



PRACE Summer of HPC Training Week

Bloggging and blog website explained

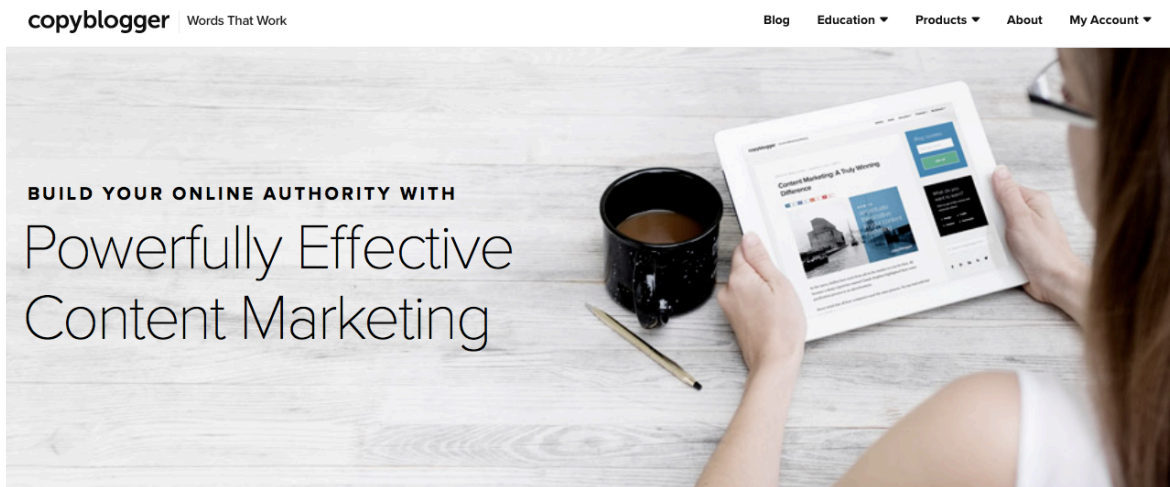
Karina Peřatová

IT4Innovations National Supercomputing Center



What is Blog?

A web site on which an individual or group of users record opinions, information etc. on regular basis



Get superior content marketing education so you can build a remarkable online presence.

[Read Copyblogger](#)





Who will create the content of the SoHPC blog?

SoHPC students!

We have created your profiles, password was sent to your e-mail.

Now it is your turn!

We start with creating posts introducing you which will be prepared during this week.



What kind of posts and how many?

- ▶ Each student should create at least 3 posts
 - ▶ Introduction
 - ▶ Update
 - ▶ Final results

You are encouraged to update as frequently as you want.

You can join and write posts together, or post individually.





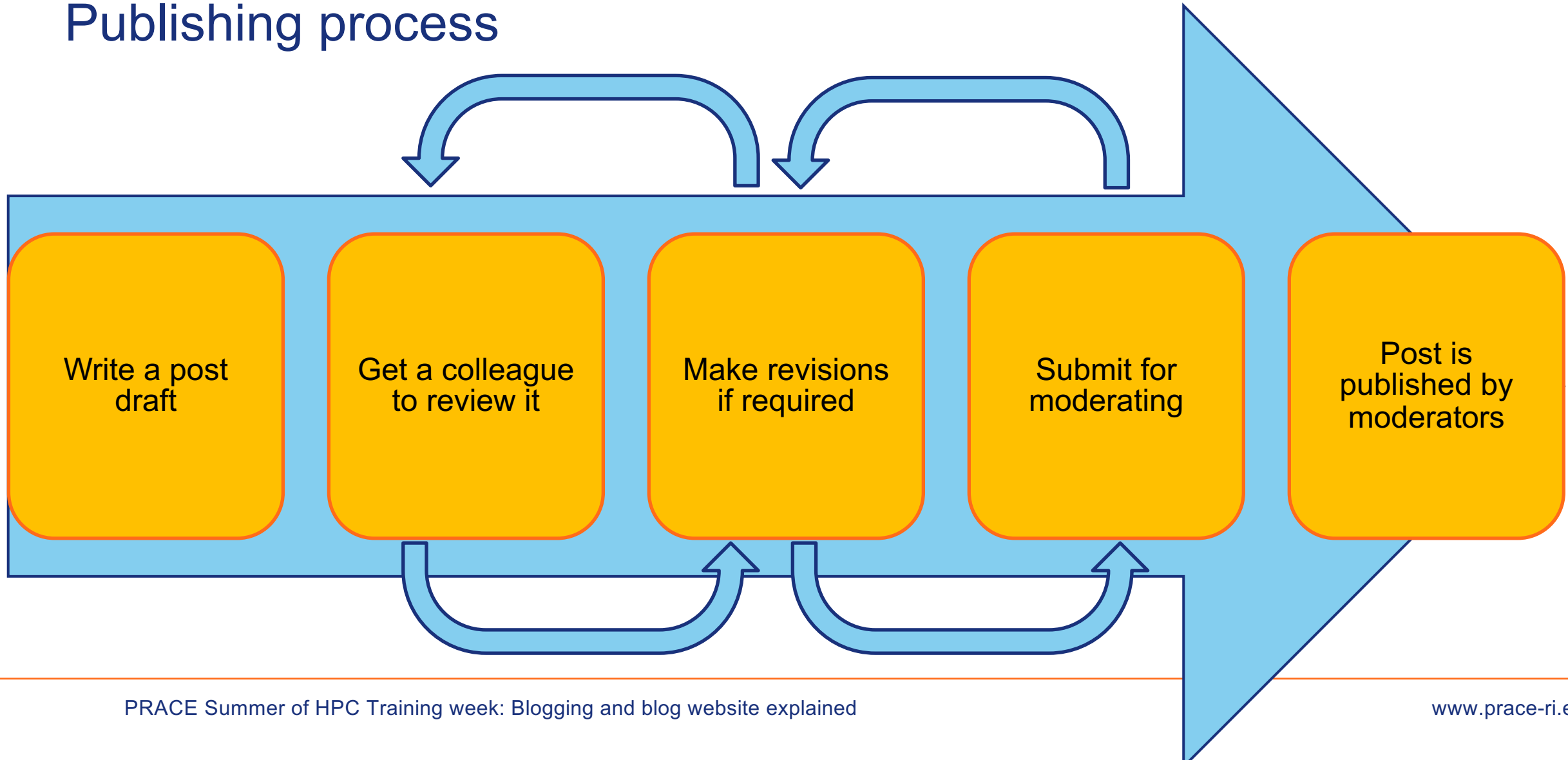
Timeline

- ▶ Introduction by **July 21**
- ▶ Update by **August 10**
- ▶ Final report by **August 31**





Publishing process





Expectations and standards Blog style

- ▶ All posts have to be in **English**
- ▶ Posts should be between **300 – 700 words**
- ▶ Use **paragraphs** and **subtitles/headings**
- ▶ Choose an **interesting title** that piques the interests of the audience
- ▶ **Avoid emoticons**
- ▶ Write with **full words and sentences**, avoid mobile phone speak
- ▶ Use **bold** to highlight, never use all capitals
- ▶ Use a **spellchecker**
- ▶ All images need to have **caption**





Expectations and standards Blog content

- ▶ Try to reference PRACE and Summer of HPC **positively**
- ▶ **Avoid** any content containing
 - ▶ Racist, hateful, homophobic, slanderous, insulting, or life-threatening messages
 - ▶ Serious, unproven or inaccurate accusations against individuals or organizations
 - ▶ Aggressive, coars, violent, obscene, or pornographic comments
- ▶ Take care that your links are from **reputable sources** and that linked sites do not contravene the above content guidelines



Copyright referencing and consent

- ▶ Be aware of **copyright**
 - ▶ Use multimedia that is your own
 - ▶ Obtain consent to use other people's multimedia
 - ▶ Cite the original source
 - ▶ Creative commons material is often freely available
- ▶ Do not **quote** or reference PRACE partners or people without prior **consent**
- ▶ Obtain **consent** from those featured in your own multimedia
- ▶ **Reference** academic work appropriately





Performance

Summer of HPC uses **Google Analytics** to measure the impact of blogging



Google Analytics monitors the **number of visitors** to the blog, their **location**, source of **referral**, and **engagement** on the page.



Goals and Awards

Group goals

- ▶ Increase engagement on Social media
- ▶ Increase the number of page views and engagement on the Summer of HPC blog

Individual goals

- ▶ **The HPC Ambassador Award**





Criteria for winning the HPC Ambassador Award

What counts?

- ▶ Biography
- ▶ Blog posts
- ▶ Statement – self written, why you feel you should win
- ▶ Student vote
- ▶ Number of unique visitors to your blog posts
- ▶ Number of times you were the week's top post



The weight of different evaluation criteria

Criteria	Description	Weight
Blog	Assesment of the quality of applicants blog posts	high
Statement	Assesment of the commitment of the participant to the HPC ambassador role	high
Reach	Sum of the unique visitors of the applicants blog posts	high
Student vote	Ranking at the fellow student's vote	medium
Top post	Number of times the applicants posts were the weekly top post	low



Social media are supportive tool. We will talk about its usefulness on Thursday.



Questions?

Any questions before we move to the practical part?





Blog: How to Login

Go to: <https://summerofhpc.prace-ri.eu/admin/>

Enter your username

Enter your password

You can reset your password here or e-mail:

The screenshot shows the WordPress login interface. At the top center is the WordPress logo. Below it is a white login box with a blue border. Inside the box, there are two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password'. Below the password field is a checkbox labeled 'Remember Me'. To the right of the checkbox is a blue button with the text 'Log In'. Below the login box, there is a link that says 'Lost your password?' and a link that says '← Back to PRACE Summer Of HPC'.



Blog: how to create and edit post

- ▶ Live demo



Please refer to manual Word Press Tutorial SoHPC



Blog: How to upload media

- ▶ Live demo



Please refer to manual Word Press Tutorial SoHPC



Blog: saving and submitting for moderating

Different statuses

- ▶ **Draft** is for when you are writing and don't want to submit yet
- ▶ **Submit For Review** is for when you want to send it to moderators for review and to be published
- ▶ **Editing Required** is the status that a moderator will select when they want you to make changes

Publish ▼

Save as Draft Preview

Status: **Draft**

✓ Draft OK Cancel

Submit For Review

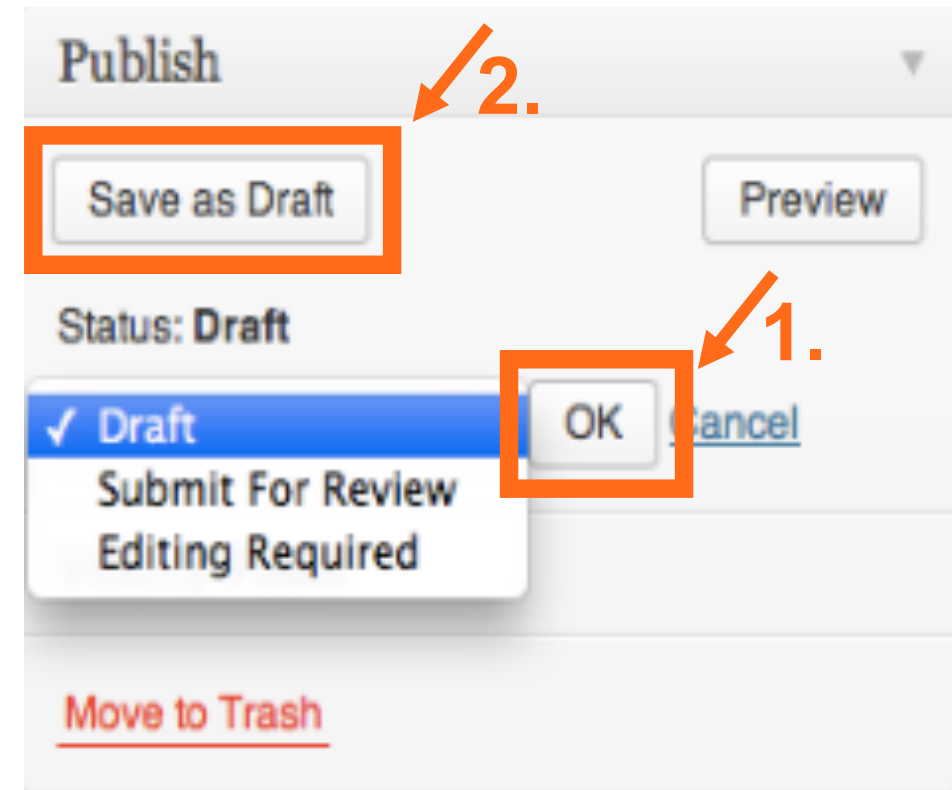
Editing Required

Move to Trash



Saving and submitting for moderating

- ▶ Before hitting the Save as Draft button always decide on the status
- ▶ If you want to move forward in the process change status before hitting Save as Draft



What will the moderating team do?

- ▶ The moderator team will read every post
- ▶ They will either
 - ▶ Approve the post for publication and publish it
 - ▶ Or make recommendations or editorial comments
 - ▶ You can respond to those comments, make changes and resubmit for review again
- ▶ Moderators are automatically notified of changes in post status
- ▶ Posters will be notified by email of changes to the post status for their own posts





Who are the moderation team?

Leon Kos (Slovenia)

Stelios Erotokritou (Cyprus)

Zheng Meyer Mao (Netherlands)

Karina Pesatova (Czech Republic)



You can contact the moderators at:

sohpc-panel@prace-ri.eu



Editorial comments and meta data

- ▶ Underneath of all posts is an area called Editorial Comments
- ▶ You can make comments for the Moderators to see here e.g. Please pay special attention to paragraph one
- ▶ Moderators will add comments here if they want to make changes and change the status to editing required
- ▶ You will receive an e-mail with notification of these comments
- ▶ Once you have made your edits you can resubmit for review
- ▶ There is also Editorial Metadata
 - ▶ Needs Photo/Media
 - ▶ Needs Technical Review
 - ▶ Needs Referral
 - ▶ Needs Language Review
- ▶ Moderators will use this to refer the post to the moderator with the appropriate skills



Your first blog post?

Introduce yourself with the help of your fellow students!

Participants page has to contain:

Name, age, area and level of study, university which the student attends, SoHPC location, project name

And loads of other fun and entertaining content like:

- ▶ Quote by fellow student about you
- ▶ Explaining why you have applied
- ▶ Your first reaction when you found out you were selected
- ▶ Your hobbies, favourite leisure time activity,...

Prepare for:

Shooting short introductory video that will be embedded to the post





Questions?





THANK YOU FOR YOUR ATTENTION

www.prace-ri.eu