FCO Blogs :: Images

The following guide explains how to use images more effectively. Relevant content improves the user experience, increasing the average time users spend on your site and search engine discoverability, making your blog posts more engaging and influential.

Contents:

Media Library:

The media library is an online media storage facility for your blog, which should be used to store only central, generic image content. This includes:

The Media Library has a capacity of 100Mb for all uploads. However, in the majority of cases you should embed images by URL, typically via Flickr or Facebook.

Where possible optimise your images, which are kinder on the web server and offer a faster experience for both users and bloggers alike.

Main Image Types

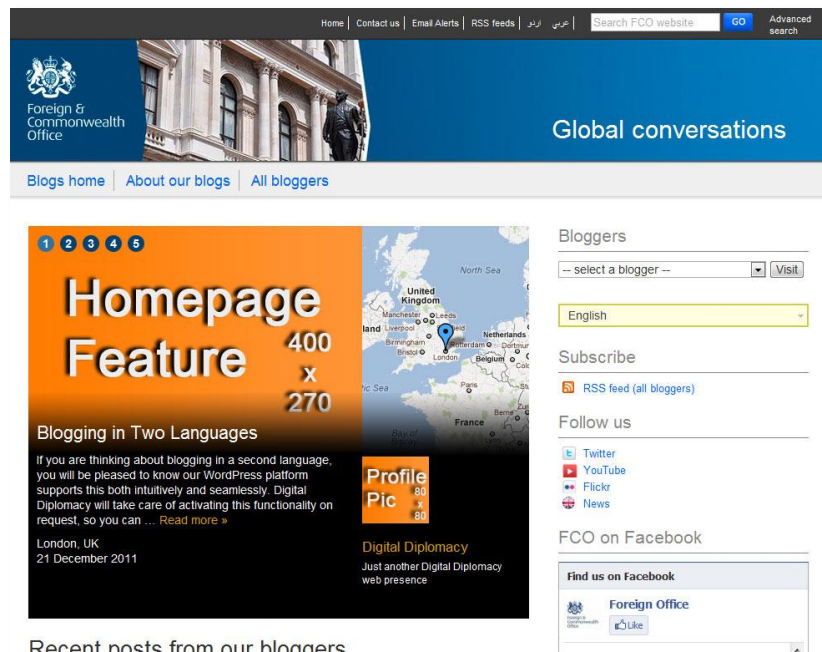When setting up your blog, several images are required. This is how they are used:

Homepage Feature:

This image will be featured on the homepage carousel to promote new blog posts - we cannot feature your blog posts without it. The window size is 400 pixels by 270

pixels. Larger images are desirable but are not scaled, so either crop accordingly or ensure the focal point of the image is aligned to the left-hand side.
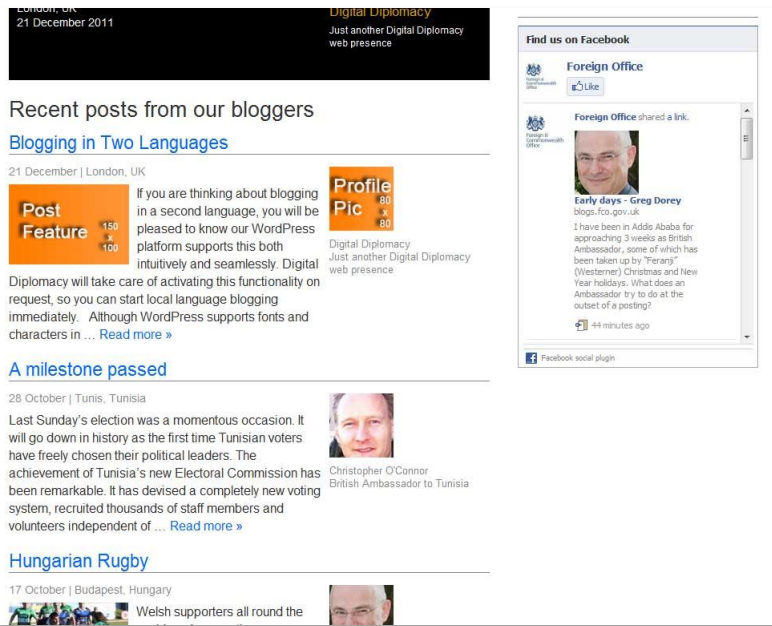
For featured posts, the carousel will also look for sufficiently large images to use as this image

Profile Pic/Blog Image:

Traditionally, these have been 80 pixels by 80 pixels (80x80) but we now support and encourage use of larger images. We standardise these to 300 pixels by 180 pixels (300x180) – both dimension and output ratio. The **Blog Image** is used in the sidebar for your blog homepage, and adjacent to recent posts on the global blogs homepage. The **Profile Picture** is associated with the user profile of the blogger, and is used on the post page to represent the individual author of each post. This distinction is particularly useful for group blogs, where multiple authors will post with individual profiles.

With regard to group blogs, we will allow a larger **Blog Image** provided a suitably generic, relevant image can be provided. The sidebar width limit is 300 pixels - images larger than this are generally fine but will be automatically scaled down to fit.
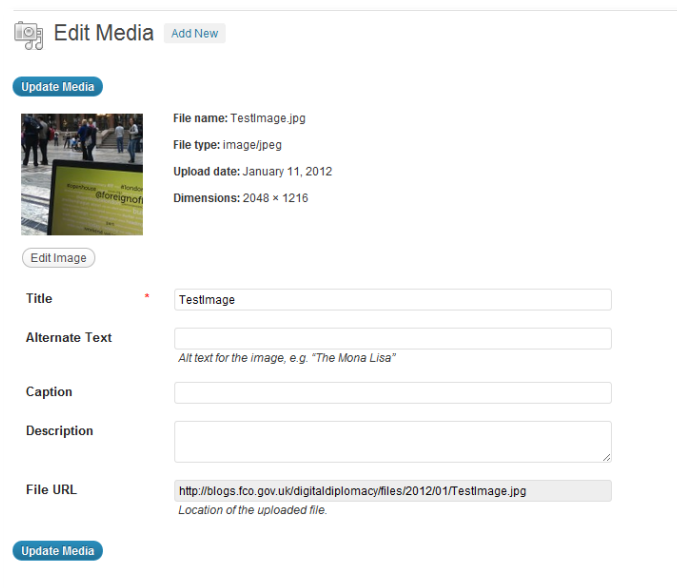
Adding Images to the Media Library:

Images can be added to the Media Library via the Wordpress home screen or directly from the post editing screen. *(Note: most file types can now be uploaded to the media library, not just image files)*

From the home screen:

- Select *Media Library* from the left-hand menu, and select *Add New*.
- *Choose File*, navigate to the relevant file (Open) and click *Upload*.
- You will then be taken to the Media Library itself. Click on the uploaded image at the top to move to the *Edit Media* page (below).
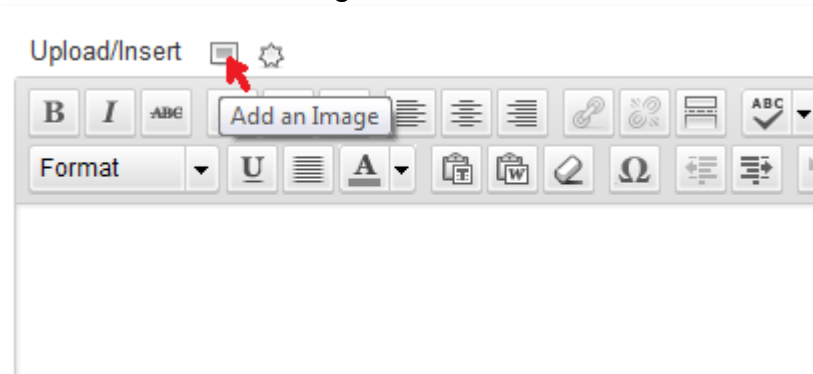
It is best practice to populate the above image settings there and then, so they are stored and replicated each time an image is used. Please try to complete the **Title**, **Alternate Text** and **Caption** at this stage (The **Description** can be used for further information if required).
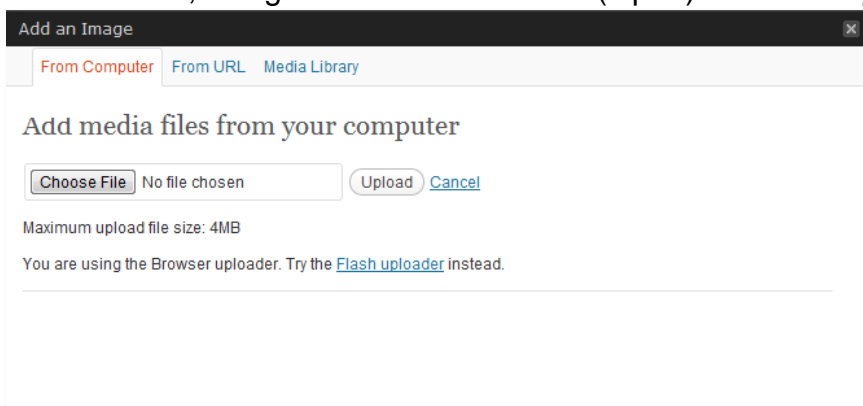
- **Title**: The text seen when the mouse icon hovers over the image.
- **Alternate text**: Text displayed by a screen reader, or if webpage images are disabled by browser settings.
- **Caption**: Accompanying, descriptive text below an image. Always try to use for full-width images, and for indicating copyright and an image's source where necessary.

From within a post:

- Click on the *Add an Image* icon above the visual editor:

- The "Add an Image" popup window display.On the *From Computer* tab, click **Choose File**, navigate to the relevant file (Open) and click **Upload**.
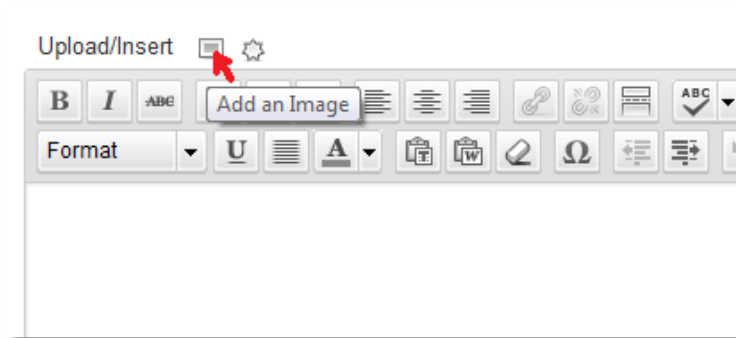

- You then have the opportunity to customise the image settings alongside the **Link URL**, **Alignment** and **Size**. Please try to complete the **Title**, **Alternate Text** and **Caption** at this stage (The **Description** can be used for further information if required).
- You can directly insert the image into your post once finished (***Insert Into Post***).

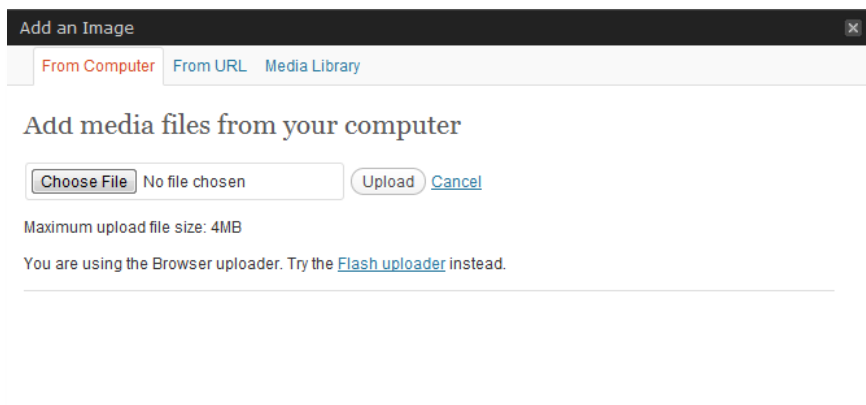Further information on [uploading media](#).

Adding Images to a Post/Page

To add an image to a post (or a page), click on the *Add an Image* icon above the visual editor:

The "*Add an Image*" popup window will display featuring three tabs:

- From Computer
- From URL
- Media Library

Images can be uploaded to the media library via the "*From Computer"* tab as before.

You can also insert pre-existing images via the "*Media Library"* tab. This takes you to a list of available images. Click "*Show*" to open the settings for an image, from which you can customise the image settings and then "*Insert into Post*".

Perhaps by far the most useful way to add images is from a URL. To insert images this way choose the "***From URL"*** tab.

To successfully add an image from URL:

- Paste the image URL into the *Image URL* field. Wordpress will run an instant, background check to verify it can access the image (indicated by a green tick).
- Complete the Image Settings.
- Finish by choosing "*Insert into Post"*.

Further information on inserting images into Posts and Pages is available here.

Using Images from URL

Wordpress can use externally-sourced images within Posts and Pages. The most common ways to do this are covered below. Please only use images where you have full permission to do so:

Embed a Facebook photo:
Right-click on the full-screen photo and choose "*Copy image URL*". In Wordpress, click *Add an Image* above the visual editor, choose *From URL* tab, and add the image URL by pasting (Ctrl-V) in the link. Complete the details and finish by clicking "*Insert into Post*". You may need to adjust the dimensions to fit the width of the post (500 pixels with a typical height of 333 pixels for landscape images)

Embed a Twitter Photo (URL):
Navigate to the photo on Twitter, right-click, and "*Copy image URL"*. Paste this into the Image URL field, under the *From URL* tab on the *Add an Image* screen.
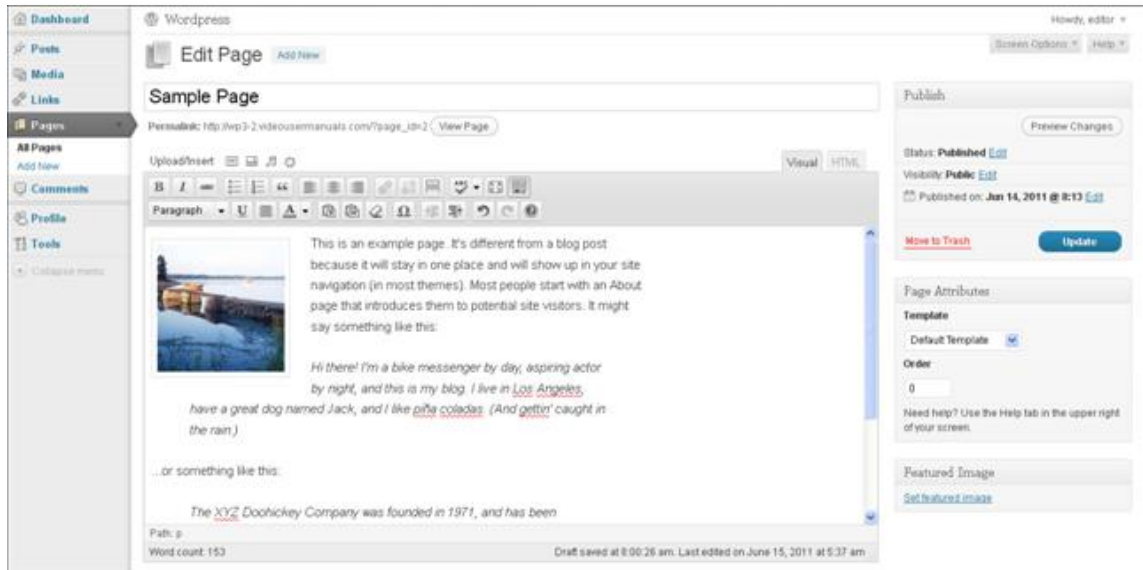
Embed a Flickr Photo (URL):
Right-click the image in Flickr, and select "*View all sizes: Medium 500*". On the following screen, right-click the image and select "*Copy Image URL*". Return to Wordpress and then proceed to add an image **From URL** (see above), pasting the
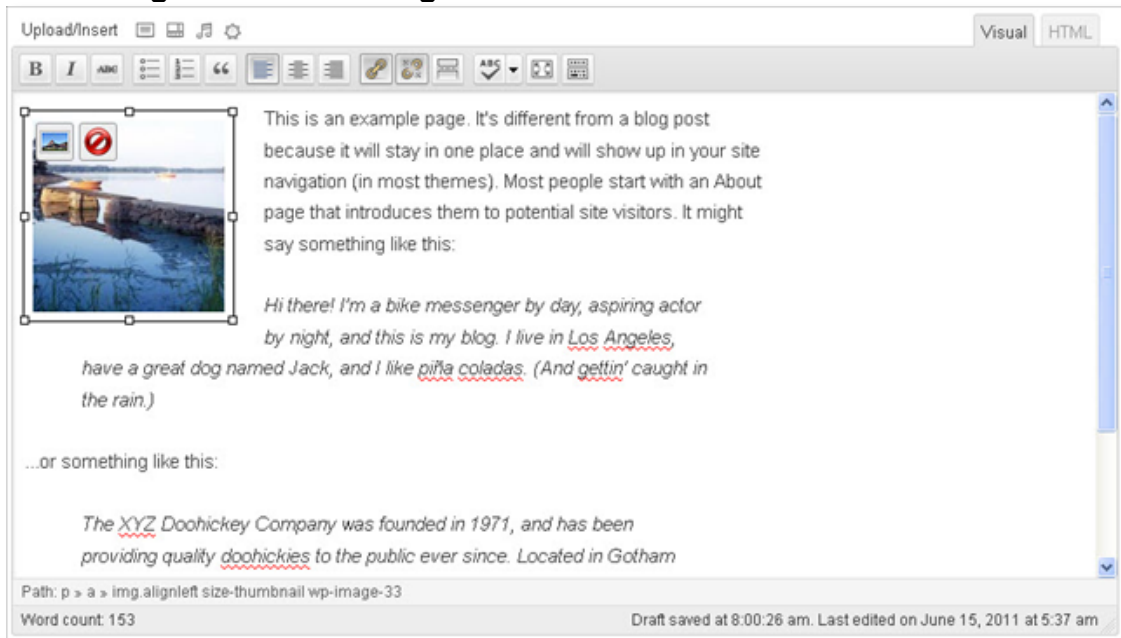
URL into the Image URL field. Once Wordpress verifies the URL, proceed to complete the details, including title and caption.
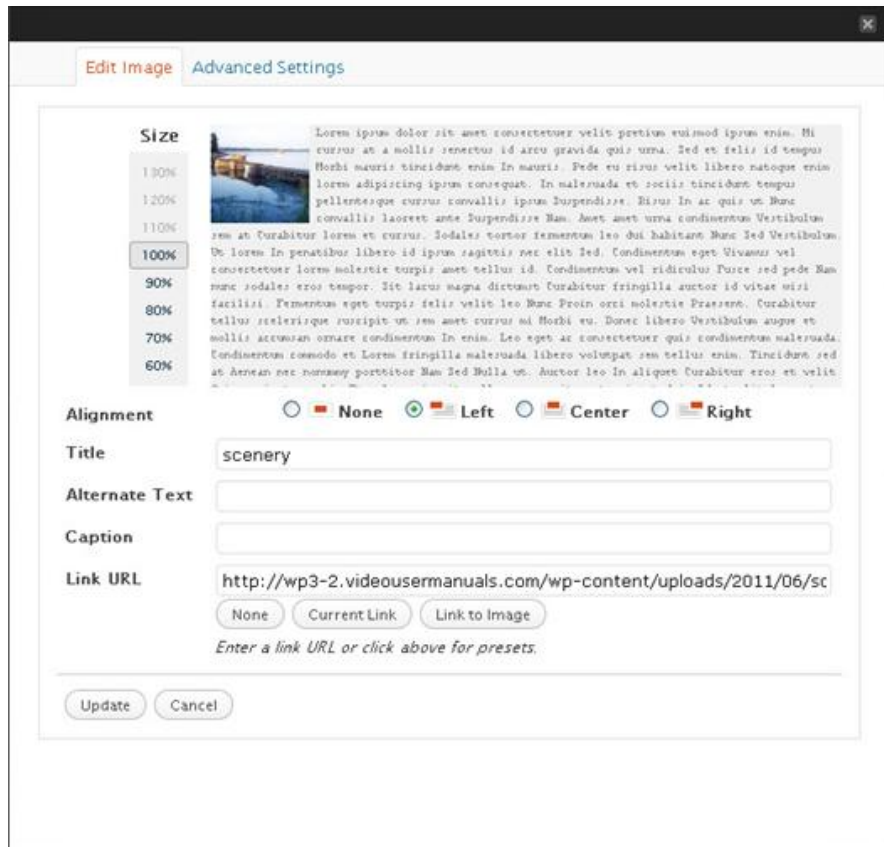
Editing an Image

You can edit images to change the way they appear on your page.

To edit an image, click on the image to reveal the **Edit Image** and **Delete Image** buttons:

The **Delete Image** button will delete the image from the page immediately.
The **Edit Image** button will open the following pop up dialog box:

Use the **Size** slider to alter the size of the image on the page and edit the alignment by choosing **None**, **Left**, **Center** or **Right**. You can also change the **Title**, **Alternate Text**, **Caption** and **Link URL** of the image.
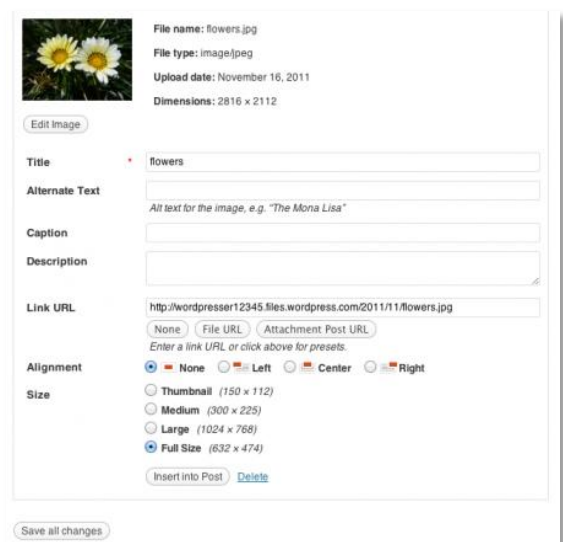
Image Settings:

It is best practice to complete the image settings when uploading images to the Media Library for the first time. This ensures they are stored and replicate each time an image is used.
Completing these is also necessary every time you embed an image directly from a URL.
Several settings are only displayed when editing a post (e.g. Link URL).

Please ensure the following settings are appropriately customised:

Title: The text seen when the mouse icon hovers over the image.
Alternate text: Text displayed by a screen reader, or if webpage images are disabled by browser settings.
Caption: Accompanying, descriptive text below an image. Always try to use for full-width images, and for indicating copyright where necessary.

Extra settings from within a post:

Link URL: It is preferable to disable the link URL from all photos. If you wish to link to your external photo album on Facebook or Flickr, please do so in the main text via inline links, or link to these resources in a sidebar widget. If you must link to a higher quality version, or to allow the user to download a copy, doing so here is permissible.
Alignment/Size: You can generally customise these options to suit, but where images are of a sufficient quality, we recommend full-width images between paragraphs.

Optimisation:

Please attempt to optimise all images where possible. This will help also optimise capacity when uploading to the media library. This will also make for a faster, leaner experience for users, especially those on slower connections.

- Opt for Jpegs/.JPGs, GIFs, and .PNG file formats.
- Crop images if necessary.
- Use dimensions reflecting the image type to avoid distortion or wasted quality.
- Reuse generic imagery when necessary.

Useful Links

WordPress Codex
For further information on using WordPress, please consult the [WordPress Codex](#), an online manual for WordPress and a living repository for WordPress information and documentation. Relevant links to this Codex are featured throughout this guidance.

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