

PulseZ contributor guide: how to post your content

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Thanks for joining the PulseZ community — we're excited to have you here.

This guide is designed to help you post your stories, podcasts, videos, or ideas to the platform with confidence. Whether you're a first-time contributor or just need a quick refresher, you'll find simple, step-by-step instructions to take you from login to publish.

You don't need to be a tech expert or have experience with WordPress — this platform was built with young creators in mind, and we're here to support you every step of the way.

For more detailed editorial guidance, refer to the [PulseZ content style guide](#) — a vital reference for everyone in the community to help maintain consistency, quality, and a shared voice across the platform.

If you ever feel stuck, have questions about the process, or want feedback on your post, you can always reach out to the Editorial Board at editorial@pulse-z.eu. We're here to help.

Step 1: Getting started

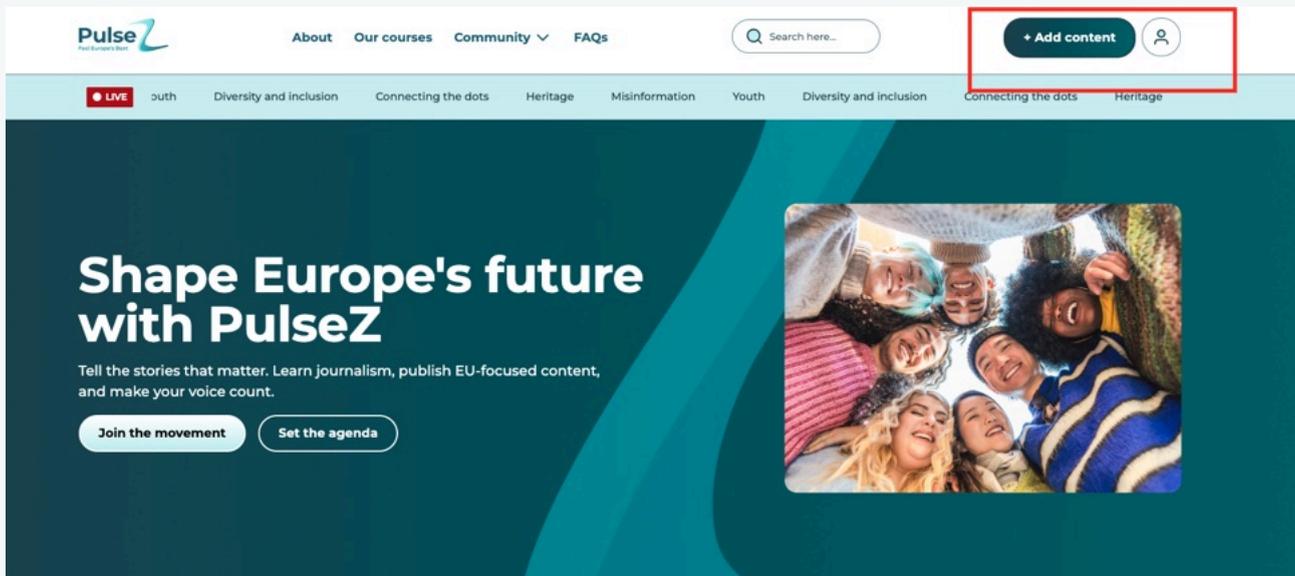
1. Complete our introductory course

Before posting on the site, it's compulsory to complete a compulsory introductory course, that's a simple intro to PulseZ and our editorial strategy. This is very straightforward, and is a

very valuable way to learn about PulseZ — our mission and processes. Take the introductory course by clicking here: [Intro to Pulse Z & Our Editorial Strategy](#).

2. Click 'Add content'

You'll find this button in the main menu anywhere on the site.



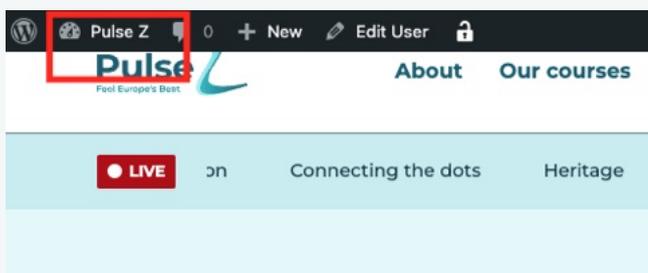
2. Sign in or register

If you don't have an account, follow the registration steps.

If you're already registered, just log in.

3. Access your dashboard

Once logged in, click on the PulseZ logo/tab in the top left corner. This brings you to your personal dashboard.



Step 2: Adding or editing a post

To add a new post:

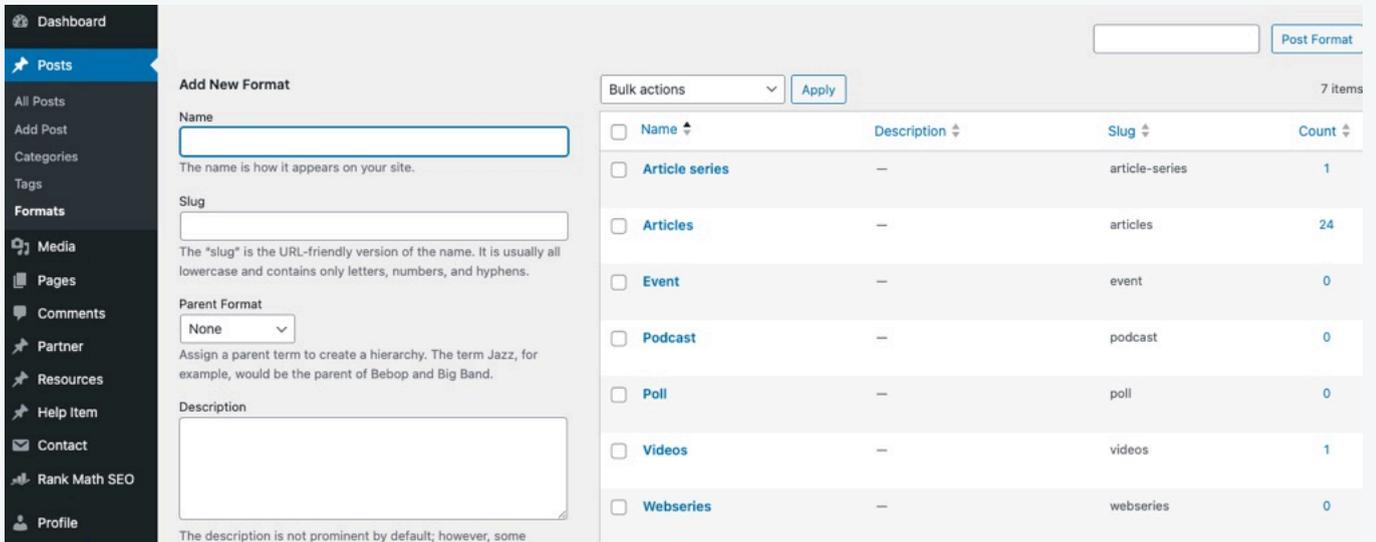
From the left menu, click Posts, then Add New.

To edit or delete a post:

Click **All Posts**.

Hover over the post you want to change — click **Edit** to make changes or **Trash** to delete it. You can only edit or delete your own posts.

Step 3: Preparing your post



The screenshot shows the WordPress dashboard with the 'Add New Format' form on the left and a table of existing post formats on the right.

Add New Format Form:

- Name:** Input field with placeholder text: "The name is how it appears on your site."
- Slug:** Input field with placeholder text: "The 'slug' is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens."
- Parent Format:** Dropdown menu with "None" selected. Placeholder text: "Assign a parent term to create a hierarchy. The term Jazz, for example, would be the parent of Bebop and Big Band."
- Description:** Textarea with placeholder text: "The description is not prominent by default; however, some..."

Post Format Table:

Name	Description	Slug	Count
<input type="checkbox"/> Article series	–	article-series	1
<input type="checkbox"/> Articles	–	articles	24
<input type="checkbox"/> Event	–	event	0
<input type="checkbox"/> Podcast	–	podcast	0
<input type="checkbox"/> Poll	–	poll	0
<input type="checkbox"/> Videos	–	videos	1
<input type="checkbox"/> Webseries	–	webseries	0

When creating or editing a post, check the following:

Title

This is your 'headline', so keep it relevant and engaging.

Category

Select at least one category that matches your topic.

Tags

Add tags to help people find your content.

Format

Select the correct post format (article, video, podcast, etc).

Excerpt

Write a short summary of your post (one or two sentences). This will appear at the top of your published article, before the main body of the text. It also appears in article previews across the site. Think of it as a short introduction that gives readers a clear idea of what your piece is about — like the opening few lines you'd see under a headline in a magazine or news article, known as a 'standfirst'.

Note: Don't simply repeat the headline in the excerpt.

Keyword

Choose one main keyword or phrase that best reflects what your article is about. Try to include it in your title, excerpt, and at least once or twice in the body of your text. This helps search engines understand your topic and improves how your article shows up in results.

Featured image (thumbnail)

- Upload at least one image. This is essential for thumbnails, social sharing, and visual impact. While contributors can suggest visuals, the editorial team may choose different images based on our editorial judgment.
- Image size must be under 2MB — ideally aim for 1MB or less to keep the site fast and responsive.
- To reduce file size, [TinyPNG](#) is a useful free third party site.
- Only use images that you own, have licensed properly, or are sourced from free stock libraries. Whichever option you choose, always include a credit and link to the original source in the caption.

Related content (optional)

If your post is a counterargument or response, tick Is this post related to another one? If so, describe the relation, and select the relevant article.

Step 4: Building your layout with flexiblocks

What are flexiblocks?

Flexiblocks are layout sections that let you structure your post using flexible content rows like fullwidth or two-column formats.

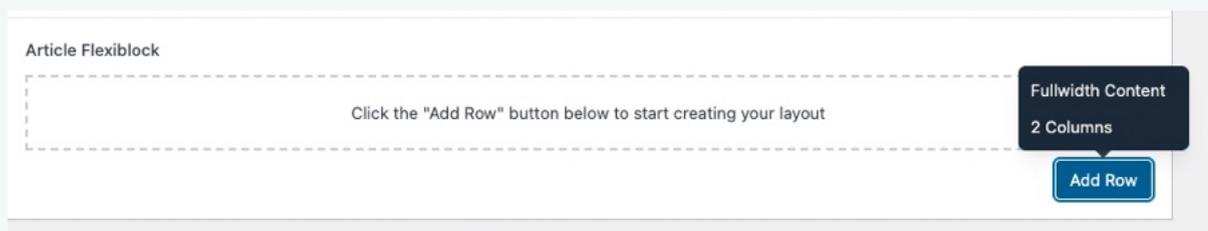
Click **Add Row** to structure your post. You can use any combination of blocks:

Fullwidth content

Ideal for the main body of your story. Add images, text, and use basic formatting (bold, lists, etc). You can choose a background colour.

Two columns

Best for comparisons or visual balance. You can title each column and use the "Empty" field to keep your layout aligned when one column has a title and the other doesn't.

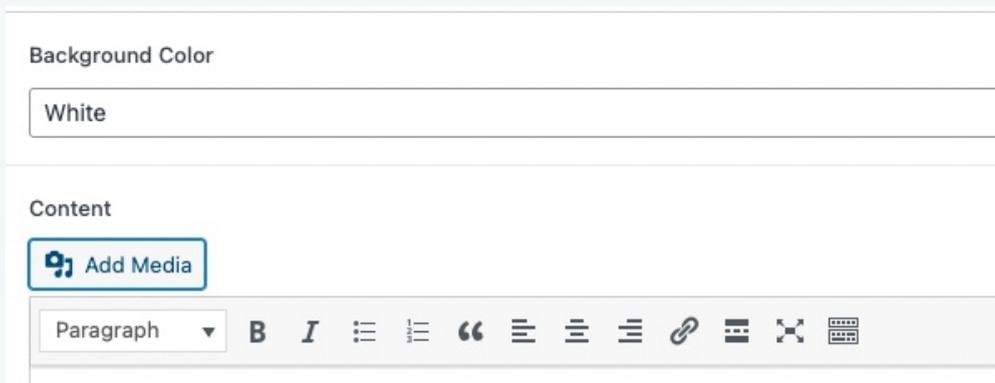


Adding media to your post

You can add images, videos, audio or other files to make your post more engaging.

To insert media:

- Click into the text area where you want your media to appear.
- Then click the **Add Media** button above the editing box.
- You can upload a new file from your computer, or choose one that's already in the Media Library.



Once uploaded, you can:

- Add a **caption** (recommended for context or credits)
- Choose how the media aligns (left, right, centre, none)
- Link the image to a page or leave it unlinked
- Set the image size (thumbnail, medium, full)

For videos or audio files hosted on platforms like YouTube or SoundCloud, you can simply paste the link into the editor — it will automatically embed.

Make sure any images you upload are under 2MB in size — ideally closer to 1MB — to keep the site fast and responsive. Use a tool like [TinyPNG](#) if needed.

Don't forget to preview your post to check how your media looks before submitting.

Captions and credits

- Add a short caption to give context to each image.

- Use only photos of which you are the owner, for which you have an appropriate licence, or free stock photos. In any case, credit the source in the caption, including link.

Subheadings

Use subheads to break your content into sections. Not only do they make your article easier to read, they also improve SEO by helping search engines identify the structure and key topics in your post. Use clear, descriptive wording and include your keyword if it fits naturally.

Layout tip

Use as few blocks as needed. You don't need a new flexiblock for each paragraph. Short stories often look better in a single block. However, you should never add all content for an article into the excerpt field.

Always click **Preview** to see how your article will look before submitting.

Step 5: Submitting your post

Once you're happy with your post:

Click Publish

Your post will be submitted for review. Its status will be set to **Pending** until reviewed by an editor.

You can check the status of your post at:

https://www.pulse-z.eu/wp-admin/edit.php?post_status=pending&post_type=post

Step 6: Editorial review

When reviewing posts, editors will check for:

- A clear and relevant title
- Proper post format and categories
- Engaging subheads and excerpts
- A featured image (correct size and relevance)
- Proper display of any embedded media (video, audio, polls)

- Overall quality and coherence

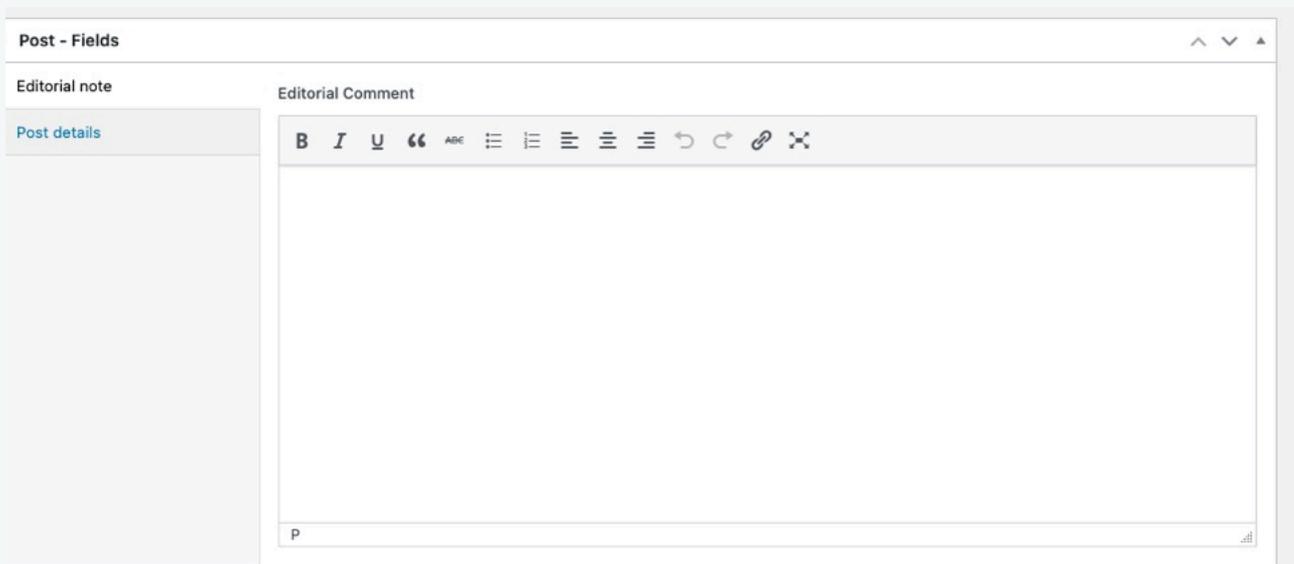
Contributors receive email notifications if their content is approved or rejected.

If approved:

Your article will be published on the site and you'll receive a confirmation email.

If rejected:

Don't worry — this is not a final rejection! You'll receive an email with editorial comments explaining what needs improvement. Your post will also have editorial comments in a field above the content of your post.



Once revised, you can resubmit the post.

Tips for success

- Always include a featured image to bring your story to life, and for a more appealing PulseZ user interface — and to catch readers' attention when your post appears on the homepage, in previews, and across social media. Including additional images in the body of your text can also break up long sections, add visual context, and make your story more engaging for the reader.
- Use subheadings to break up long content and improve readability.
- Preview your article to make sure it looks well-structured.
- Experiment with tone, layout, and format to find your style.
- When writing the excerpt, remember that it's important to write a concise summary of the piece, not just repeat the headline.

