of your post. Posing questions and asking directly for feedback can often (but not always) promote comments.

- When readers contribute questions or substantive comments, it's good practice to respond. If you receive a comment on your post, the blog editor may contact you for a response.

Post Titles

- The blog editor will help you find a title for your post. Good post titles succinctly capture the key topic of the post. Think of the reader who finds your blog post through a Google search — make it easy for him or her to know at a glance what the post is about and why it's worth reading.

- It's better to be concrete and literal than poetic and metaphorical. An aura of mystery or suspense is effective, as long as it's done intentionally.

- Post titles should be formatted in title case (uppercase for nouns, verbs, adjectives, and adverbs, lowercase for most everything else).

Here are some good post titles; they give a clear idea of what will be in the post, and therefore whether you want to read it. Some of these titles also try to pique your interest in the topic:

- A Curator Undercover at the Museum Info Desk
- Question of the Week: Does Art Have to Be Serious?
- What Does Plastic Have to Do with Art?
- An Update on the Earthquake in Chile
- Ancient Greek Pottery Lends Its Secrets to Future Space Travel

Images

- All blog posts should have at least one image, unless absolutely nothing appropriate can be found. If you are not sure what imagery to use or how to get it, the blog editor can help.

- Half-column images are 310 pixels wide. Full-column images are 540 wide or less if portrait (vertically oriented), 620 pixels wide if landscape (horizontally oriented).

- If an image depicts any recognizable individual, obtain that individual's written permission via our standard photo release form before posting.

- Clear permissions for all images. Do not use any images to which the Getty does not hold copyright. Check with check with the Registrar's Office at the Museum or the Research Institute, as applicable, and/or Trust Legal in cases of uncertainty.

- If an image is covered by any contract to which the Getty is a party, check with Communications or Trust Legal before proceeding. Common cases include contracts regarding loaned works of art and contracts covering the work of photographers hired by the Getty.

- If any works of art appear, please check with the registrar's office at the Museum or the Research Institute, as applicable.

- All images of works of art must have Digimarc watermarks. The blog editor can assist with this.

Links

- All posts should have at least one link out — to another blog, another Museum site, or the Getty's site. Links help contextualize the subject and provide avenues for readers to learn more. Providing vetted links is also a service to our readers.

- Per our blanket disclaimer on the blog's "About" page, you may link to third-party Web sites, including those that have commercial advertising. However, be extremely wary of overtly commercial sites, those that engage in political advocacy, and/or that may prove controversial or offensive to any readers.

- If you are using an image of an artwork that has a collection page on getty.edu, link to the online collection page in the text of the post.

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Adding and Formatting Posts

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On this page:

- Logging In to Wordpress
- Starting a New Post
- Adding Links to a Post
- Adding Paragraph Breaks
- Assigning an Author

Adding and Formatting Posts

Logging In to Wordpress

To log in, use the "Log In" link on the footer of every blog page, or use this direct link to the dashboard: http://blogs.getty.edu/iris/wp-login.php
. To log out, use the "Log Out" link at the top right of your dashboard, or in the footer of every blog page.

Starting a New Post

- To start a new blog post, go to your Dashboard and either click on the grey "New Post" button in the dark grey bar at the top, or click on "Posts" in the left-hand navigation and then "Add New."

- Cut and paste your content into the title and body fields (shown in the screen capture below). Use the Visual (WYSIWYG) interface. Make sure the tab marked "Visual" (rather than "HTML") is selected at the top right of the big blank field.

- Leave the "Excerpt," "Send Trackbacks," and "Custom" fields blank. Leave the "Discussion" field as is.

- Click "Save Draft" on the right side of the screen to save your work. You will get a message reading "Post updated. View post" at the top of the screen. Click on "View post" to see a preview of your work.
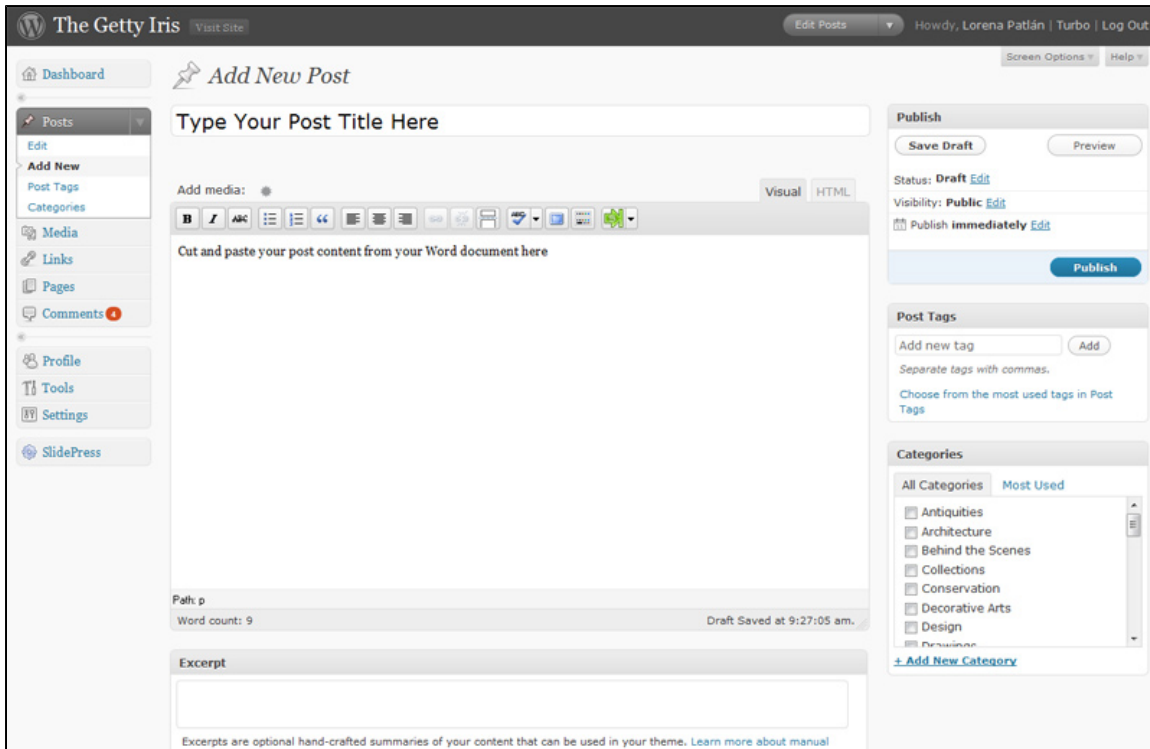
Adding Links to a Post

- If you cut and paste from a Word document that has hyperlinks embedded in the text, the links will transfer over (if you paste your text into "Visual" mode). You can also add links by hand, as follows:

In Visual Mode:

1. Highlight the word(s) that you want to serve as a link.
2. Click on the "Insert/edit link" button, which looks like three links of chain or an infinity symbol.
3. Paste the address of the Web page into the "Link URL" field in the dialogue box that appears. *Make sure that the URL begins with http://.* Leave the "Target," "Title," and "Class" fields blank and click "Insert."

In HTML Mode:

In HTML, you have to insert special code to make something into a link. Simply writing "www.whatever.com" will not make something a link. Luckily, the code is easy:

1. *Before* the word(s) that you want to serve as a link, type in the following:

Where "URL" is the complete Web address of the page you want to link to, beginning with http://.

1. *After* the word(s) that will serve as a link, type in the following:

This code ends the link.

As an example, The New York Times will display as:

The New York Times

Adding Paragraph Breaks

Frequent paragraph breaks make a post easier to read and scan. To create breaks between paragraphs, you MUST switch to HTML editing mode and add the following code (known as "break tags") wherever you want a paragraph break:


If you are working in Visual mode and you cut and paste from a Word document that has paragraph breaks, or you use the Enter key to insert paragraph breaks into the post, they will show up while you are editing the post. However, once you preview your work, you will see that the paragraph breaks have magically vanished. Manually inputting the break tags is the only way to be sure that the paragraph breaks will display correctly.

Assigning an Author

Note: This function is restricted to blog administrators.

If you created the post under your own login but it was actually written by someone else, you'll need to assign a different author. Scroll down to the "Post Author" dialog box and use the drop-down menu (shown below) to choose the correct post author.
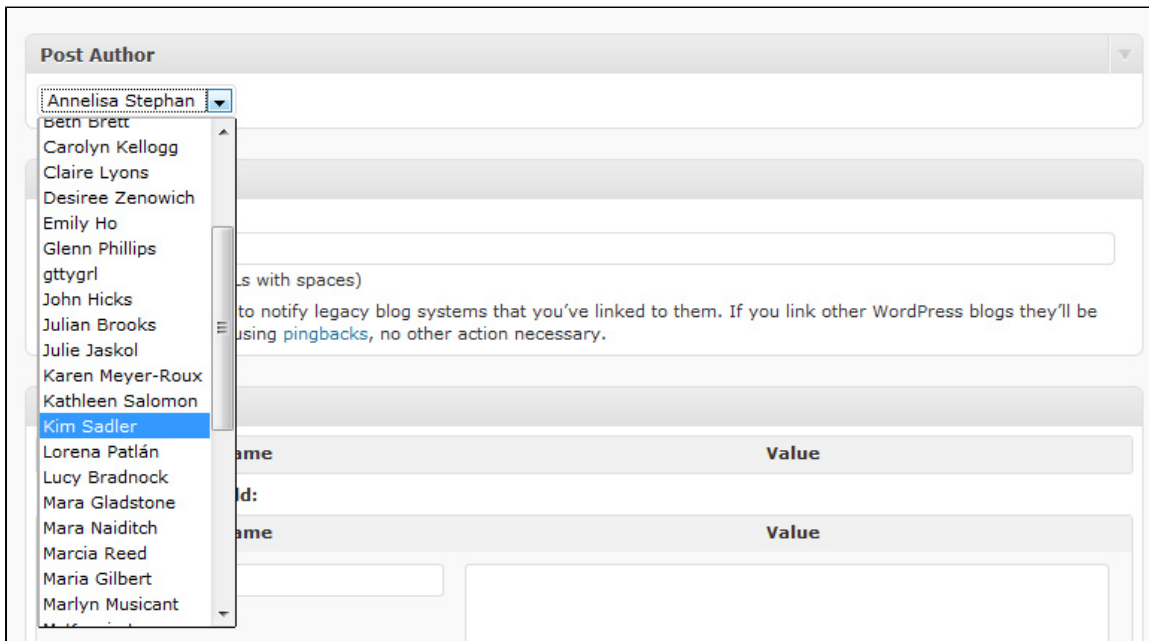
Note: Only blog authors with existing profiles will display on this drop-down menu. If you need to add a brand new author to the blog, contact Annelisa.

Author Profiles

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On this page:

- Fields on the Profile Page
- Proofing Your Author Page

Setting Up Your Author Profile

Your User Profile can be accessed via http://blogs.getty.edu/iris/wp-admin/profile.php, by clicking on your name in the upper right corner of your dashboard, or by clicking the Profile link in the left-hand navigation from the Wordpress dashboard at http://blogs.getty.edu/iris/wp-admin/.

Note: a site administrator (Annelisa or Paula) must provide you with a username and password before you can edit your profile or a colleague's profile.

Fields on the Profile Page

Important note: Unless you are well versed in HTML and the CSS stylesheet for this blog, please DO NOT check the "Visual Editor" checkbox.

- **Username**: This is the name you use to log in. It cannot be changed.

- **First name**: Enter your first name(s)

- **Last name**: Enter your last name(s)

- **Nickname**: This is the name that will appear on your Author Profile page. Please use your complete first and last name. Example: Julian Brooks (*not* jbrooks, J Brooks, Brooks Julian, etc.)

- **Display name publicly a**s: This is the name that will appear on your posts and comments. Please select the option from the drop-down menu that shows your complete first and last name.

- **Biographical information**: This is the short text about you that displays on your Author Profile page. Please write a few sentences **in the first person** explaining your title or job function, Getty program (GRI, Trust, Museum, etc.) areas of focus, and interests. You can add links to Web pages in your bio, if you like.

- **E-mail:** Your e-mail address is required so you can receive notifications (about comments, or from the administrator about changes), but it will not appear on your Profile page. Please use your Getty e-mail address.

- **Web site**: Please type in your Getty Web site address. Use http://www.getty.edu for Trust employees, http://www.getty.edu/research for GRI employees, http://www.getty.edu/museum for Museum employees, http://www.getty.edu/conservation for GCI employees, and http://www.getty.edu/foundation for Foundation employees. Non-Getty employees, such as contractors and volunteers, typically will not have a Web site listed.

- **AIM, Yahoo IM, Jabber / Google Talk**: Please leave these fields blank.

- **New Password**: This is where you can change your password. When the administrator sets up a new account, she assigns a default generic password. You can retain the default or choose your own new password.

Make sure to click the blue "Update Profile" button at the bottom of the interface to save your changes.

Proofing Your Author Page

Your author page will have the following URL: http://blogs.getty.edu/iris/author/username/, where "username" is your Novell username (e.g.,

jsmith).

Navigate to your newly created author page and make sure all the following are correct and free of typos:

- Your first and last name (i.e., the "nickname" you entered on your profile page)
- Your bio
- Link to your Web site
- Links to your most recent posts (if any), in reverse chronological order (most recent first), with excerpts (the first 50 words). Note: Only posts that are published, not still in draft form, will show here.

Here are some examples of author pages, with nicely written bios:

- Ruth Cuadra, http://blogs.getty.edu/iris/author/rcuadra/
- Vanessa Muros, http://blogs.getty.edu/iris/author/vmuros/
- Claire Lyons, http://blogs.getty.edu/iris/author/clyons/

Categories and Tags

Social Media Wiki Home

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On this page:

- Choosing Categories
- Choosing Tags
- Deleting Tags from a Post
- Examples of Using Categories and Tags

Categories vs. Tags

- A **category** is a general topic on which we will post regularly. Each post will fit in at least two categories. Categories are how we organized posts on our site. Categories are written in title case.

- A **tag** is a specific keyword or key phrase that describes the content of a post. Tags are lowercase unless they are a proper name (example: modern art *but* French art; families *but* Family Room.) Always search for an existing tag that fits before making up a new one. Each post should have at least two or three tags.

Think of categories as the way the Getty describes things and tags as the way an outsider would describe them. For example, a post about a manuscript on soccer might have the category "Getty Research Institute," and "Collections," but tags such as "soccer" and "sports." A broad topic such as "painting" might be both a category and a tag.

Every post should have at least two categories, and at least two or three tags.

Choosing Categories

Every post should have at least two categories.

To assign categories to a post, click the checkboxes next to the categories that are appropriate for the post. **If you think a new category is needed, please check with Annelisa.**

As of June 2010, our categories are:

- **Antiquities** — ancient Greek, Roman, Etruscan, Egyptian, etc.
- **Architecture** — physical spaces of the campus at the Center or Villa, or elsewhere
- **Behind the Scenes** — stories that relate to how we do our work, things the public can't see or wouldn't normally know, etc.
- **Collections** — Generic category for posts about the Museum's or GRI's permanent collection (rather than loans)
- **Conservation** — All aspects of conservation, including in the labs, in the field, etc.
- **Decorative Arts** — furniture, room elements, clocks, mirrors, porcelain, etc.
- **Design** — all aspects of design: exhibition design, Web design, brochure design, book design, etc.
- **Drawings** — works on paper
- **Exhibitions** — temporary exhibitions at the Getty or elsewhere (for permanent displays, use the "Collections" category)
- **Family Fun** — programs, events, exhibits, etc., for kids and parents
- **Film/Video** — video art, movie screenings, film criticism, YouTube videos, etc.
- **Gardens** — all aspects of landscaping at the Getty or elsewhere
- **Getty Center** — for posts that specifically reference the Getty Center as a place
- **Getty Conservation Institute** — all posts that discuss the work of the GCI
- **Getty Foundation** — for all posts that discuss the work of the Foundation, or work funded by the Foundation
- **Getty Research Institute** — for posts that discuss the work or collection of the GRI
- **Getty Villa** — for posts that specifically reference the Getty Villa as a place
- **International** — work of the Getty in other countries, or work of our colleagues abroad
- **J. Paul Getty Trust** — (this one will be rare) — administration, finance, management, and general direction of the Trust
- **Library** — Work at the Research Library at the Getty Research Institute, or libraries in general
- **Los Angeles** — for posts that make a connection to other things happening in our city
- **Manuscripts** — illuminated manuscripts in the Museum's collection, or other handmade books
- **Miscellaneous** — DO NOT USE! (This is a Wordpress artifact)
- **Music** — performances of live music, music criticism, etc.
- **New Media** — Web projects, multimedia art, interactive kiosks or features, iPod or iPhone apps, texting, etc.
- **Paintings** — works on canvas or panel
- **Photography** — usually refers to photographs in the Museum's or GRI's collection, but can also be used if the post itself contains original high-quality photography
- **Publications** — books, especially published by Getty Publications
- **Research** — Scholarship, such as art historical research
- **Science** — most frequently used to refer to to conservation science, such as the work conducted in the labs here
- **Sculpture** — objects in three dimensions, other than decorative arts (can be antiquities)

Choosing Tags

Every post should have at least two or three tags. Tags can be a single word, or a phrase. Tags are lowercase unless they are a proper name.

Examples:

- families
- modern art
- French art
- Leonardo da Vinci (proper name of a person)
- Aztec Pantheon (proper name of an exhibition)
- Family Room (proper name of an interpretive space at the Getty Center)

Always search for an existing tag that fits before making up a new one.

You can add tags in two ways.

1. Choose from a List of Popular Tags. Click on the link under "Post Tags" on the right side of the interface that says "Choose from the most used tags in post tags." A *tag cloud* will appear. Click on the tags that fit the post and they will be added to the post. Note that, with this approach, you only get to choose from the most popular tags.

2. Type Tags into the Tag Box. Begin typing in the blank box under "Post Tags." Separate tags by commas, then click the "Add" button. If you are typing the text of a tag that already exists, the system will prompt you, as shown in the screen capture below. I began typing "Aztec Pantheon," which was a tag that was already in the system. To indicate that I'd like to use that tag, I click on the words "Aztec Pantheon" that popped up. With this approach, you can type in any tag that is appropriate to the content of the post.

Get in the habit of checking the tag "dictionary." It's easy to get tag-happy, so it's important to try to keep our tag list from ballooning out of control. For example, if we have a tag called "sports," don't create a dueling tag called "sport." Just use the one that already exists. If you think there might already be a tag that's appropriate to the post, browse the list of all existing tags by clicking on "Post Tags" on the left-hand navigation from the Dashboard. (You can access the Tags module directly at http://blogs.getty.edu/iris/wp-admin/edit-tags.php?taxonomy=post_tag.) All tags that have ever been used in any post are listed here. You can search tags using the search box at the top right.

Deleting Tags from a Post

If you want to remove a tag from a post, just click on the small grey to the left of any tag in the "Post Tags" box for a post.

Examples of Using Categories and Tags

Examples:

1. **GCI's collaborative project to conserve plastics.** Categories: Getty Conservation Institute, Conservation. Tags: plastics, modern art, collaboration

2. **Tulips in the Central Garden.** Categories: Gardens, Getty Center. Tags: flowers, Central Garden
3. **Process of designing The Aztec Pantheon.** Categories: J. Paul Getty Museum, Exhibitions, Antiquities, Design. Tags: Aztec, exhibition design, Mexico
4. **Greek soup recipe from a Getty Pubs cookbook.** Categories: Publications, J. Paul Getty Museum. Tags: recipes, food, Greek
5. **Hidden gems from the collection.** Categories: Collections, J. Paul Getty Museum, Education, Paintings. Tags: painting, sculpture, Gallery teachers
6. **Q&A with archaeologist lecturing at the Villa.** Categories: Getty Villa, events. Tags: archaeology, Q&A

Categories	Sample Tags
Antiquities	Etruscan, Greek, Roman
Architecture	tram, travertine, Richard Meier
Behind the Scenes	travels, career paths
Collections	Renaissance, Impressionism, irises, Edvard Much, Vincent van Gogh, Rembrandt, In Focus
Conservation	cultural heritage, field projects, science
Decorative Arts	furniture, porcelain
Design	exhibition design, signage, typography, diy
Drawings	Leonardo da Vinci, paper, chalk, sfumato
Education	schools, students, curricula, Open Studio, Mark Bradford
Events	families, music, theater, lectures, film, documentaries, dance, Villa Theater Lab
Exhibitions	Chimaera of Arezzo, Aztec, Frederick Evans
Family Fun	Family Room, Art Stops, Art Odyssey, ArtQuest
Getty Center	Family Room, North Pavilion, Museum Entrance Hall, views
Getty Foundation	grants, grantees, interns
Getty Research Institute	Special Collections, acquisitions, research tools, library
Getty Villa	antiquities, Greece, Rome, Etruria, Family Forum, TimeScape Room
J. Paul Getty Museum	news, acquisitions, visitors, volunteers, docents, Museum Store
J. Paul Getty Trust	news, Board of Trustees
Library	books, card catalogue, book conservation
Los Angeles	Autry, Skirball, Hammer Museum, UCLA
Manuscripts	illumination, calligraphy, manuscripts conservation
New Media	Web, interactives, technology, Web design
Painting	Impressionism, Baroque, varnish, frames, paintings conservation
Photography	Walker Evans, lenses, platinum prints
Publications	catalogs, children's books
Research	archives, library, scholars
Sculpture	Stark Collection, Martin Puryear

Handling and Replying to Comments

Collapse all
Expand all   Collapse all

Popular Labels
Click on any of the labels (tags) below to see a list of pages that touch on that topic.

benchmarking blog blogroll branding categories comments copyright creativecommons

delicious evaluation facebook failwhale feed flickr flickrgroup friends gettylogo goals
guidelines hashtag images like likeing links photography photos
photosharing pictures privacy reports retweet rt schedule search share
socialbookmarking socialmedia socialnetworks stats status surveys tags tracking
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Handling and Replying to Comments

All comments are pending (held) until approved by a blog contributor. Comments that are abusive, defamatory, obscene, unlawful, invasive of another's privacy or rights, or commercial or political in nature, should NOT be approved. Please mark these as "Spam" instead.

1. Log In and Go to the Comments List

Go to http://blogs.getty.edu/iris/wp-admin/ to log in to the blog. Enter your username (which will be the same as your Novell ID, e.g., jsmith) and your password. You will be at the "Dashboard."

Click "Comments" on the left-hand navigation and you will go to the Comments interface, which will look like this:
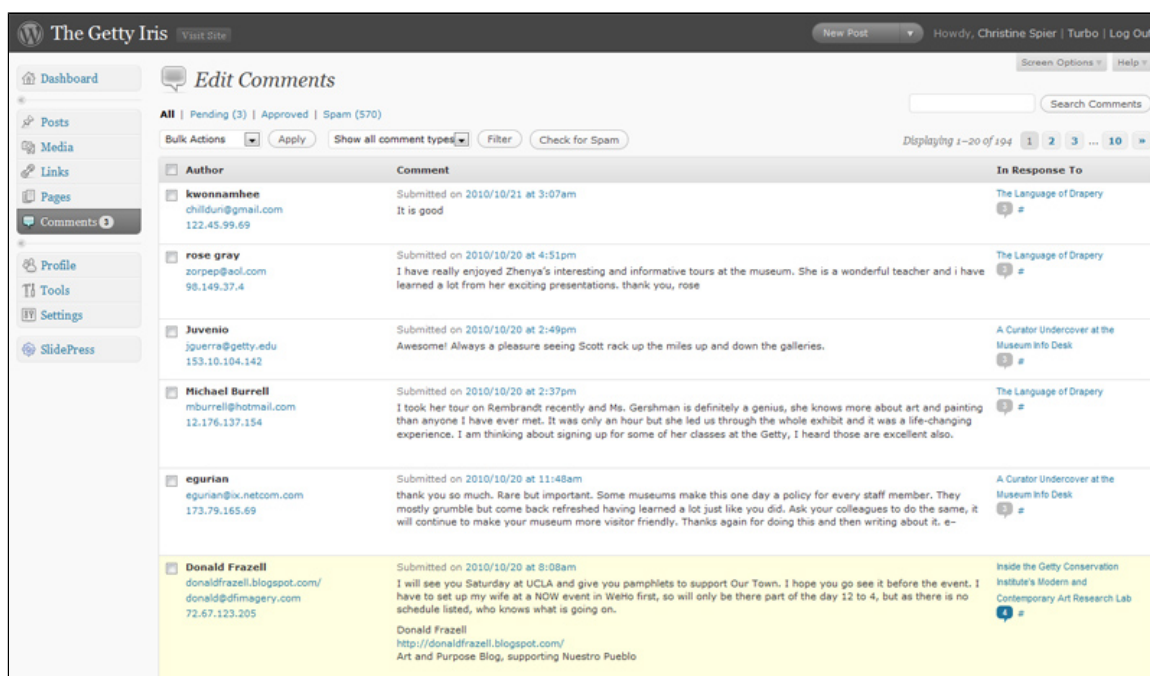
2. Assess (Approve or Reject) Pending Comments

Pending comments are highlighted in a pale yellow. When you roll over a pending comment with your mouse, six action options will appear — Approve | Spam | Delete | Edit | Quick Edit | Reply, as shown below (green highlight added for clarity):
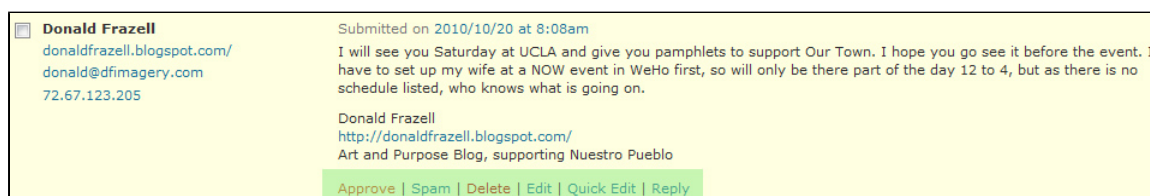
To approve the comment and have it publish immediately to the blog, click "Approve." If the comment is spam, click "Spam" (rather than "Delete"). If you aren't sure whether the comment is spam, see "Determining Whether a Comment is Spam" further down on this page.

3. Reply to the Comment, If Desired

To reply to a comment, first approve it. Then return to the comment in the comments interface; hover over the comment again with your mouse and click "Reply." A window with rich-text editing features will open up, as shown in the screenshot below:

| rose gray
zorpep@aol.com
98.149.37.4 | Submitted on 2010/10/20 at 4:51pm
I have really enjoyed Zhenya's interesting and informative tours at the museum. She is a wonderful teacher and i have learned a lot from her exciting presentations. thank you, rose | The Language of Drapery |

Reply to Comment

b | i | link | b-quote | del | ins | img | ul | ol | li | code | lookup | close tags

Dear Rose -- Thank you so much for...|

Cancel   Submit Reply

Use the "b" and "i" buttons to make selected parts of your text bold or italicized.

Please lead by greeting the commenter by name. For example: "Hi Chad, thanks for your comment..." or "Rose – Great observation! I think that..."

When replying to a comment, it is critical to treat all observations, even critical or negative ones, with respect. Give the cranky commenter the benefit of the doubt and address the substance of the complaint or criticism. If the situation may be a sensitive one, contact Communications before proceeding.

To Insert a Link in Your Comment

Just as in a blog post itself, links in comments are a great way to expose related content, such as related collection objects, programs, exhibitions, etc.

Type the text that you would like to serve as a link. Then highlight that text with your mouse and click the "Link" button at the top of the comments-editing box. A small dialog box will pop up, prompting you to enter the URL (Web address) that you'd like to link to. Insert this here. Make sure the Web address is complete – i.e., that it begins with http:// and includes the full link. (Example: the URL for the collection page on van Gogh's *Irises* is http://www.getty.edu/art/gettyguide/artObjectDetails?artobj=947).

To Insert an Image in Your Comment

This requires a bit more HTML coding, but is not too difficult. Here is the code to use, where "URL" is the path of the image.

<img src="URL">

Example, using the image of the *Irises* on the collection page:

<img src="http://www.getty.edu/art/collections/images/m/00094701.jpg">

Here is an example of a comment with an embedded image:
http://blogs.getty.edu/iris/exploring-the-herb-garden-at-the-getty-villa/#comments

Determining Whether a Comment Is Spam

A comment is spam if it is primarily self-promotional, abusive, defamatory, obscene, unlawful, invasive of another's privacy or rights, or commercial or political in nature.

A comment is also spam if it has minimal substance AND the commenter has included a URL to a commercial site, either within the text of the comment or in the "URL" field that we provide for commenters to leave a link back to their site. A close look at the commenter's name and/or URL will reveal the comment's true spammy nature. Here are some examples of comments that are intended to look legitimate, but are actually spam. If you are not sure if a comment is spam, click on the link (URL) left by the commenter. If the site is commercial, political, or otherwise questionable, the comment is most likely spam.

Bert Simmons "The itv online" Guy satellitedirect.onestepguide.com/ Valerio@allpickuplines.info 173.208.40.196	Submitted on 2010/10/21 at 2:59am I've really enjoyed reading your articles. You obviously know what you are talking about! Your site is so easy to navigate too, I've bookmarked it in my favourites
Bert Simmons "The itv online" Guy satellitedirect.onestepguide.com/ Bottella@allpickuplines.info 173.234.175.153	Submitted on 2010/10/21 at 2:21am I love your blog theme, can you tell me the name of it or where you downloaded it? thx.
dizi diziizlicem.com admin@diziizlicem.com 88.241.204.96	Submitted on 2010/10/21 at 3:56am Thanks good article.. 😄)

Recently Updated

- Social Media Wiki
  updated by Susan Edwards
  (view change)
  3 minutes ago

- **2. Content Guidelines**
  updated by Susan Edwards
  (view change)
  11 minutes ago
- **blog_calendar_Jan-Apr-2011_09Mar2011.xls**
  attached by Annelisa Stephan
  Mar 09
- **The Iris Editorial Schedule**
  updated by Annelisa Stephan
  (view change)
  Mar 09
- **Admin Log - Flickr My Getty Visit**
  updated by Susan Edwards
  (view change)
  Mar 08
- **Admin Log - The Getty Flickr Photostream**
  updated by Susan Edwards
  (view change)
  Mar 08
- **Facebook Tracking**
  updated by Susan Edwards
  (view change)
  Mar 08
- **gtp_fb_posts_visits.png**
  attached by Susan Edwards
  Mar 08
- **gtp_fb_active_fans.png**
  attached by Susan Edwards
  Mar 08
- **gm_fb_posts_visits.png**
  attached by Susan Edwards
  Mar 08
- **gm_fb_active_fans.png**
  attached by Susan Edwards
  Mar 08
- **Flickr**
  updated by Erin Branham
  (view change)
  Feb 25
- **"Your Art at the Getty Villa" Set Tracking History**
  created by Erin Branham
  Feb 25
- **FBstats_from1Aug2010.xlsx**
  attached by Susan Edwards
  Feb 15
- **fbGTP_users_posts_commentsAug10.jpg**
  attached by Susan Edwards
  Feb 15
- **More**

Images

Social Media Wiki Home

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Popular Labels
Click on any of the labels (tags) below to see a list of pages that touch on that topic.

benchmarking blog blogroll branding categories comments copyright creativecommons delicious evaluation facebook failwhale feed flickr flickrgroup friends gettylogo goals guidelines hashtag images like likeing links photography photos photosharing pictures privacy reports retweet rt schedule search share socialbookmarking socialmedia socialnetworks stats status surveys tags tracking training tutorials tweet twitter update user-generated writing

On this page:

Adding and Formatting Images

All blog posts should have at least one image, unless absolutely nothing appropriate can be found.

Image Sizes

All images on the blog, as on the Getty Web site, must be **72 dpi** (dpi = dots per inch).

Full-Column Images

Large, full-column images — i.e., those that stretch the full width of the text — are most successful on the blog because they have the greatest visual impact.

Full-column images are **between 520 and 620 pixels wide.** (They cannot be more than 620 pixels wide — that is the width of the main body column.)

If an image is landscape (i.e., wider than it is tall), then it's generally preferable to size it to 620 pixels in width, so it can fill the column. If the image is portrait in orientation (i.e., taller than it is wide), sizing it to 620 pixels wide may make it awkwardly tall. In this case, size it to 540 pixels wide.

Half-Column Images

Half-column images are 310 pixels wide. A good use of a half-column image can be seen in this blog post (last image in the post).

Resizing Images in Photoshop

To size an image to 620 pixels wide using Photoshop, go to the "Image" menu and choose "Image size," or use the keyboard shortcut Alt + Ctrl + I.

A dialog box will appear (see screen capture below). First, make sure the "Resample Image" box is checked. Second, set the resolution to 72 dpi. Third, type "620" into the width field. Make sure the units of measure is set to "Pixels" rather than inches, centimeters, etc. Click okay.
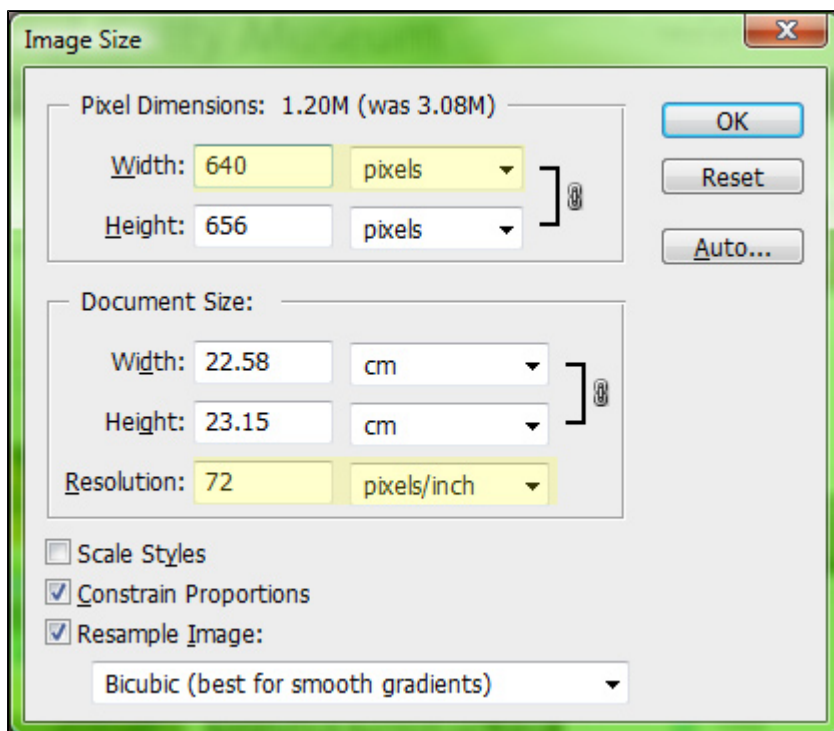

Now, save the file for Web. Go to the "File" menu and choose "Save for Web & Devices." A dialog box will come up. At the top right, make sure the file-type menu is set to JPG (rather than GIF, PNG-8, PNG-24, or WBMP). Adjust the "Quality" slider to create a balance between file size and file quality — the higher the quality setting, the larger the file size will be. Generally speaking, set "Quality" to somewhere between 60 and 85. The file size must be under 150 KB (ideally, under 100 KB) so that the images don't take too long to load on readers' computers. Click "Save" and assign the image a filename that is all lowercase with no spaces. More information on working with images is available on this wiki at Optimizing Images for the Web. For information about file names, see File Names.

Inserting An Image into a Post

In the post editing screen, click the dark-grey starburst next to the words "Add media" (see screen capture below).
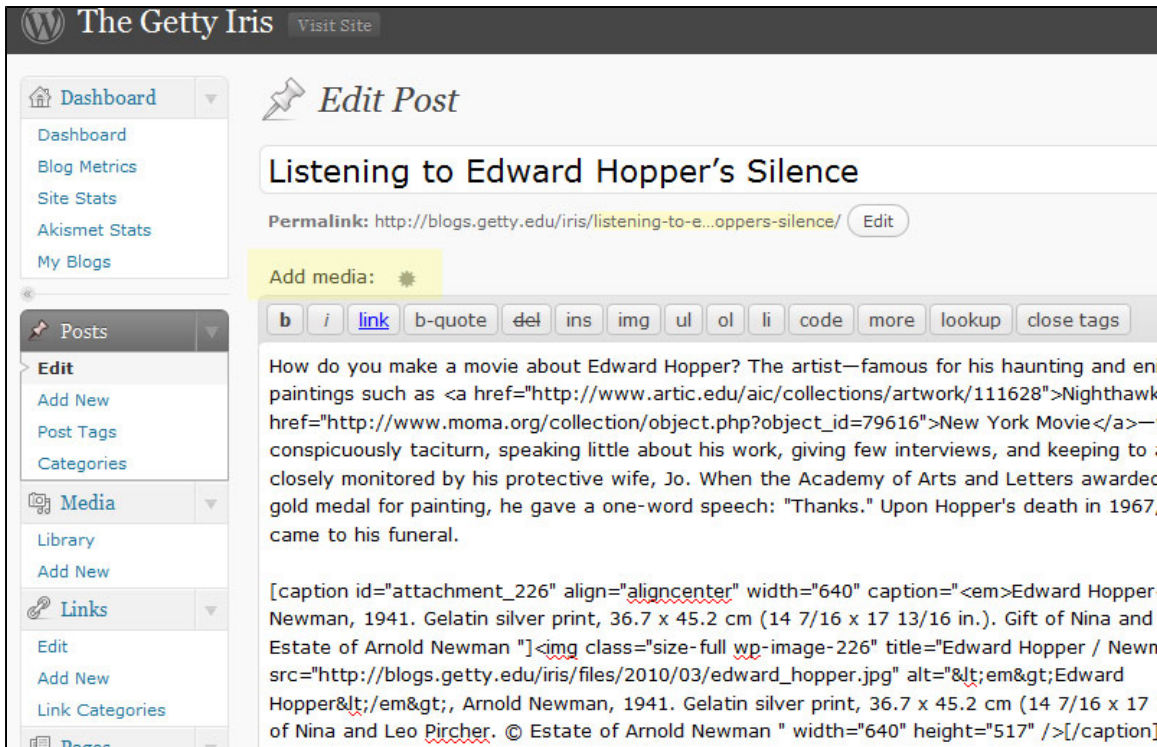
A dialog box will appear (see screen capture below). Click the "Browse" button and locate the JPG on your computer, then click "Upload."
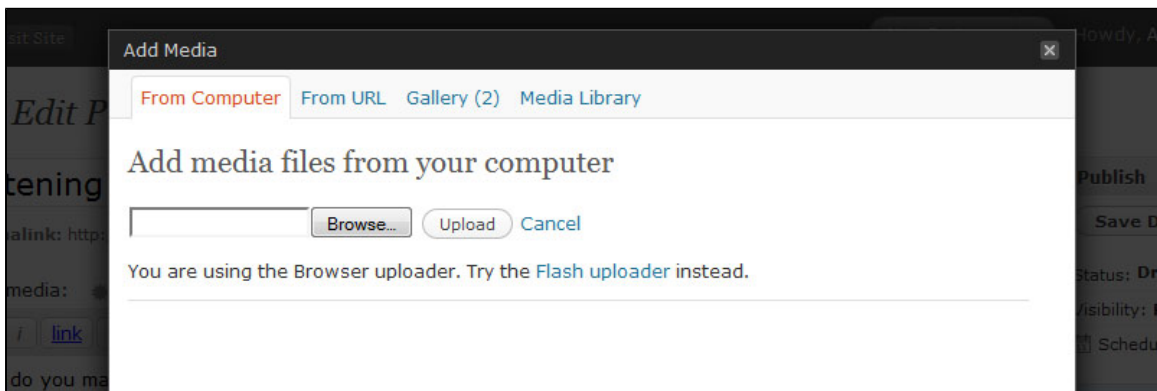
Enter a caption, if desired, in the "Caption" field. Enter a description of the photo for non-sighted users under "Title." (Title is another word for alt tag — for a description of what an alt tag is and our standards for writing these, please see Alt Tags.)

In most cases, the title is simply an abbreviated version of the caption.

Image Permissions

Image permissions are serious business — we must be sure that we only use images that we have explicit permission to use.

- If an image depicts any recognizable individual, obtain that individual's written permission via our standard photo release form before posting.

- Clear permissions for all images before uploading. Do not upload any images to which the Getty does not hold copyright. Check with check with the Registrar's Office at the Museum or the Research Institute, as applicable, and/or Trust Legal in cases of uncertainty.

- If an image is covered by any contract to which the Getty is a party, check with Communications or Trust Legal before proceeding. Common cases include contracts regarding loaned works of art and contracts covering the work of photographers hired by the Getty.

- If any works of art appear, please check with the Registrar's Office at the Museum or the Research Institute, as applicable.

- All images of works of art must have Digimarc watermarks.

Publishing, Scheduling, and Unpublishing Posts

Social Media Wiki Home

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Popular Labels
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On this page:

- To Publish a Post Immediately
- To Publish a Post at a Later Time
- How to Unpublish a Post

All posts remain in "Draft" status until you choose to publish them — i.e., push them to the live site. You can publish posts immediately, schedule them to publish at any set time in the future, and even unpublish posts (remove them from the Web site and revert them to draft form).

To Publish a Post Immediately

First, make sure your post is completely ready to roll, with all edits made, all relevant categories and tags applied, all images in place, and so on.
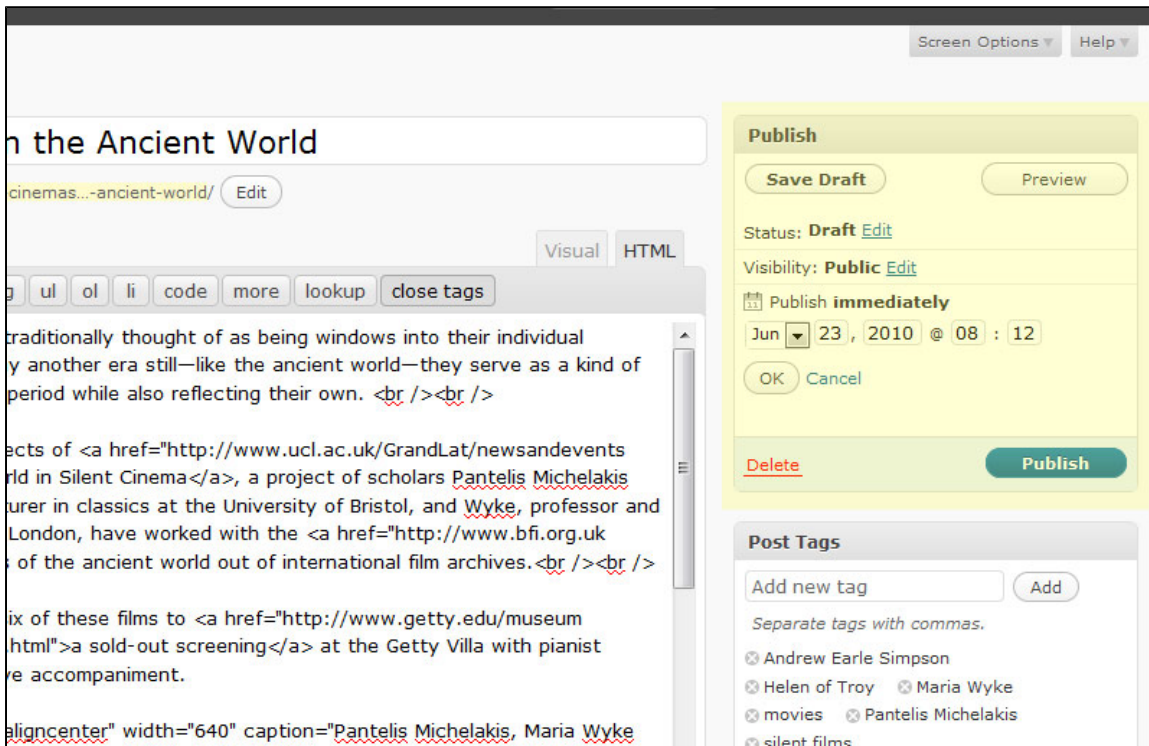
In the editing screen for the post, simply click the blue "Publish" button on the top right, in the grey "Publish" box (see screen capture below). The post will go up immediately.

To Publish a Post at a Later Time

This tool is useful for planning out posts to go up when you will be away from the computer or busy with other things.
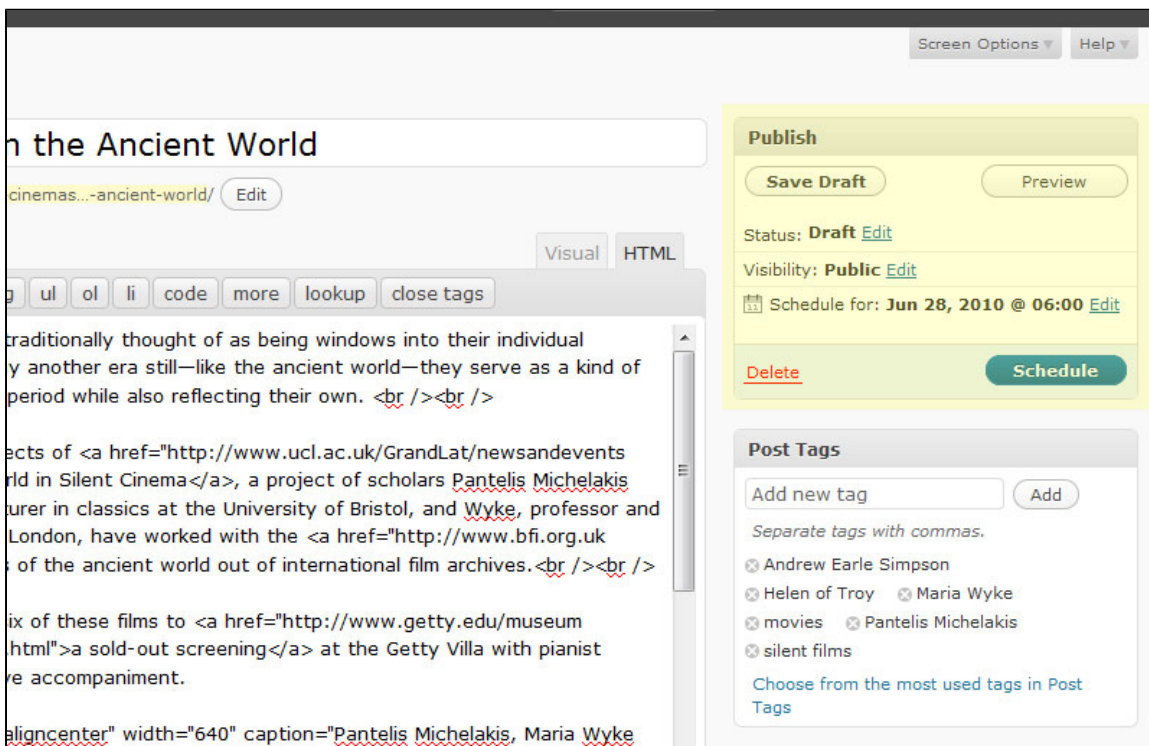
In the editing screen for the post, in the grey "Publish" box, click the blue "Edit" link just to the right of the words "Publish immediately." The box will open up and you will see a date and time appear, as in the screen capture below.

Enter the month, day, and time (PST) you want the post to publish. (We typically publish posts in the morning at 6:00 a.m. PST, which is 9:00 a.m. Eastern Time.) Click the "OK" button.

You will see that the blue button now reads "Schedule" rather than "Publish." Click the "Schedule" button. Notice that the post's status now changes to "Published."


You can still make edits to a scheduled post (or to any post, for that matter). You can also unschedule the post by clicking the "Edit" link next to its status and changing the status back to Draft, or change the date of the scheduled publish to another day or time by clicking the "Edit" link next to the scheduled day/time.

Do not delete a post (accomplished by clicking the red "Delete" link in the "Publish" box) unless you are sure you never want to publish it, ever. It's better to keep it on the Dashboard as a draft than to delete all trace of it from the system.

Once a post has the status of "Published," you can still edit it. Simply make edits and then click the blue "Update Post" button.
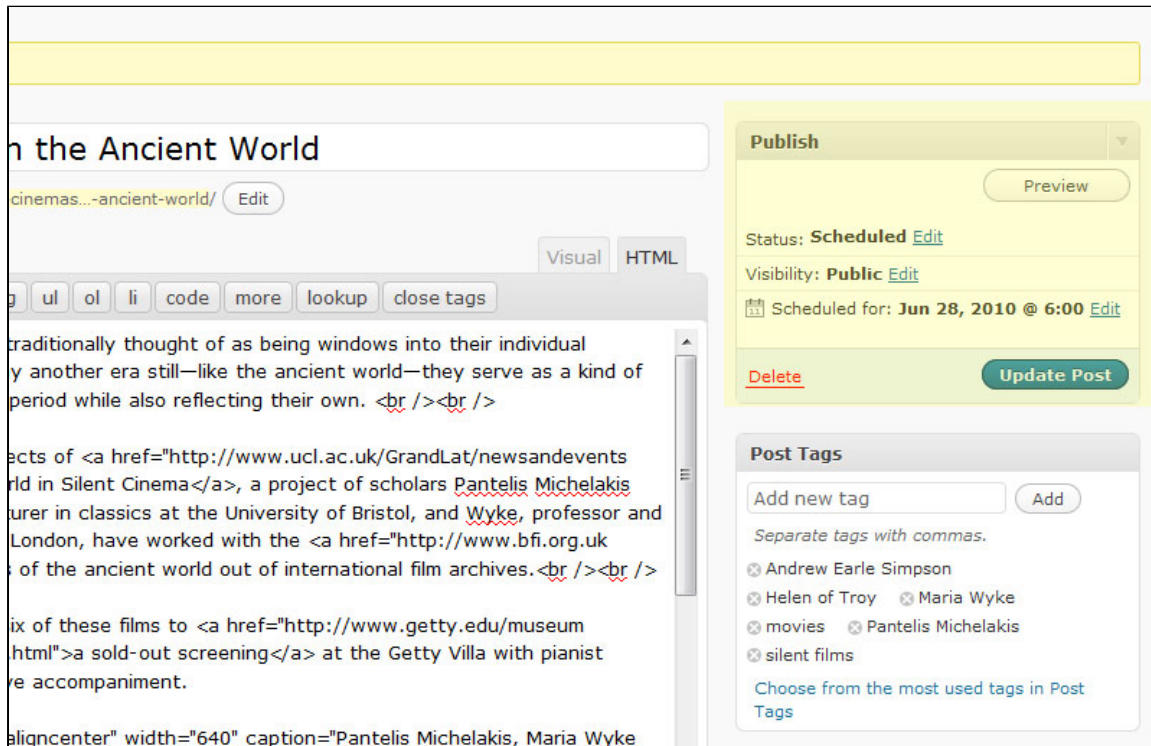
How to Unpublish a Post

If needed, you can unpublish a post — i.e., make it disappear from the live site. As an example, if you publish a post and then realize that you should have actually published something else intstead, you can unpublish the offending post and then publish something else instead.

Simply click the "Edit" link to the right of the "Published" status in the grey "Publish" box and change the status to "Draft."

Strategies to Build Readership

Networking Online

An important ingredient in building blog readership is reaching out to other bloggers and readers in the online space.

Guidelines for Commenting on other Blogs

Commenting on other blogs is an important way of "networking" ourselves online.

- Take time to read and get to know the tone and audience of a blog before leaving a comment.
- Comments must add value to the blog in question, be relevant to the post, and *not* be overtly self-promotional. For example, the comment might add information on the topic, ask an insightful question, etc.
- Comments should be left under your real name.
- Comments should link back to http://blogs.getty.edu/iris/ where possible.
- Use caution when commenting on major media blogs (such as CultureMonster or the WSJ) that have existing relationships with the Getty. When in doubt, ask Julie Jaskol or a member of her team for guidance.

E-mailing other bloggers when we have a post that we think will interest them

Networking in person and online with other museum bloggers in L.A. and elsewhere

Related Articles

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Problogger: 19 Strategies for Finding Readers for Your Blog
Problogger: 19 (More) Strategies for Finding Readers