FCO Blogs :: Multilingual Blogging

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

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: <u>Arabic</u>, <u>Spanish</u> and <u>Japanese</u> 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 <u>default language</u> is English.

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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.

A Dashboard	Digital Diplomagy	
Home My Sites	Dashboard	v content in.
A Posts	Pight Now	
똏 Media	Content	Discussion
C Links		
Pages	/ Posis	2 Approved
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	Recent Comments	
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	From digitaldiplom Approved response to	acy on Featuring Post Content # ogged in via the post page form
	From TomR on Fea Test Comment (Publi	turing Post Content # c)

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 tand edit a translation.

Digital Diplomacy •	Visit Site Add New Comments						Search
Dashboard	🕦 Digital Diplomacy Show content in: 🗱 English 🛛 🔻 🧭						Digital Diplomacy 🔻
Posts All Posts	Posts Add New					Screen (Options v Help v
Add New	All (5) Published (5) Trash (2)						Search Posts
Categories	English (5) Japanese (2) All languages (7)						
Post Tags	Bulk Actions Apply Show all dates View	v all cate	egories 💽 Filter				5 items
& Links	Title	•	Author	Categories	Tags		Date
Pages	Blogging in Two Languages	+	Digital Diplomacy	Uncategorized	No Tags	Q	37 mins ago Published
Comments	Media Library image in Multiple Languages	+	digitaldiplomacy	Uncategorized	No Tags	Ģ	4 hours ago Published
TI Tools	Featuring Post Content	+	digitaldiplomacy	Uncategorized	No Tags	3	2011/12/16 Published
Collapse menu	Hello, W(PML)orld	2	digitaldiplomacy	Uncategorized	No Tags	Ģ	2011/12/16 Published
	Flickr gallery test	+	editor	Uncategorized	No Tags	Ģ	2011/11/11 Published
	🔲 Title		Autho	Categories	Tags		Date
	Bulk Actions Apply		Edit tra	nslation			5 items
	Add 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:

Language	Ŧ
Language of this post English 💌	
Translate yourself	
Japanese	+

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).

📃 🔰 Digital Diplomacy 🖲	Visit Site Add New Comments	Search
Dashboard	🛞 Digital Diplomacy Show content in: 💽 Japanese 🔻 🛛 🖉	Howdy, Digital Diplomacy 🔻
Posts	Add New Post	Screen Options v Help v
Add New Categories	Enter title here	Language
Media	Upload/Insert 🗉 👌 Visual HTML	This is a translation of
Pages		Copy content from English
Comments		Publish
Collapse menu		Save Draft Preview Status: Draft Edit
	Links Links <t< th=""><th>Visibility: Public <u>Edit</u> ∰ Publish immediately <u>Edit</u></th></t<>	Visibility: Public <u>Edit</u> ∰ Publish immediately <u>Edit</u>
	Common C	Move to Trash Publish
		Categories
	Para groupped Renew 10 Dataset 410 par	All Categories Most Used
	Path:	Uncategorized
	Word count: 0	

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.



	Edit Image Advanced Settings	
Post draft updated. Pr	Size	
多言語ブログ ermalink: http://fcoble	 100% <li< th=""><th>Language Language of this</th></li<>	Language Language of this
pload/Insert 🔳 🗶	80N Condimentum espet Vivamus vel consectetuer lorem malertie turpis mes tellus id. Condimentum vel ridiculas funce sed pede Man muc sodules eros tempor. Els laros mapu distunt Candaltur fringilla autorita di stallati. Rementum espet turpis falli vella lo Bonde Frain crei andi espetito della reaceme. Cambitor tellas socialma ranzar condimentum in enis. Kes espet se consecteturar elluso Virtuilum augue en turbi sa comanta norare condimentum in enis. Kes espet se consecteturar	This is a translat Blogging in Two
	Alignment 🔍 💻 None 🖉 🚍 Left 🖉 🚍 Center 🖉 📑 Right	Translations (<u>sh</u>
	Title ダブユー・ビ・エム・エル	(Copy content fr when there's no t
	Alternate Text ダブユー・ビ・エム・エル	
	Caption ワードプレス <u>多言語</u>	Publish
しあなたは第二言語	Link URL 0 多元 * None 1 多言語 nktn (mage	Save Draft
hinking about blog	2 他言語 ve for presets.	Status: Draft Edi
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ustomise your blog ne site in multiple l	Update Cancel 4 タガンゴー	🖄 Publish imme
ormat that is optim logs, amongst man ack to English!)		Move to Trash

• 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.

Show content in:	Japanese	•	3
.dd New	English		

🚯 Digital Diplomacy Show content in: 💽 Japanese 🔻 🗭	🚯 Digital Diplomacy Show content in: 🗱 English 🔹 🧭
Edit Post Add New	Edit Post Add New
Post updated, <u>View post</u>	Post updated. <u>View post</u>
多言語ブログする事で御座います	Blogging in Two Languages
Permalink:http://fcoblogsstaging.helpfu/clients.com/digital diplomacy/ja/2011/12/21修業語プロジまる事で創建います/ Edit (View Post) Cet Shortlink)	Permalink: http://tcoblogsstaging.helpfulcients.com/digitaldiplomacy/2011/12/21/blogging-in-two-languages/ Edit (View Post) (Get Shortlink)
Upload/Insert 🗏 🧔 Visual HTML	Upload/Insert 🗉 👌 Visual HTML
B I ∞ Ε Ε 4 ≥ ≥ Ξ 2 2 🛱 ザ 🖸 📰 🗲	B I MC 등 등 4 8 8 8 2 2 8 8 5 • 13 8 8 €
N. あれたは第二篇語で10つしたからべら、高んでいたがものはワードカレスで登録につログを取るまためを出来ます。デジカルが効定 置割に応じての撮影をクライグをするの世話をよすので、すべに現地の言語のプログを始めることができます。 の「アメーレービービービービービービービービービービービービービービービービービービー	If you are thinking about bloghing in a second language, you will be pleased to know our Wordpress platform supports this both intuitively and seamlessly. <u>Distal Diplomacy</u> will take care of activating this functionality on request, so you can start local language blogging immediately. WPML.ORG Although Wordpress supports fonts and characters in multiple languages by default, we can customise your blog with a plug- in or upgrade called WPML (WordPress Multilingual). WPML allows users to affortlessly run one site in multiple language from a blogger point of view, it's very quick and away to produce multilingual content in a format that log to public of the syst port of the one is the very quick and away to produce multilingual content in a format that log to public of the syst port of the one is the very quick and away to produce multilingual content in a format that log to public of the syst port of the one is the very quick and away to produce multilingual content in a format that log to public of the syst port of the one is the very quick and away to produce multilingual content in a format that log to public of the syst port of the one is the very quick and away to produce multilingual content in a format that log to public of the syst port of the one is the very quick and away to produce multilingual content in a format that log to public of the system of the one of the system of the one of the very quick and away to produce multilingual content in a format that log to public of the one of the on
かつ凝集です。アクションでWPAIL記述でおための最後の方法は、も見せてることです。アラビア語、スペイン語、もよび他の多くの話で日本のプログは、、(1 英語に切り着えてサイドバーで言語切り着えを参照) 数々のブラットフォームで既に客動しています Path: Word count 11 Latenticity Distributions on Description 21, 2011 at 1655 pp	users. The best way to describe WPAIL in action is to show you: Arabic, Spanish, and Japanese blogs, amongst many others, are already up and running on our platform (see the Language Switcher in the sidebar to switch back to English!) Paih:
Vivora count. 11 Last edited by Digital Diplomacy on December 21, 2011 at 4:53 pm	Last edited by Digital Diplomacy on December 21, 2011 at 3:06 pm

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.

	Home Contact us Email Alerts	اردو RSS feeds	عربی Search FCO website	GO Advanced search
Foreign & Commonwealth Office			Global conversa	ations
Blogs home About our blogs All blogge	ers Sample Page			
FCO Blogs > Digital Diplomacy > Blogging in Two Lang	juages			
Blogging in Two Languages	5	∎ ∆0	Digital Diplomacy	RSS RSS
December 21, 2011		C Like	Welcome to and blog, by the Digit team at the FCO	ther Wordpress al Diplomacy in London.
This post is also available in: Japanese		У Tweet		
If you are thinking about blogging in a second lang pleased to know our WordPress platform supports and seamlessly. Digital Diplomacy will take care of functionality on request, so you can start local lang immediately.	uage, you will be s this both intuitively of activating this uage blogging	0 +1 0 3 Share	English 日本語 (Japanese) Tags	~
WPML.org			Search	
Although WordPress supports fonts and character	rs in multiple languages			

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.

	Home Contact us Email Alerts	اردو RSS feeds	وری Search FCO website	GO Advanced search
Foreign & Commonwealth Office			Global conve	ersations
Blogs home About our blogs All blogger	S			
FCO Blogs > Digital Diplomacy > Uncategorized @ja > 3	多言語ブログする事			
多言語ブログする事 で御座い	ます	∎∆ 0	Digital Diplomacy	another Wordpress
December 21, 2011		0	blog, by the team at the	Digital Diplomacy FCO in London.
This post is also available in: 英語		୬ ୬イート		
もしあなたは第二言語でブログしたかったら、喜んで プレスで簡単にブログ記事を書けるのを出来ます。	いただけるのはワード デジタル外交は要求に	0	日本語	
応じてこの機能をアクティブ化するの世話をしますの のブログを始めることができます。	で、すぐに現地の言語	+7	на. т. ин	
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0				
ワードプレス多言語				
WordPressのは、デフォルトで複数の言語でのフォン	ノトと文字をサポートし			

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.



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
なでしこジャパン 23/09/2011 [Repty 23/09/2011 [Repty 2012年ロンドンオリンビック大会での大活躍が期 待ちれるだけでなく、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 間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、私も大変増く 思いました。この勝利は、なでしこ違が、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起と言えましょう。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ぎく報道され、世界一の座を射止めたこ女達 は難いています。なでしこジャパン(は、中国で行われた2012年ロンドンオ リンビ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、これは柔晴らしいニュースで す。オリンビッグは、なてしこ違の実力を、再度、世界に広く示す途好の 概会であり、人々は、彼女らの強固な意志、技術、謙虚で ひたむきな努 カ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 的な幼嫁でもありますが、なてしこ違し、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、世界の勉烈なアンかが見 守る中、ブレーキマることになります。彼女たちには、是非、ロンドンで行わ わるスポーツの答典を満喫してぼしいと思います。また、なでしこ違は、	 This blog aims to highlight the work that the Embassy is delivering, to discuss UK personal insight into the work of a rembassy. About Tom UK in Japan on Facebook. UK in Japan on Facebook. UK in Japan on Facebook. UK in Japan on Twitter

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:

Digital Diplomacy	Visit Site Add New Comments					Searc
Dashboard	🛞 Digital Diplomacy Show content in: 🔛 English 🔻 🛛				Howdy,	Digital Diplomacy 🔻
📌 Posts 💎 🔻	A Categories				Screen	Options * Help *
All Posts						Search Categories
Categories	Add New Category	Bulk Actions	Apply			1 item
Post Tags	Name	English (1) E	rench (1) German (1) Japanese (1) All langu	ages (4)	
Media		🕅 Name		Description	Slug	Posts
@ Links	The name is how it appears on your site.	Econor	ny		economy	5
Pages Comments	Slug	III Nome		Description	Chur	Deste
9 D-61-		E Name		Description	Siug	Posts
© Profile	The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.	Bulk Actions	 Apply 			1 item
Collanse menu		Note:				
	Parent	Deleting a cate	gory does not delete t	he posts in that category. Inst	lead, posts that were only ass	igned to the
	Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.					
	Description					
	A					
	The description is not prominent by default; however, some themes may show it					
	Language English					
	English 💽 🗲 Category					
	(Add New Category)	e				

- 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:

Bulk Actions	Apply			2 items
English (2)	Japanese (1) <u>All langu</u>	ages (3)		
Name		Description	Slug	Posts
Econo	my		economy	5
Politic Edit Q	s uick Edit Delete View	Political affairs at the Embassy	politic	0
🔲 🛛 me		Description	Slug	Posts
Bulk A ons	Apply			2 items
Note: Deleting a cate deleted catego	egory does not delete the ny are set to the category	posts in that category. Instead, post Economy.	s that were only assigned to ti	he

Dashboard	① Digital Diplomacy Show	content in: 🔀 English 🔹 😨	Howdy, Digital Dipl
Posts	Edit Category		Screen Options v
Add New	Name	Politics	
Categories Post Tags		The name is how it appears on your site.	
🕲 Media	Slug	politic	
den Links		The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphe	ns.
Pages	Parent	None	
Comments		Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for potional	r Bebop and Big Band. Tol
😤 Profile		wprotest with	
Tools	Description	Political affairs at the Embassy	
Collapse menu	ſ	The description is not prominent by default, however some themes may show it.	
		English	
		Translate	
		Japaneseadd	
	Update		

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:

Language	
Japanese 💌	
This is a translation of Politics	
Add New 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.

FCO Blogs :: Languages | v1.1 Dec 2012 | Tom Roseveare

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.

_	
All Categories	Most Used
Economy	
Politics	
To add categorie Ianguages go to <u>page</u>	es that already exist in other the <u>category management</u>
To add categorio languages go to <u>page</u> + Add New Cate	es that already exist in other the <u>category management</u> egory
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To add categorid languages go to <u>page</u> <u>+ Add New Cate</u> Post Tags	es that already exist in other the <u>category management</u> egory Add
To add categoria languages go to <u>page</u> + Add New Cate Post Tags Separate tags	es that already exist in other the <u>category management</u> egory Add with commas
To add categoriu languages go to <u>page</u> + Add New Cate Post Tags Separate tags Choose from the	es that aiready exist in other the <u>category management</u> agory Add with commas e most used tags
To add categoriu languages go to <u>page</u> + Add New Cate Post Tags Separate tags Choose from the	es that aiready exist in other the <u>category management</u> agory (Add) with commas e most used tags
To add categorii languages go to <u>page</u> • Add New Cate Post Tags Separate tags Choose from the Featured Ima	es that aiready exist in other the <u>category management</u> gory Add with commas e most used tags age



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/ blogs.fco.gov.uk/bloggername/fr (English <u>default</u>) (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/ blogs.fco.gov.uk/bloggername/en/

(French <u>default</u>) (English in parallel)

Just let us know if you wish to do this.

END