WEBSITE MANAGEMENT PLAYBOOK

Purpose

A practical guide for designated website editors to access, create, update and publish KKC website content consistently and safely.

Document control	Details
Version	1.1 | 20 October 2026
Applies to	Designated KKC WordPress website editors
Website	https://www.kkc.org.uk
Administration	https://www.kkc.org.uk/wp-admin
Website design reference	https://www.kkc.org.uk/wp-content/uploads/2026/10/KKC_Website_Design_Pack.zip

1. Responsibilities and access

Activity	Responsibility
Granting website access	Andy Davies or Duncan Berriman
Posts, pages, media and navigation menus	Designated website editors
Policies and governance content	Website editors, with relevant officers consulted when necessary
WordPress updates, plugins and website security	Duncan Berriman
Website content management by Duncan	Not part of Duncan's role
Backups and restoration	Not confirmed; refer any requests to Duncan before taking action

Do not Change plugins, WordPress settings, security or technical configuration as part of ordinary content editing. Refer technical issues to Duncan.

Log in to WordPress

1. Ask Andy Davies or Duncan Berriman to arrange the appropriate website access.
2. Open https://www.kkc.org.uk/wp-admin.
3. Enter your assigned username and password.
4. After signing in, use the WordPress dashboard. The principal content areas are Posts and Pages; Media and Appearance → Menus are used as required.

2. Posts: creating a news article

Use posts for news and achievements that would interest the wider audience. Suitable articles may also be adapted for the newsletter, Facebook, Instagram or other club channels.

1. From the dashboard, choose Posts → Add New (or Add Post).
2. Enter an appropriate, descriptive title in the title field.
3. Click the content area labelled “Type / to choose a block”, then write or paste the body text. ChatGPT can help draft or adapt text already prepared for newsletters or social media.
4. Use the preview icon at the top right (monitor/laptop symbol) to see the article as visitors will see it. Correct wording, layout and images as needed.
5. In the right-hand settings panel select the Post tab, then choose relevant categories.
6. Set an appropriate featured image. Choose an image that crops and displays well in the website layout.
7. Decide whether the post belongs in the rotating carousel on the homepage. If it does, add the tag featured.
8. Once checked and approved where needed, click Publish. Verify the published article on the live website.

Post categories

Choose the categories relevant to the content; a post may be relevant to more than one. Categories discussed for KKC include: Awards, Charity, Coaching, Courses, Events, Flat Water, Marathon, News, Polo, Results, Sea Kayaking, Slalom, Social, Sprint, Trips, Volunteering, White Water and Youth. Use the categories actually available in WordPress; labels may change over time.

Featured versus featured image A featured image is the post’s primary picture. Adding the tag featured is the separate action used to include the post in the homepage carousel.

4. Featured posts: managing the homepage carousel

Featured posts appear in the rotating carousel at the top of the KKC homepage. They are controlled by a post tag, not by the featured image. The tag must be exactly featured (all lowercase).

Featuring a post when publishing

1. While creating or editing a post, open the Post settings in the right-hand panel.
2. Find Tags and enter featured in lowercase.
3. Publish or update the post and check that it appears in the homepage carousel.

Adding an existing post to the carousel

1. From the WordPress dashboard, select Posts → All Posts.

2. Find the post in the list. The Tags column helps identify currently featured posts.
3. Hover over the post title and click Quick Edit.
4. In the Tags field, add featured in lowercase, preserving any other relevant tags.
5. Click Update at the bottom left of the Quick Edit row, then check the homepage carousel.

Removing a post from the carousel

1. Go to Posts → All Posts, find the relevant post, hover over its title and choose Quick Edit.
2. Remove only the featured tag from Tags; leave other tags intact.
3. Click Update and verify that the post is no longer displayed in the homepage carousel.

This does not delete or unpublish the post.

Editorial guidance There is no fixed maximum number of featured posts: use judgement to keep the carousel useful and current. Remove outdated featured items when appropriate. Always keep “Getting Started / Getting Involved / Your First Paddle with Kingston Kayak Club”, or an equivalent introduction explaining how to join and that the club is open to everyone, in the featured carousel.

4. Pages: editing existing information

Pages are used for ongoing club information, including disciplines, club details, policies and governance. They are normally updated when the information itself changes.

1. From the dashboard, use the website name at the top (Kingston Kayak Club), then choose Visit Site.
2. Navigate to the page using the website’s normal menus.
3. While logged in, select the pencil/Edit Page link in the top administration bar.
4. Edit the content directly where appropriate. For more substantial layout changes, copy the existing content into ChatGPT, supply the KKC Website Design Pack and request updated HTML.
5. In the WordPress content editor, open the source-code view (View → Source, where available) and replace the relevant HTML with the prepared code. Confirm with OK.
6. Make small edits as needed. Keep the page title in its dedicated WordPress title field rather than repeating it at the top of the HTML.
7. Use Preview or View to inspect the actual rendered page; the editing screen may not display the site colours and layout accurately.
8. When satisfied, click Update to make changes live. Return to the public-facing page and check the result.

Approval Designated editors may publish routine changes immediately. If content was requested by someone else or requires specialist approval, confirm the wording with the requester or relevant officer before publishing.

5. Pages: creating a new page

1. From the dashboard, choose Pages → Add New Page.
2. Enter a clear page title.
3. Prepare the page content, using the KKC Website Design Pack with ChatGPT to produce theme-consistent HTML as needed.
4. Open the source-code editor, paste the HTML and check that the page title is not duplicated in the body.
5. Preview and adjust the finished page.
6. Publish the page, then view and check it on the live website.
7. Add the page to the navigation menu only if visitors should find it through the website menus (see section 7).

Important A page does not have to appear in the site navigation. Some non-sensitive reference pages are deliberately shared only through their direct URL. A page omitted from navigation is not private or access-restricted.

6. Media: uploading and linking files

1. From the dashboard, select Media → Add Media.
2. Drag and drop the files into the upload area or select files from your device in the usual way.
3. Allow the upload to complete. The files are then available in the WordPress Media Library.
4. Click a file to view its details and use Copy URL (or the equivalent link control) to copy its permanent file URL.
5. Use the URL in webpages, posts, emails or menus, or select the file directly from the Media Library while editing a post or page.

Replacing policies and other documents

1. Keep the previous file in the Media Library as part of the club's historical record.
2. Upload the replacement as a separate file, ideally using a clear filename with a version number or date.
3. Copy the new file URL and update each relevant page or navigation link.
4. Open the live page and test the new link. Ensure the public-facing information points to the current document.

Do not Delete old policy or risk-assessment files just because a newer version exists. The historical archive is intentional. Equally, do not assume an old URL automatically redirects to the new version.

7. Appearance: managing navigation menus

The main navigation currently includes Club Information, Disciplines, Community Involvement, Annual Events and Policies & Governance. The Policies & Governance area is particularly important for public confidence and for sharing relevant documents with external organisations, such as Scout groups.

1. From the WordPress dashboard choose Appearance → Menus.
2. In Add menu items, find the page under Most Recent, View All or Search. Tick the desired page and click Add to Menu.
3. For an external website or document, instead select Custom Links, supply the full URL and a suitable link label, then click Add to Menu.
4. The item appears in the Menu Structure panel on the right. Drag and drop it to the correct position and nesting level.
5. Click Save Menu.
6. Visit the live website and confirm the navigation, labels and links work as intended. If necessary, return to Menus and correct them.

Navigation judgement Add pages to menus only when appropriate. For document updates, first check whether a menu item links directly to an old file and needs replacing.

8. Policies, governance and accuracy

Keep Policies & Governance pages and links especially accurate and easy to navigate. These pages allow prospective members, partner organisations and people raising concerns to find risk assessments, safeguarding policies, safeguarding leads and other governance information.

- Seek relevant officer or document-owner approval for new or changed policy wording where appropriate.
- Upload revised documents as new media items; preserve historic versions.
- Update any webpage text or links that reference superseded documents.
- Check live links, document titles and displayed contact details after making changes.
- Do not publish unapproved policy changes or imply a document has been formally adopted unless that is confirmed.

9. Using ChatGPT and the KKC design pack

The design pack contains KKC's website theme guidance for producing HTML that fits the existing style. Download it and provide the relevant contents to ChatGPT when requesting new pages or major page revisions.
Design pack: https://www.kkc.org.uk/wp-content/uploads/2026/10/KKC_Website_Design_Pack.zip

Suggested ChatGPT prompt

"Using the attached KKC Website Design Pack and the existing page content below, produce WordPress-ready HTML for a Kingston Kayak Club webpage. Follow the supplied colours, typography and layout conventions. Keep the article concise and readable. Do not include the page title as a heading inside the HTML because WordPress requires it separately. Preserve working links and flag any information that needs checking."

Review before pasting AI-generated text and HTML still require editorial checks for accuracy, names, dates, links, safeguarding and policy statements, and visual display.

10. Final publishing checklist

- Is the title clear, correct and not duplicated in the page body?
- Are names, dates, club facts and any permissions or approvals correct?
- Are categories, featured image and featured tag set correctly for posts?
- Have relevant documents been uploaded as new versions with the previous copies retained?
- Do links, menus and any downloadable documents point to the intended destinations?
- Have you checked the public-facing page, not only the WordPress editing view?
- Have you avoided unnecessary changes to technical settings, plugins or security?

11. Quick reference

Task	Where to go
Log in	www.kkc.org.uk/wp-admin
Create a news item	Posts → Add New
Find and edit an existing page	Visit Site → navigate → Edit Page
Create a page	Pages → Add New Page
Upload image or document	Media → Add Media
Edit navigation	Appearance → Menus
Technical WordPress / plugin / security issue	Duncan Berriman
Request editorial access	Andy Davies or Duncan Berriman
Add or remove homepage carousel posts	Posts → All Posts → Quick Edit → Tags: featured → Update