

WordPress as your digital home

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About Me

- WordPress user since 2005
- 17 years running a web dev agency
- Lead on VIP Team at Automattic, vip.wordpress.com
- We're hiring! automattic.com/work-with-us/
- Personal ~~blog~~ digital home at chrishardie.com

Have you seen this?



Bill



February 5 at 10:37am ·



Good morning. As the newest member of the Richmond Parks and Recreation Department Board of Directors I thought I'd share information from our meeting Thursday.

I was sworn in along with the other new member, Tiauna Washington. Election of officers was held and Mike Foley was re-elected president, Deanna Beaman vice president and Tiauna secretary.

Those are the four board members and Clay Miller, who did not attend Thursday's meeting, is the non-voting member representing the... [See More](#)



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The only real action taken was board approval of allowing the board president and department head, that would be parks superintendent [Bill Thistlethwaite](#), to sign contracts under \$5,000 without bringing them to the full board.

[Thistlethwaite](#) then gave the board updates on the parks Deferred Maintenance project. The board previously accepted a bid from LWC of Richmond to serve as consultant on the project for \$38,000. However, that project will be delayed until the board can find a funding source. The board is expected to work with common council to find funds for the project.

[Thistlethwaite](#) also said the board, in the coming weeks, will see a facilities use agreement from Hitters Hangout Sports Foundation, Inc. for use of McBride Stadium. Hitters Hangout is a non-profit organization that operates the Richmond Jazz baseball team.

[Thistlethwaite](#) also said the board could see an multi-year agreement with the Richmond Shakespeare Festival to use the newly-renovated Starr-Gennett building in the Gorge.

[Thistlethwaite](#) also reported that city officials will have a pre-construction meeting with those involved in the construction of Elstro Plaza, the new park in downtown Richmond next week and, if all things go as planned, construction could begin in two to three weeks after the meeting, weather permitting. Muhlenkamp Construction of Greenville, Ohio has been hired to build the park and the city will use Stellar Communities funds for the construction. Officials hope to have the park finished by Labor Day.

[Thistlethwaite](#) also reported that the reconstruction of the tennis courts in Glen Miller Park has been delayed by lawyers for Indiana University, who are pondering a lease or grant to build the park. Officials at IU East have pledged



"Good morning. As the newest member of the Richmond Parks and Recreaz



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About 22,800,000 results (0.65 seconds)

No results found for **"Good morning. As the newest member of the Richmond Parks and Recreation"**.

Results for **Good morning. As the newest member of the Richmond Parks and Recreation** (without quotes):

facebook

Email

Password

Log In



Jack ✓
@jack



Follow

At its core Twitter is public messaging. A simple way to say something, to anyone, that everyone in the world can see instantly.

We didn't start Twitter with a 140 character restriction. We added that early on to fit into a single SMS message (160 characters).

It's become a beautiful constraint, and I love it! It inspires creativity and brevity. And a sense of speed. We will never lose that feeling.

We've spent a lot of time observing what people are doing on Twitter, and we see them taking screenshots of text and tweeting it.

Instead, what if that text...was actually text? Text that could be searched. Text that could be highlighted. That's more utility and power.

What makes Twitter, Twitter is its fast, public, *live* conversational nature. We will always work to strengthen that. For every person around the world, in every language!

And by focusing on conversation and messaging, the majority of tweets will always be short and sweet and conversational!

We're not going to be shy about building more utility and power into Twitter for people. As long as it's consistent with what people want to do, we're going to explore it.

And as I said at #flight, if we decide to ship what we explore, we're telling developers well in advance, so they can prepare accordingly.

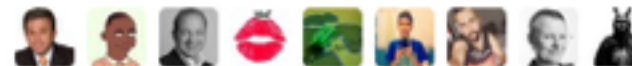
(Also: I love ~~tweetstorms~~! Those won't go away.)

RETWEETS

5,744

LIKES

4,975



5:07 PM - 5 Jan 2016





Jeremy
@jeremy

 Follow

[fb.me/82jO\[redacted\]MA](https://fb.me/82jO[redacted]MA)

5:07 AM - 25 Feb 2016



We don't have to
live like this.







P.O.S.S.E.

- Publish (on your) Own Site, Syndicate Elsewhere
- Post things on your site
- Syndicate to third parties
- Permashortlinks back to the original

Why?

Ownership

- Do you really want to read and follow the “Terms of Service” for every service you use?
- Everything starts in one place, you control the terms of distribution
- If a third party service changes/goes away, no significant loss

Discovery and Search

- Linking
- Searching
- Categorizing
- Stumbling Upon

Customization

- Control the design of the site
- Control the publishing experience

Why WordPress?

- Focused on content ownership and portability; great tools for importing and exporting
- Tons of existing integrations, mostly using open standards
- Plugin architecture supports adding emerging services and destinations
- Lots of hosting options

Why WordPress?



Why Not?

- Some destinations don't offer auto-publishing, or mature plugins don't exist yet.
- Platform treatment of native content vs. linked content
- Distributed stats
- Increased time investment
- P.E.S.O.S. (Publish Elsewhere, Syndicate to Own Site) alternative?

Get Started

Domain Name

- Root of your digital existence, pick it to last even through life changes
- \$10-15/year, go for multiple years
- namemesh.com
- Protect it and renew it!

Email

- Don't use you@comcast.net, you@gmail.com, etc. as primary
- If you change ISPs, or if free email services go crazy, protect yourself
- Many domain providers will include addresses or at least aliases @yourdomain.com
- Fastmail.com is a great low-cost, ad-free option

WordPress

- WordPress.com: easiest, fastest option to get going
- Self-hosted WordPress.org site: more control and customization options
- Can always switch, export, move

Publicize

- Connect your site to other places you want to publish
- Choose which destinations to push out to for each post
- Supports multiple connections to the same service under different accounts

Publicize

Connect your favorite social media services to automatically share new posts with friends.

- Facebook
Share posts to your news feed. [Connect](#)
- Twitter
Share posts to your Twitter feed. [Connect](#)
- Google+
Comment and share to your profile. [Connect](#)
- LinkedIn
Share posts to your connections. [Connect](#)
- Tumblr
Share posts to your Tumblr blog. [Connect](#)
- Path
Share posts to your Path timeline. [Connect](#)

Other Connections

Connect any of these additional services to further enhance your site.

- Eventbrite
Connect to your Eventbrite account. [Connect](#)

Publicize

- Jetpack brings same features to self-hosted sites
- Featured images are handled intelligently. (Make sure you validate for Twitter cards.)
- Works with scheduled posts!
- With lots of services, use `publicize_checkbox_default` filter to turn off auto-selecting

Publicize: [Settings](#)

- Facebook: Brandon Kraft
- Twitter: @Kraft
- Path: Brandon Kraft
- Google+: Brandon Kraft

Custom Message:

30

I'm really proud of this post!

[Hide](#)

Related Plugins

- Publicize With Hashtags: tags become hashtags
- NextScripts: Social Networks Auto-Poster
- SEO Plugins like Yoast, All in One, etc.
- Facebook Instant Articles and Google AMP
- Private sites: jonradio Private Site, New User Approve, Private Feed Key, Simple New Post Emails

Monitoring and Backups

- If it's your digital home, make sure it's open for business
- Jetpack Monitor
- uptimerobot.com
- VaultPress, BackUpWordPress

Updates and Security

- Out of date or insecure sites/themes/plugins can be a big liability
- On WordPress.com, security/upgrades are handled
- Jetpack Manage helps with self-hosted sites
- Use Login LockDown and Google 2FA or Authy
- Practice good security hygiene in general - password manager, 2FA, encryption, backups, etc.

Promote and Practice

- Make sure your social profiles, printed media, etc all link back
- Experiment with originating EVERY SINGLE POST on your site. Tweets, photos, audio, video, everything.
- Help improve the tools: docs, issue reports, posts about your experience, write new plugins, etc.
- Advocate for open APIs, looking at you Instagram and Pinterest

Questions?

~~@ChrisHardie~~
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