Writing and publishing an article

The fields on an article, the images it needs, its search engine settings, and the difference between Draft and Published.

Select Blog in the left-hand menu, then Create Article.

The article itself

Field	What to put in it
Heading	The title as a reader sees it. Write it as the thing the article is about, not as a clever phrase — this is also what search engines show.
Sub Heading	A second line under the title. Optional.
Article abstract	The summary shown in the blog listing. It decides whether anybody opens the article, so it is worth as much attention as the first paragraph.
Author	Who wrote it.
Date	The date shown on the article and used to order the listing.
Article content	The article.
Slug	The short text in the article's address.

Pictures and links inside the article

To put a picture in the body of the article, select **Insert Image** in the Article content toolbar and choose the file, or drag the picture straight into the text. Double-click a picture, or select it and choose **Image Properties**, to set its width and height and the Alt Tag that screen readers read out.

A picture can link somewhere, the same way a word can. Select the picture, then either choose the Link button in the toolbar or open **Image Properties**, and enter the address in **Link URL**. Clicking the picture on your website then opens that address in a new tab. To remove the link, select the picture and choose Unlink, or clear the Link URL field.

> **WHICH ADDRESS TO USE**
> Enter another website's address as it appears in your browser, such as https://example.com/menu; if you leave off the https://, it is added for you. An address that starts with a slash, such as /contact, points to a page on your own website, and an email address opens a new email to it. If the field says "This address cannot be used as a link", the picture keeps its previous link: check the address for spaces or a typing mistake, and enter it again.

The two images

A **Card Image** appears beside the article in the blog listing and is usually cropped square or nearly so. A **Banner Image** runs across the top of the article page itself and is wide. They are separate because a picture that works as a wide banner is usually unrecognisable once cropped to a card.

Set both. An article with no card image is the one that looks broken in the listing beside the others.

Search engine settings

Field	What it does
Meta Title	The title a search engine shows. Leave it empty to use the heading, and set it when the heading is too long or reads oddly out of context.
Meta Description	The couple of lines beneath it in the results. Write it as a reason to click.
Meta Canonical	Optional. Where the same article exists in more than one place, this names which copy is the original so search engines do not treat them as duplicates.
Hide from Search Engines	Keeps the article off search results entirely. Use it for something that has to be published but should not be found.

Draft and Published

A Draft is saved and invisible on the site. Published puts it live. A **Start Date** lets you write something now and have it appear later, which is what you want for an announcement that must not go out early.

> **WHAT DELETE DOES TO AN ARTICLE**
> Deleting an organisation article sets its Status to Deleted, which takes it off your website. To bring it back, filter the article list by Deleted, open the article and change its Status. Deleting an article from a tribe is permanent: the article and its address are gone for everyone, the organisation included. The exception is an article other tribes also show, which is only removed from that tribe. If the article is simply out of date, setting it back to Draft takes it off the site while keeping the work.

Turning it into a social post

Create Social Post writes a social media post from the article using AI, so the thing you have just published gets promoted rather than sitting unread. It creates a post you then review and schedule in the usual way — nothing is published to any platform without your seeing it first.