FCO Blogs :: Multilingual Blogging

Our Wordpress platform supports blogging in multiple languages seamlessly – just ask us to activate by emailing us at blogadmin@digital.fco.gov.uk

We will activate a plug-in called **WPML** (WordPress MultiLingual), which allows bloggers to effortlessly run one site in multiple languages. From a blogger's point of view, it is very quick and easy to produce multilingual content in a format that is optimised for users. From the user's point of view, they only read the local content intended for them.

The best way to describe WPML in action is to show you: Arabic, Spanish and Japanese blogs are already live and running on our platform.

This guide will take you through the step-by-step process of creating blog content in multiple languages. It mirrors the basic publishing process, so make sure you have read our basic guidance.

For the purposes of this guide, we assume the default language is English.

Contents

1. The Dashboard

Once logged in you will see your Dashboard. With WPML enabled, you'll notice only one change as an Editor: a language switcher at the top of the screen. Everything else stays the same.

Note: this switcher is aimed at available blog content: i.e. posts and pages. We do not intend to support multiple languages for the Wordpress dashboard interface.
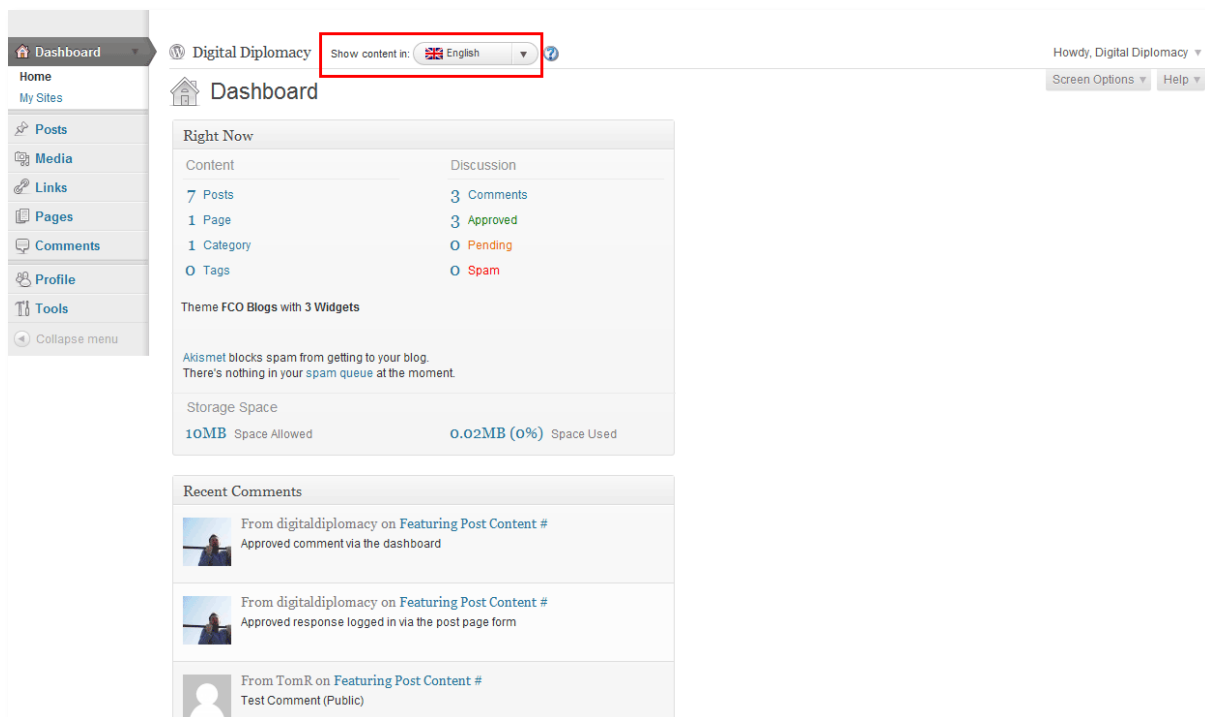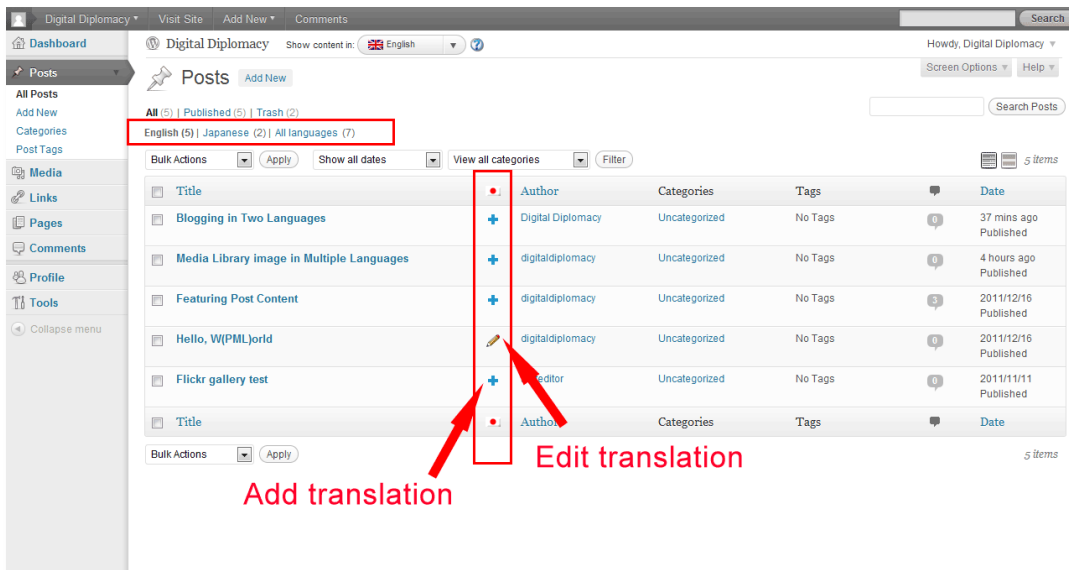
2. Posts

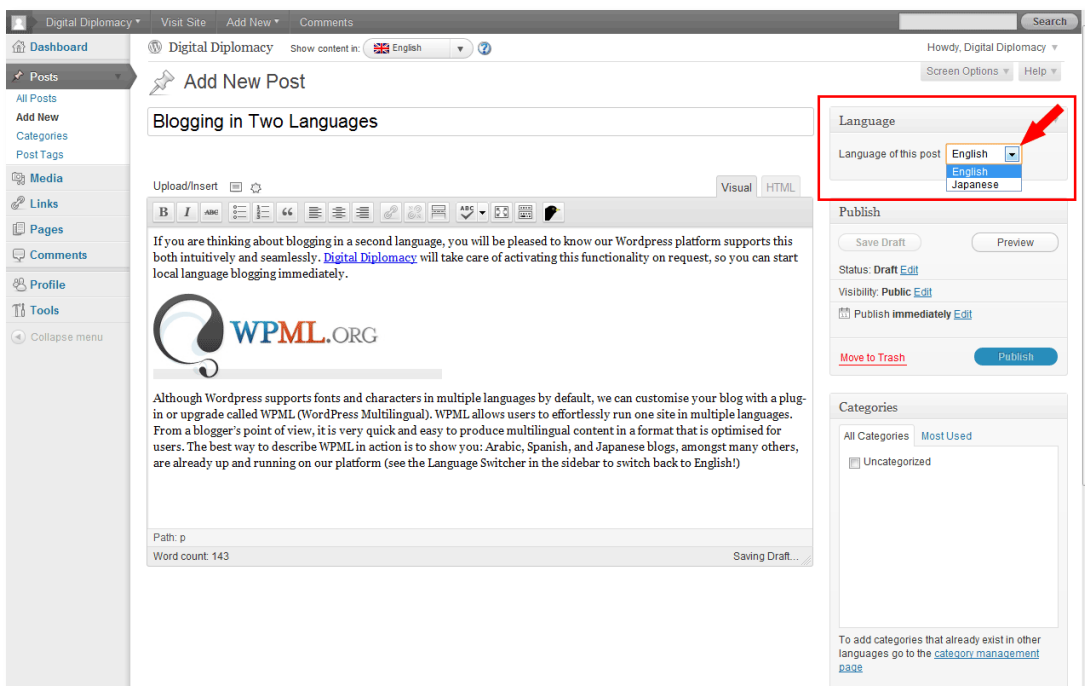## 2a. All Posts

When selecting the **Post** menu from the sidebar, you will be see an overview of your posting history. WPML creates two new additions (in addition to the previous):

- Language breakdown in terms of posts per language
- Language column, with options to add ➕ and edit 🖉 a translation.

2b Add New Post

Clicking on **Add New** takes you to the familiar post editing screen.

In the top-right hand corner you will see an extra panel, telling you which language your current post will be in. It will default to English*, so you don't need to change this in the first instance.

2c Add New Post Translation

Once you finish working on your English post, clicking **Save Draft** or **Publish** will update the screen to incorporate a new option:
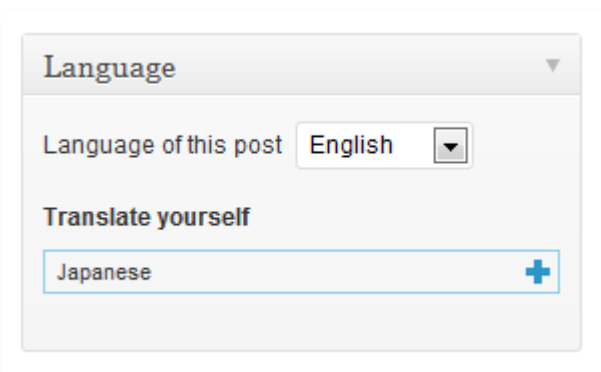
Once you have finished editing your English post, you can jump directly into your manual translation. Click on the blue plus sign beside the language title (equivalent to the same sign seen earlier on the **Posts** homepage).
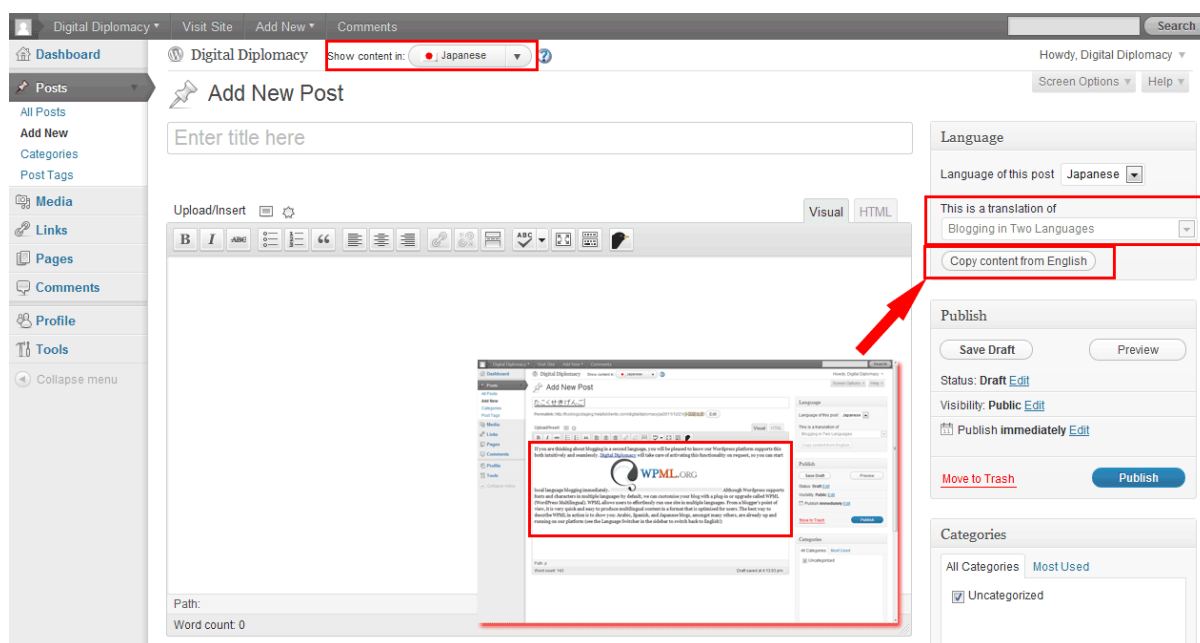

This will take you to a new **Add New Post** editing screen. The subtle differences you will notice include:

- The "***Show content in:***" dialogue at the top of the screen now reflects the language you are about to translate into to.
- The language panel on the right-hand side now has two additions:

- "***This is a translation of:***" reminds you of the original post this translation represents.
- The "***Copy content from English***" button is useful for duplicating all the content from the original post, so you can translate on the fly and inline without flipping between different windows or tabs.

You should now begin translating your post into the second language. Several points worth noticing:

- The title will not be copied over via the **Copy content** button.
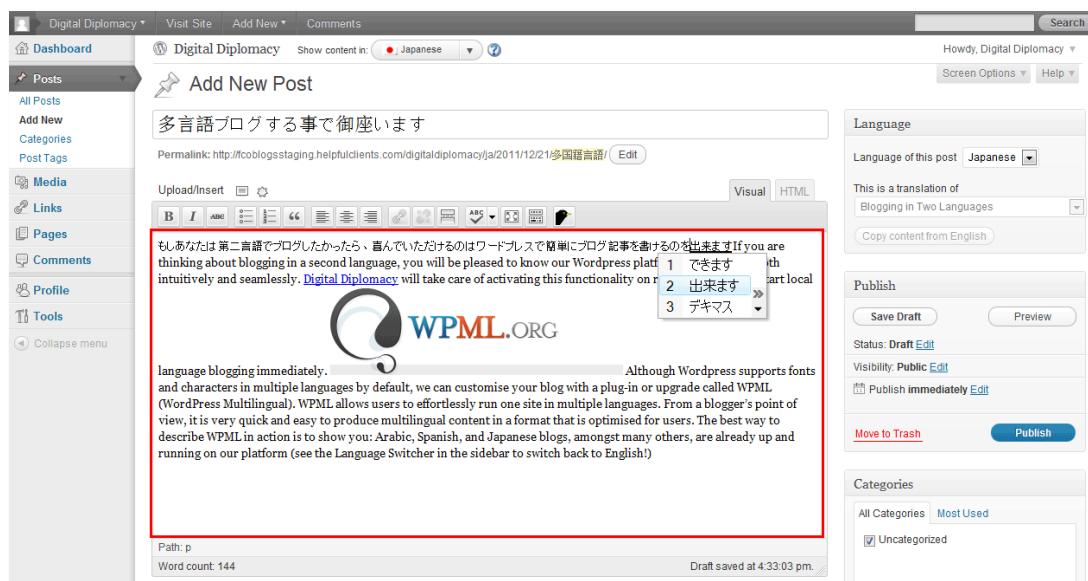
- For images, you do not need to upload/link to a separate image than before.

  Each instance of an image in a post is unique, so you can edit the title, alt-text and caption into the local language, from the original image. It won't affect the global settings of the original image in the Media Library (if uploaded).

  - Click on the image itself.
  - Click "Edit Image" button in the upper-left corner.
  - Edit the properties, by translating the title, alternate text and caption.
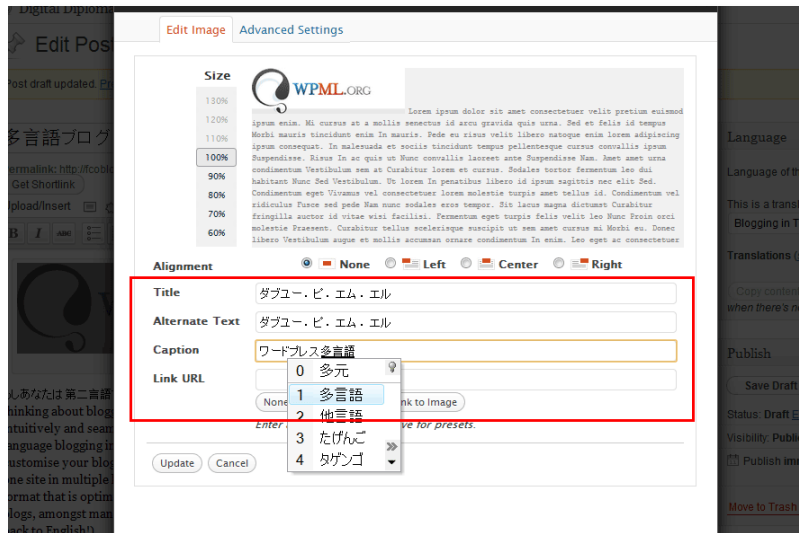
- This is equally true of other content duplicated across from your original post, including hyperlinks, video and other embeddable media.

  It is best practice to fully complete your original post, enriched with relevant media and inline links, <u>before</u> commencing your translation.

- You can flip back to the English post to check everything is maintained independently, including the image settings. After saving your draft, or publishing, just select English from the language switcher at the top of the screen.
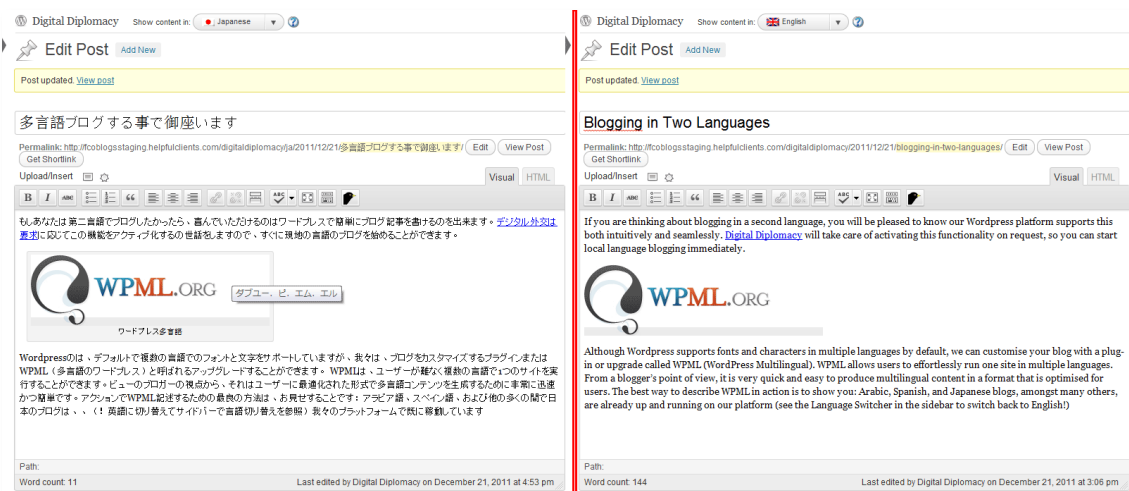
2d Previewing WPML in action

Previewing your posts uncovers the simplicity of WPML. At the top of the post, you will see an addition, "*This post is also available in:*" to alert the user a translated version exists. In the sidebar, a language switcher also exists.

Choosing the second language jumps to that version. The sidebar widget remains present across all pages/posts where a translation exists, and always on the homepage. This allows the user to navigate between content in multiple languages easily.

3. Pages

Translating pages operates in <u>exactly the same way</u> as posts (please refer to Posts guidance for more in-depth coverage of the following summary):

1. Complete working on the English version of the Page (in order to duplicate content and links across) before clicking **Save Draft** or **Publish**.
2. Click on the blue plus by the language you want to translate into.
   This is in the Language Panel in the upper-right corner of the Page editing window.
3. On the second **Add New Page**, you will see the familiar Language panel with translation options.
4. To duplicate your English Page, click "*Copy Content from: English*".
5. Begin translating inline, updating links and images with the correct titles.

When you come to preview your pages, you will see they are more or less analogous to how individual posts look. The WPML additions to switch between languages have again been highlighted below:
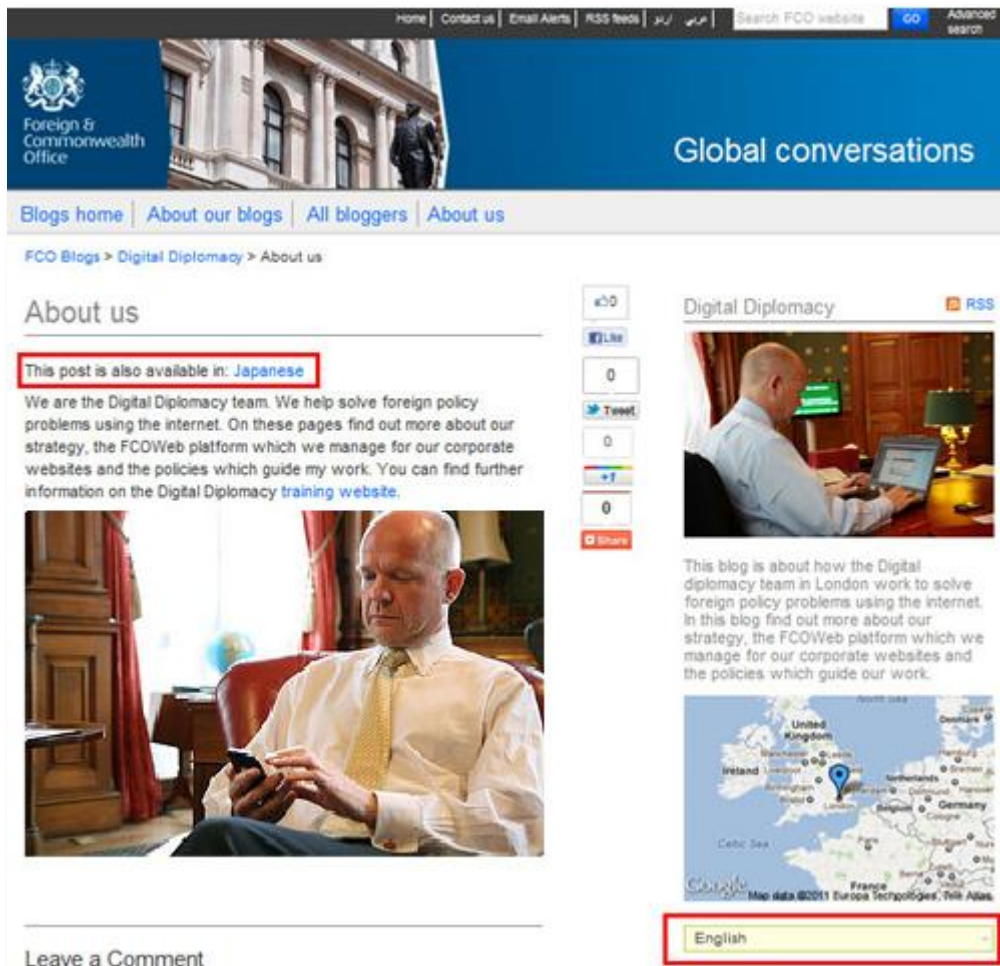
4. Categories & Tags

As your blog grows, it is increasingly important to organise existing content in a way that is most accessible to the user.

Categories allow for organisation by broad theme, perhaps to show users what policy area your blog post is discussing e.g. Economy, Education, Politics.

Tags are a way of highlighting keywords in your blog posts, helpful for users interested in exploring a specific topic. These can also be visualised in a sidebar widget if desired, and is a great way to represent your blog in terms of what you blog about most frequently:

Categories and tags also complement search engine optimisation, your blog's discoverability and are also supported by WPML.

This is useful to support because both categories and tags are clickable search items, which take the user to a page listing all relevant content in that particular category or tag. (E.g. clicking on the Politics tag above will show the user all posts tagged as such).

On these search pages, the user will be notified of an identical page in the second language, as shown on the next page.

FCO Blogs > Tom Burn > Posts tagged "Olympics"

Tagged: Olympics

🔊 RSS

Tom Burn » Tokyo

This blog aims to highlight the work that the Embassy is delivering, to discuss UK priorities and also provide a personal insight into the work of an Embassy.

› About Tom
› UK in Japan
› UK in Japan on Facebook
› UK in Japan on Flickr
› UK in Japan on Twitter

Nadeshiko Japan

23/09/2011 | Reply

Nadeshiko Japan will be stars in London 2012, but also role models. The sheer joy in Japan when the impressive ladies of their football team won the World Cup in Germany this summer was a pleasure to witness. Their victory was testament to the benefits of working hard and sticking to your beliefs even when you get little support or attention. Having struggled recently to get funding or publicity, the … Read more »

One year to go!

25/07/2011 | Reply

On Wednesday 27 July, we are marking one year to the London Olympics in 2012. We will be joined by two of Japan's most exciting athletes, Kasumi Ishikawa, Japan's number one table tennis player, and Wakako Tsuchida, the first Japanese athlete to hold gold medals from both the summer and winter Paralympics. It's great for us to be able to welcome one of Japan's best new talents and one of … Read more »

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This blog in other languages

English
日本語 (Japanese)

Search

In the above example, clicking on a tag for "Olympics" takes you to all posts tagged with "Olympics". With WPML translations set up, you will see the language switcher in the sidebar which takes you through to the parallel page below:

FCO Blogs > Tom Burn > Posts tagged "オリンピック"

Tagged: オリンピック

🔊 RSS

Tom Burn » Tokyo

This blog aims to highlight the work that the Embassy is delivering, to discuss UK priorities and also provide a personal insight into the work of an Embassy.

› About Tom
› UK in Japan
› UK in Japan on Facebook
› UK in Japan on Flickr
› UK in Japan on Twitter

なでしこジャパン

23/09/2011 | Reply

2012年ロンドンオリンピック大会での大活躍が期待されるだけでなく、人々の素晴らしいお手本です。今年の夏、サッカー日本女子代表が、ドイツで開催されたワールドカップで優勝しました。日本中が歓喜に包まれる様子を見て、私も大変嬉しく思いました。この勝利は、なでしこ達が、懸命に努力を続けたことに加え、人々の支援や注目を余り集めることがなかった時期にも諦めず、信念を持ち続けて頑張った証と言えましょう。広報及び資金面での苦労が最近まで続いたようですが、今、チームにはスポンサーからのオファーが殺到し、あらゆるメディアで大きく報道され、世界一の座を射止めた乙女達は輝いています。なでしこジャパンは、中国で行われた2012年ロンドンオリンピック大会の最終予選を勝ち抜き、出場権を獲得して帰国しました。日本を愛し、サッカーを愛する者にとって、これは素晴らしいニュースです。オリンピックは、なでしこ達の実力を、再度、世界に広く示す絶好の機会であり、人々は、彼女らの強固な意志、技術、謙虚でひたむきな努力に勇気づけられることでしょう。英国は、サッカーの発祥地であり、精神的な故郷でもありますが、なでしこ達は、その地で、世界的に有名なサッカー・スタジアムを舞台に、サッカーに精通する、世界の熱烈なファンが見守る中、プレーすることになります。彼女たちには、是非、ロンドンで行われるスポーツの祭典を満喫てほしいと思います。また、なでしこ達は、

Map data ©2011 Europa Technologies, SK M&C, ZENRIN

This blog in other languages

日本語

It is worthwhile adding this support, so your local audience can quickly discover relevant content in their language e.g. about the Olympic Games in London 2012.

4a Creating and Translating Categories

Select the **Posts** menu in the sidebar, followed by **Categories**. Proceed to create your category as per normal. With WPML enabled, you will notice a Language box at the bottom of the screen telling you the language of your category:
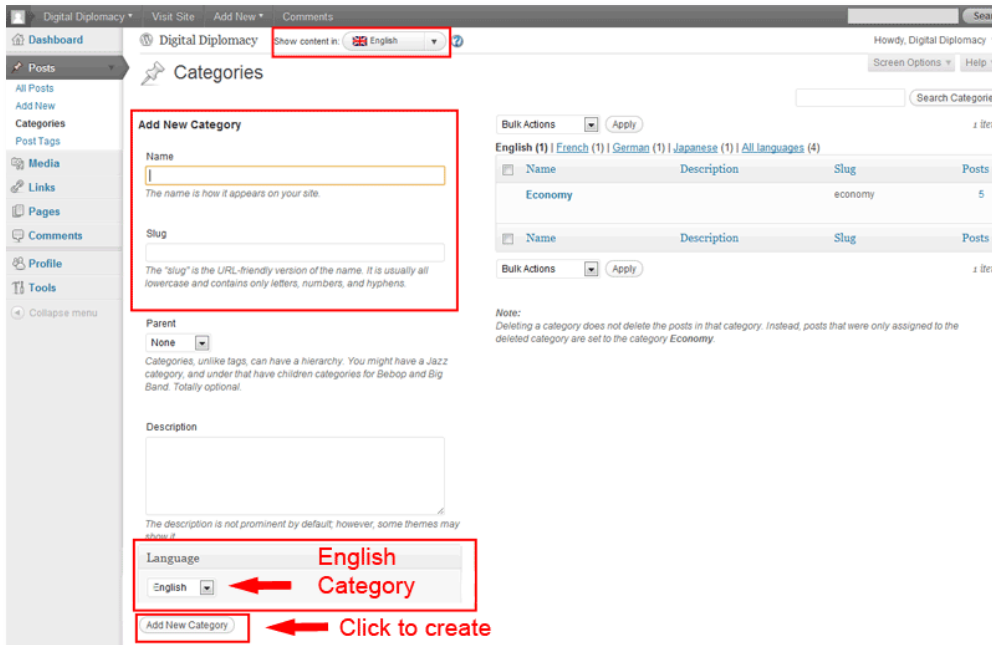

- Ensure the language is set to English.
- Click "Add New Category" to create
- The category will be added to the existing list on the right-hand side.
- Click on the category itself, or on "Edit" just beside it:

On the next screen click on "add" next to the language to translate into:
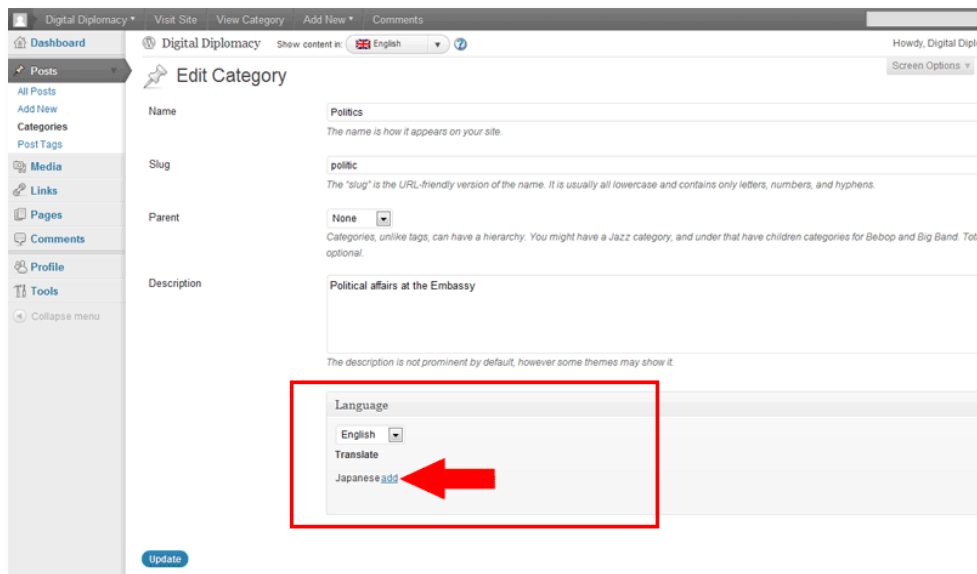
- You will return to the **Add New Category** screen, with some subtle differences.
- You will a language bar at the top representing what language "mode" you are in.

- You will see a Language panel at the bottom confirming the language and the original parallel category:
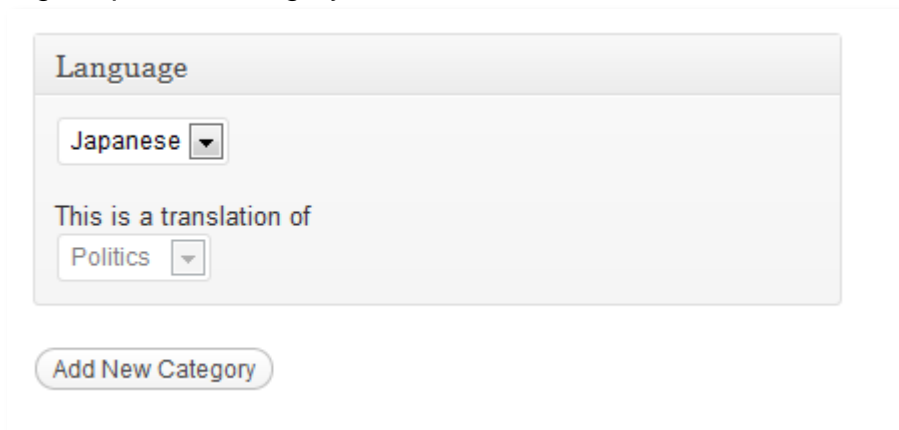
- Complete the details, and click "**Add New Category**" to finish.
- These categories will be available to apply to posts when editing the translations of posts.

4b Tags

Translating tags operates in <u>exactly the same way</u> as categories (please refer to Categories guidance for more in-depth coverage of the following summary):

- Navigate to the **Posts** menu, then **Post Tags**.
- Create new tags if required, or select existing tags to translate.
- Return to your blog posts to customise with the relevant tags.

4c Quickly Generate Categories/Tags

You can quickly generate categories and tags when needed directly from the **Add New Post** screen. On the right-hand side are two panels called "Categories" and "Tags".

- For tags, ensure multiple entries are separated by commas "," and do use phrases where necessary:

  E.g. **Olympics**, **London 2012**, **Sports**, **The Olympic Games**

- This process is useful for tagging and categorising on the fly, but you will still need to pair up everything from within the sub-menus looked at previously.
- This is to help users navigate and identify when there is content available in the other language.
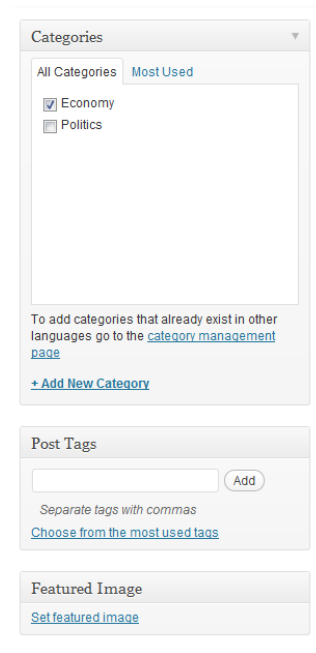
# 5. Additional Notes

5a Benefits of Translation

- There is no requirement or pressure to translate every post, as multilingual blogging requires a greater time investment. However, there are many benefits:

  - Improving engagement across all your social media channels.
  - Improving the performance of your local language site.
  - Target new audiences.
  - Search engine optimisation.

5b More Than Two Languages

- There is no restriction to blog in just two languages, as WPML supports as many as needed. Most of the drop-down menus will list the extra languages available and the main overview for Posts/Pages will represent each new language in a new column (as seen on the next page).

  This creates interesting opportunities for:

  - Blogs for countries with more than one official language (e.g. Belgium)
  - Group blogs across a region with multinational bloggers.
  - Blog collections representing a common policy goal.
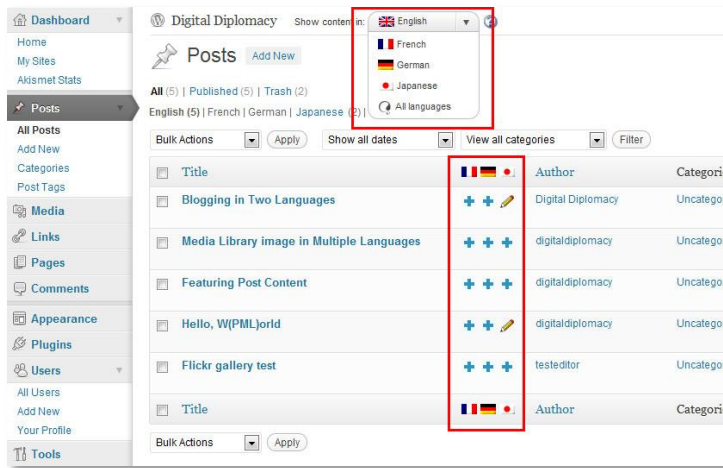
5c IT Support

▪ Responsibility for installing fonts, language packs and IMEs (Input Method Editors, i.e. keyboard software) remains with the local IT support at Post. The digital team in London cannot offer the resource or expertise to configure or calibrate these settings - we support WPML and the blogs platform.

5d Default Language

WPML works by making one language the default language, and then adding another language alongside in parallel. This creates:

blogs.fco.gov.uk/bloggername/   (English <u>default</u>)
blogs.fco.gov.uk/bloggername/fr   (French in parallel)

If preferred, you can make your main site the local language default, with an English site added in parallel:

blogs.fco.gov.uk/bloggername/   (French <u>default</u>)
blogs.fco.gov.uk/bloggername/en/   (English in parallel)

Just let us know if you wish to do this.

END