



Contributor Quickstart Guide

What is this Qtown thing?

A little back story

Qtown is a Quincy Illinois based website (www.qtown.info) that Qtown with a goal of seeking to inform all member of the community involving history, arts, culture, and miscellaneous stories and opinions to help establish knowledge, pride, and continued growth within our community.

Qtown was established in January 2009 by me, Travis Hoffman, a Quincy Native. I spent about five years away from the area after graduating from college and it wasn't until I left the area that I truly began to appreciate Quincy and all that it has to offer. Life circumstances brought me back to area and I set out to help spread my appreciation of Quincy to all citizens young and old, life long residents or newly located citizens. The rich history, culture, architecture and arts. Qtown is the ever evolving conduit for that goal.

I have been fortunate to grown a great organic following since Qtown's launch via means of Social Media (Facebook, Twitter, etc). I currently have over 1,700 Facebook fan page subscribers and over 240 Twitter Followers. All the content published on my Qtown site is automated to syndicate to my Facebook and Twitter media streams.

...umm...ok...but what's in it for me?

Over the last year there has been a tremendous culmination of businesses and organizations striving to get involved with social media. Whether it's the yearning to approach a new age of clientele or as a result of dwindling advertising and marketing budgets, there seems to be great effort to get involved. Sadly many people haven't quite found their social media legs yet....and that...right there...is the reason you should care.

Get the word out about your organization and events

Qtown is now opening up it's doors for community contributors. If you are an organization with interesting content pertaining to the community, or events to promote...or basically anything that you would find yourself writing a press release for...I have my eye on you. You can now be contributor to Qtown to promote your organization and or events...

FOR FREE.

What do I have to do exactly?

Very little actually. Contributing to Qtown isn't some big scary process of knowing the inner working or coding of a website. If you can type a simple message in Microsoft Word you are completely capable of promoting yourself as a Qtown Contributor. All you have to do is shoot me an email saying "Hey I'm game, let's do this" (or something to that affect anyway). I will then create your user account and send a user name and password your way. To prove how easy it is to contribute to Qtown, I've included the very simple directions. Take a look for yourself, I think you'll find there's no reason to not utilize Qtown as a great free resource to promote your organization and or events. You're more than welcome to post a link back to your organization with every contribution, as well as when you are added as a contributor a link will be placed on my links page to your organizations website if one exists. That's inbound marketing by the way.

Let's recap...

Completely free no strings attached way of promoting your organization using a pre-established Quincy area social media network consisting of nearly 2,000 combined followers. All you have to do is shoot me an email saying you want to be part of the Qtown contributor team. I'll give you a user name and password and you're in....if it sounds super easy...it's because it is. Don't miss this great chance to get the word out about your organization and or events.

....well, what are you waiting for? Send me an email today at

helloqtown@gmail.com

Info you'll want to make sure you add:

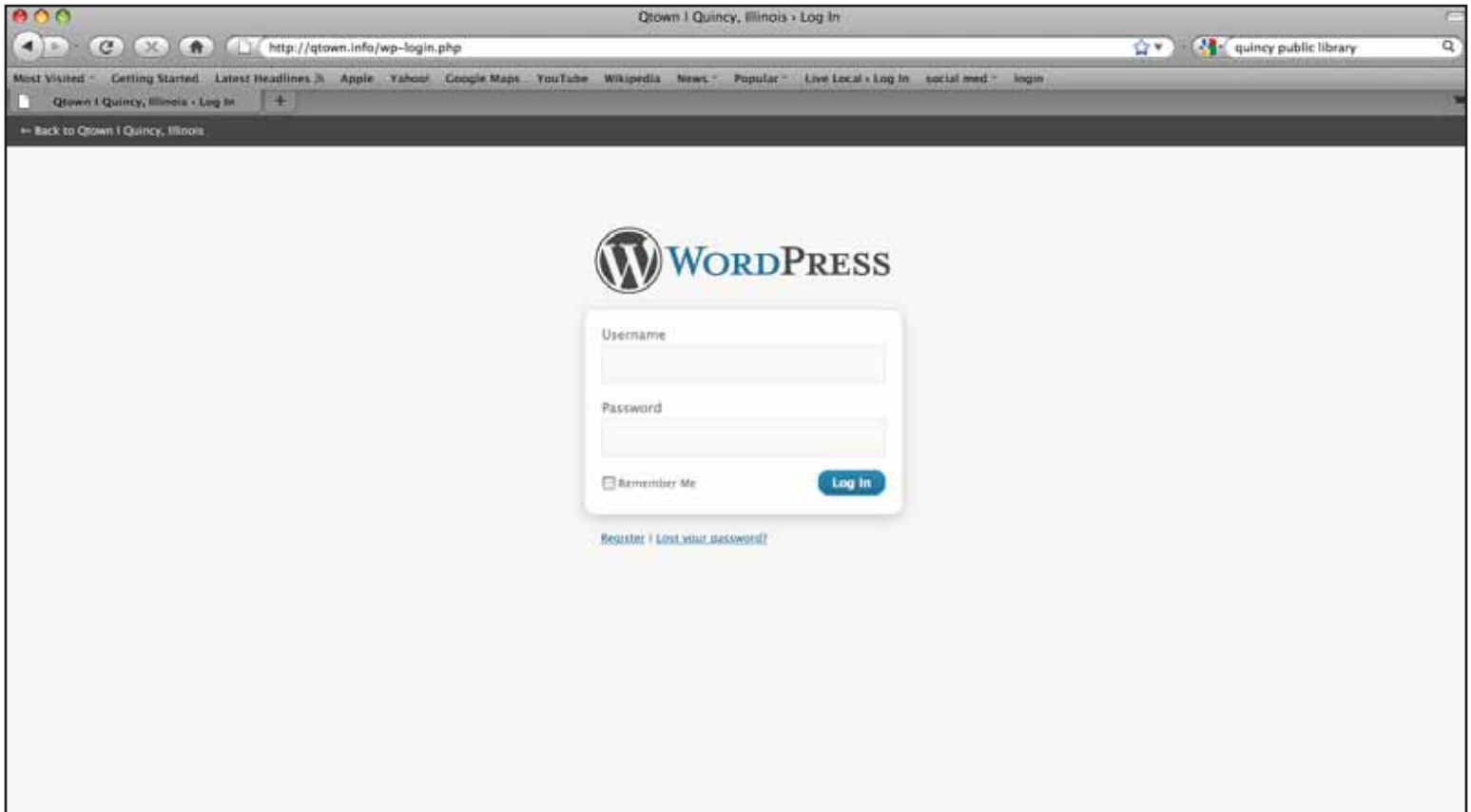
1. The Date
2. The Start and End Time
3. The Location
4. The Cost
5. The Organization Responsible
6. Phone or website for more info on event

The first step to promoting your organization is to log in to the Qtown website's user side. I will provide a password and user name for you/your organization to use for promoting events.

The login page is located at the following address: <http://qtown.info/wp-login> (see "figure 1" below)

Simply enter your information and click the "Log In" button.

Once you've logged in there are two options for submitting content, a Super Duper easy way of contributing and a slightly more Advanced Option 2 method for contributing. Both ways work, but it's totally up to you on which way you'd like to proceed with. Both ways are listed on the following 2 pages.



Super Duper Easy way of Contributing (for people who have VCRs that still flash 12:00)

The area you are brought into is called the Dashboard. The Dashboard is basically a hub of all the activity that is happening on the Qtown site as well as information from the WordPress Development Blog, WordPress being the System that Qtown runs on. I realize this section might seem a little overwhelming and you might want to freak out... but don't. You won't break anything. Besides, you're only really interested in the area in the upper right hand corner in the Section called "QuickPress". This is where you are going to input the following items:

Title: Pretty straight forward really, this is for the title of the event/story/press release you're wanting to promote

Content: This is the place to do the talking, what are you promoting, give us the info here. You can even copy and paste from a word document, PDF, website, this will save you from having to retype info.

Tags: Tags are keywords that pertain to the message. They are used in things such as search engines and elsewhere to help increase visibility

on the big old scary world wide web. (Let's say you're promoting an event about paintings, some great tag words would be your organization name, event title, featured artists, mediums of paint, etc) Tags are not sentences, but words separated by commas.

Once you're satisfied press the "Submit for Review" button, I will receive an email notification that a new draft is ready. I'll give it a once over, optimize the post and schedule the post so that all events entries will be posted roughly 2 weeks before said event. I will also assign the proper category to the post. **When the post is approved by me, a link will immediately be syndicated to the Qtown Twitter site (over 200 subscribers), followed a few hours later by a mention on the Qtown Facebook fan page (over 1,700 subscribers)**

See...wasn't that easy? Hardly scary at all right?, now you're a rockstar Qtown web contributor, go have a treat ,for now you are... AWESOME.

The screenshot shows the WordPress dashboard for 'Qtown | Quincy, Illinois'. The browser address bar is 'http://qtown.info/wp-admin/'. The dashboard includes a sidebar with navigation links like 'Dashboard', 'Posts', 'Comments', 'Profile', and 'Tools'. The main content area has a 'Right Now' summary table, a 'QuickPress' form, and sections for 'Recent Drafts' and 'WordPress Development Blog'.

Right Now	
At a Glance	
114 Posts	101 Comments
10 Pages	90 Approved
9 Categories	0 Pending
841 Tags	11 Spam

Theme Style Isle with 5 Widgets
You are using WordPress 2.9.1.
Akismet has protected your site from 1,074 spam comments already, and there are 11 comments in your spam queue right now.

Recent Comments

- From Sara on Lives Cut Short; The Tragedy of 1899 #
This is truly a tragic story! Many people are not aware of this part of Quincy's history. I ...
- From carli kerr on Lives Cut Short; The Tragedy of 1899 #
Very moving story, I had heard about this but had forgotten... I have questions about a Quincy story of ...

QuickPress

Title

Content

Tags

Save Draft Reset **Submit for Review**

Recent Drafts

There are no drafts at the moment

WordPress Development Blog

2010 Open Source Design Plans January 11, 2010
2010 is the year we dive into open source design. We've dipped our toes in this pool before (on contest, graphic design component for Trac tickets, header refresh contest, etc.), but this year we're going to cannonball and make a big splash. Here's what you need to know if you want to get involved. A list [...]

Option 2 for contributing: Advanced

The area you are brought into is called the Dashboard. The Dashboard is basically a hub of all the activity that is happening on the Qtown site as well as information from the WordPress Development Blog...WordPress being the System that Qtown runs on (*see “figure 2” on page 4*)

On the left menu you will see a “Posts” header, you will want to click the option that says “Add New” (you may have to click the little gray arrow to show the option as the Posts section has a collapsible menu) (*see “figure 2” on page 4*)

Once you click “Add New” you will be taken to the Add New Post Page (*show in “figure 3” on page 6*)

Fill out the following items to contribute to Qtown

(*show in “figure 3” on page 6*)

Title: The top input field is for the title of the information you’re looking to promote through the Qtown Site. It’s recommended to keep titles under 10 words in length.

Body of Message: The larger input box is for the body copy of your submission. If you’re working from a pre-existing press release I’d recommend copying and pasting the information to save on the typing. (*Images cannot be posted through this process, any images you wish to have added should be emailed to helloqtown@gmail.com informing me of the title of the draft post you would like the image added to.*)

Formatting the Message: If you’d like to add web links or bold or italicize certain items, this pallet offers a variety of styling options.

Exerpt (optional) : you can add a brief summary of your message here, but it is totally optional.

Tags: Tags are keywords that pertain to the body of the message. They are used by search engines and elsewhere to help increase

visibility on the big old scary world wide web. Tags aren’t sentence based rather, strings of relevant words separated by commas. Once you have all that filled out you have two options, you can hit the “Submit for Review” button if you are happy with your post and are ready for it to be posted on the Qtown site. The other option is to click the “Save Draft” button to save the post for later incase you want to add something else before notifying me the post is ready. The post will be saved in the system and is accessible when you log back on at a further time by clicking the “Edit” option under the Post section in the left menu in your Dashboard. When you are happy with your submission press the “Submit for Review” button to indicate your post is ready to be reviewed and posted.

That’s about it really. I think you’ll agree it’s pretty easy to spread the word through Qtown, and I hope that you will keep Qtown in mind as your next event approaches.

Visual Map

Title Field

Body of Message

Formatting Palette

Excerpt Area (optional)

Tag input area

Categories to select from

Save Draft for later editing

Preview Submission
(must save draft first)

Submit For Review

