FOG Website

WordPress Admin Manual

A plain-language, step-by-step guide to editing your website content

Prepared for the Florida Organic Growers team

Admin address: fogadmin.3lanemarketing.com/wp-admin

Version 2.3 · September 30, 2026

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1. About this manual

This manual explains how to add and edit the content on the FOG website using its WordPress admin area (often called the "backend" or "dashboard"). It is written for staff who are not web developers, so every task is described in plain language with a screenshot to match.

You do not need any technical background to use this guide. If you can fill in a form and type into a text box, you can update the website. Throughout the manual, anything you **click** is shown in bold, and the screens are shown exactly as they appear when you log in.

What this manual covers

The FOG site is a custom WordPress build. Beyond the standard Pages and Media, it has many custom "content types" — separate areas for Team Members, News, Events, Programs, Resources, Partners and more. This manual walks through all of them, plus how images and navigation work.

It focuses on the day-to-day content work staff actually do. It deliberately does not cover developer or administrator tasks such as plugins, themes, users, or site settings — those can affect how the whole site behaves and are best left to your web team.

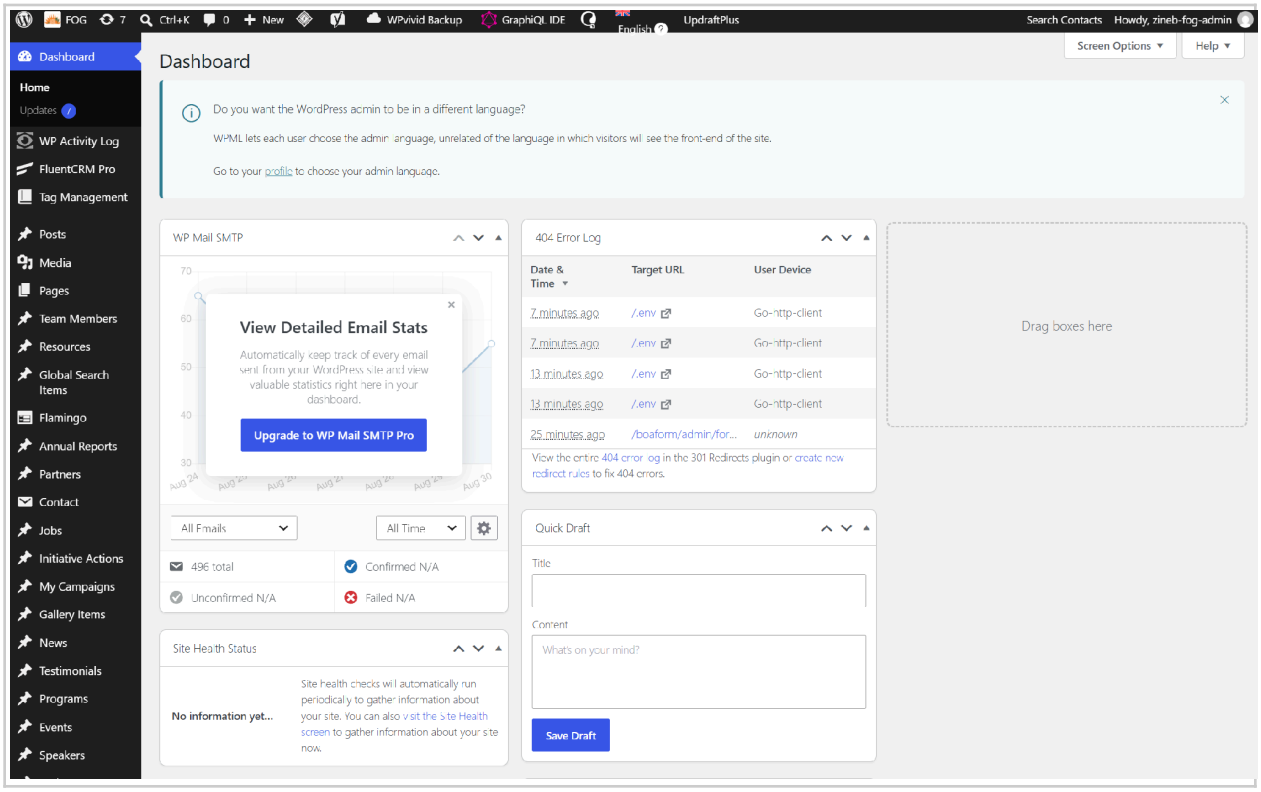
Logging in

1. In your web browser, go to **fogadmin.3lanemarketing.com/wp-admin**.
2. Enter your **username (or email)** and **password**.
3. Click **Log In**. You will land on the Dashboard, shown in the next section.

> **Keep your login private**
> Your login is personal to you. Never share your password, and if you think someone else needs access, ask your site administrator to create a separate account for them rather than sharing yours.

2. Getting oriented: the Dashboard

After logging in you see the Dashboard. This is your home base. There are three parts of the screen to know.



The WordPress Dashboard — your starting screen after logging in.

The left-hand menu (most important)

The black menu running down the left side is how you move around. Each item — Pages, Media, Team Members, News, Events, and so on — opens a different area of content. You will spend almost all of your time here. Hovering over an item reveals its sub-options (for example, "All Team Members" and "Add new Team Member").

The top bar

The dark bar across the very top is the admin toolbar. The "+ New" button is a shortcut to create content, and your name sits at the far right, where you can log out.

The message boxes in the middle

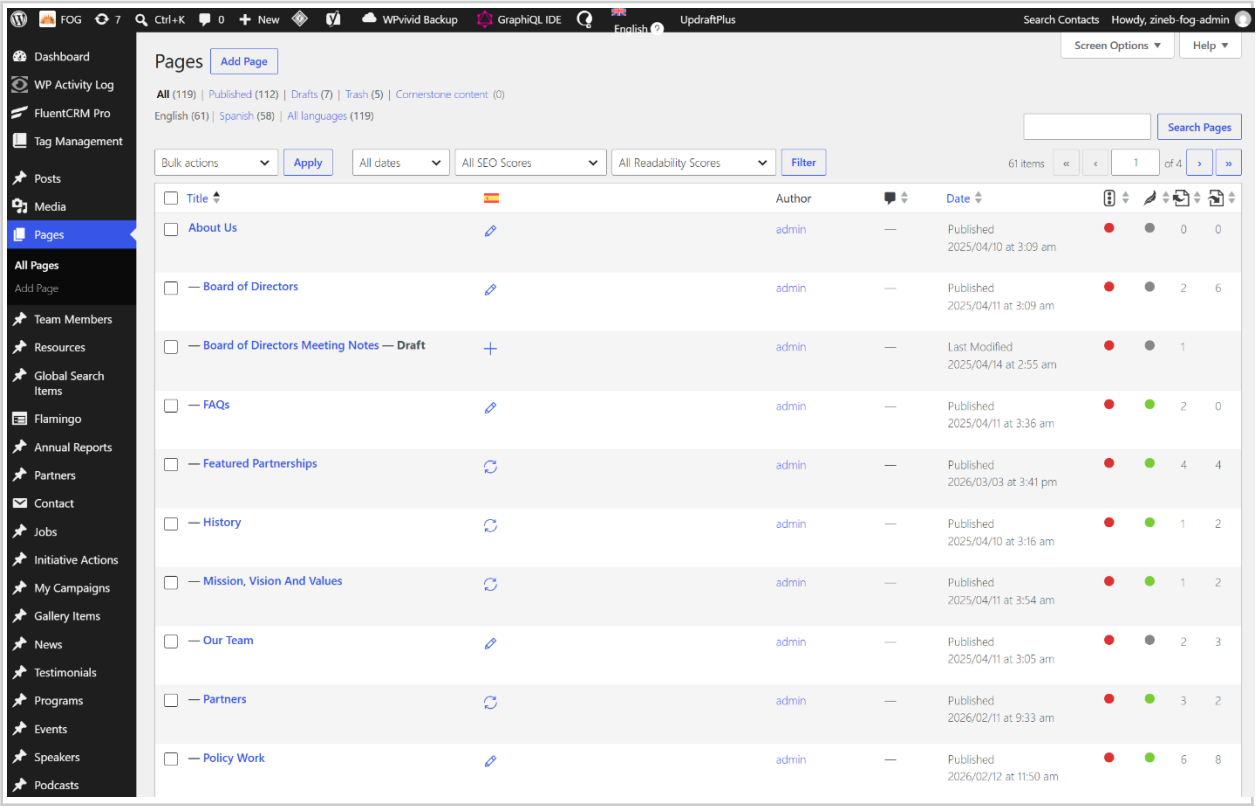
The Dashboard often shows coloured notice boxes (plugin reminders, update prompts, and similar). These are normal background messages from the website's tools. As a content editor you can safely **ignore** them, or click **Dismiss** to tidy them away. They do not affect your content work.

3. How editing works (read this first)

Almost everything on the site works the same way, no matter which content type you are in. Learn this chapter once and the rest of the manual becomes quick reference. Every content type has two screens: a List screen and an Editor screen.

The List screen

When you click a content type in the left menu (say, Pages), you first see a list of everything that already exists in that type. From here you can search, open an item to edit it, or create a new one.



A typical List screen (Pages). Each row is one item; the button at the top opens a blank new one.

Key things on every List screen:

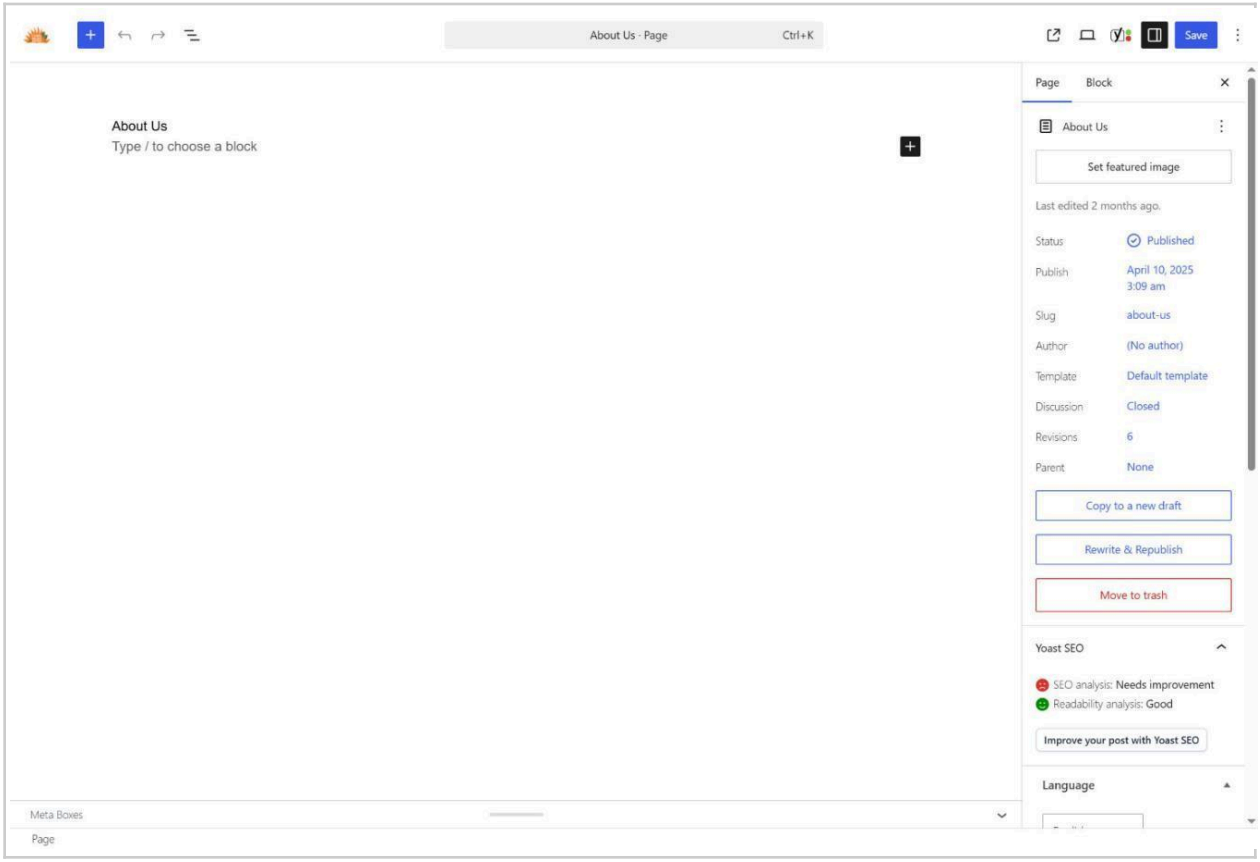
- The button at the top left — **"Add New…"** — creates a brand-new item.
- Each row is one item. **Hover your mouse over a row** and a small menu appears beneath the title with **Edit**, **Trash** and other options.
- Click the **title** of any item to open it for editing.
- The **Search** box (top right) and the filters (top left) help you find items when the list is long.
- On this site most lists show an English and a Spanish count near the top — see "Working in two languages" below.

The Editor screen

When you open an item (or create a new one) you get the Editor. This is where you type the content. This site uses two slightly different editors depending on the content type, so it is worth recognising both.

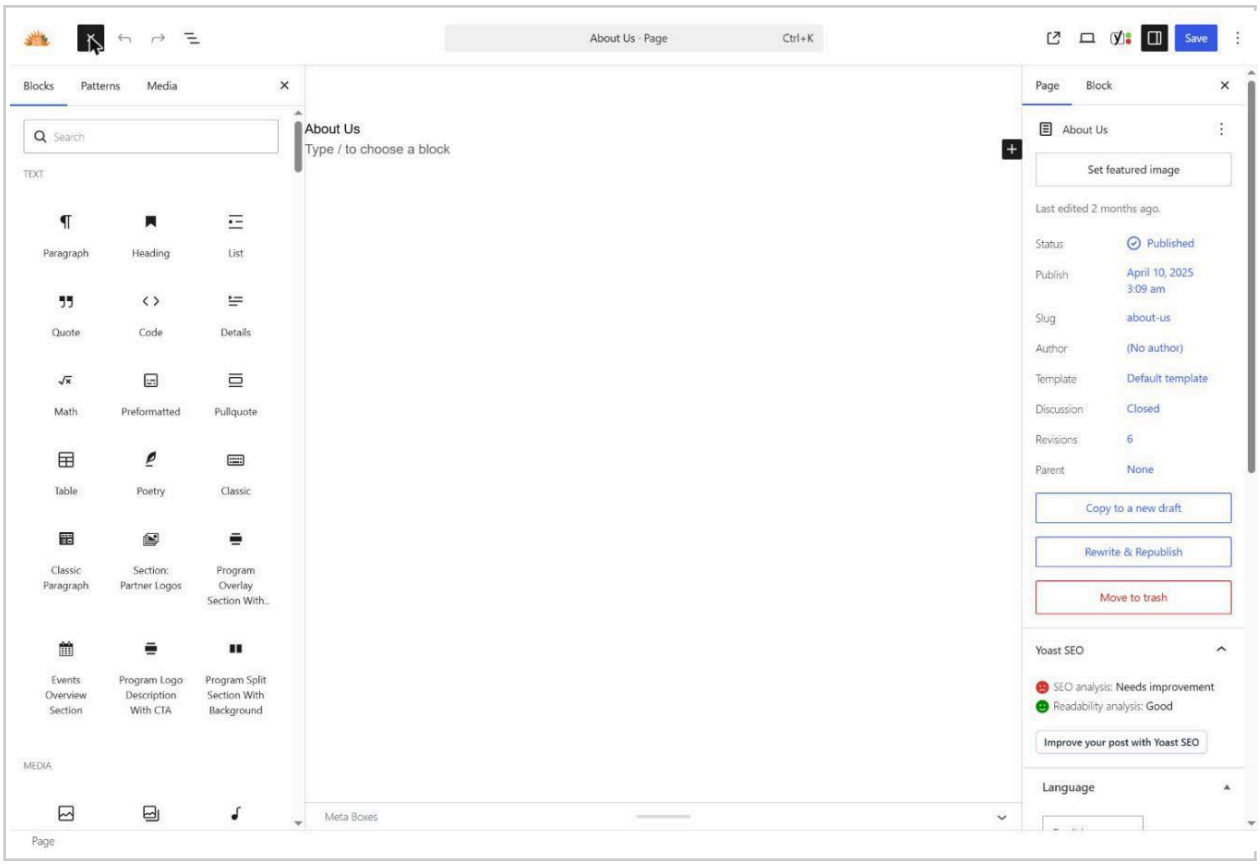
The Block Editor (the newer style)

Most content types — Pages, News, Programs, and others — use the Block Editor. Content is built out of "blocks": a heading is one block, a paragraph is another, an image is another, and so on. You stack blocks to build the page.



The Block Editor. The title sits at the top; the writing area is in the middle; settings are on the right.

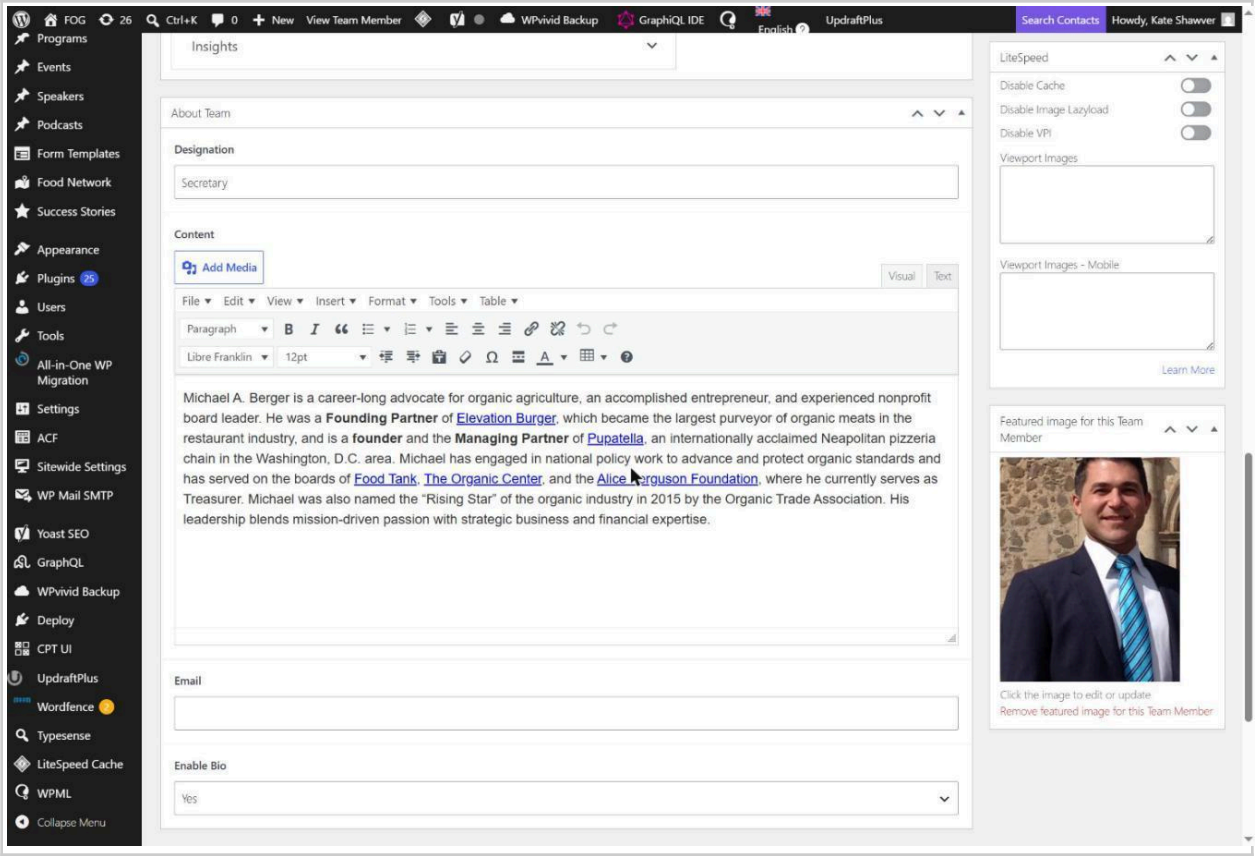
To add a block, click the **+** button (top-left of the editor, or the one that appears in the content area) and choose what you want. The panel that opens lists everything available, including the site's own custom design blocks such as "Partner Logos" and "Events Overview".



Clicking + opens the block library, including FOG's custom design blocks (left panel).

The Classic Editor (the older style)

Some content types — Team Members, Speakers, Annual Reports, Events, and a few others — use the Classic Editor. Instead of blocks, you get one large writing box with a familiar formatting toolbar (bold, italic, lists, links), much like a simple word processor, plus a set of clearly-labelled extra fields underneath.



The Classic Editor with custom fields (a Team Member). The toolbar box is the main content; the labelled boxes are the custom fields.

The parts you will use on every item

Whichever editor a content type uses, these elements show up again and again. Once you know them, every content type feels familiar.

Title

The name of the item, typed in the large field at the very top. For a Team Member it is the person's name; for an Event it is the event's name; for a News article it is the headline.

Content / body

The main text. In the Block Editor this is the block area in the middle; in the Classic Editor it is the big toolbar box (sometimes labelled "Content"). This is where the writing goes.

Featured image

Most content types have a **Featured image** — the main picture used for that item (a Team Member's headshot, a News article's banner, a Partner's logo, an Annual Report's cover).

In the **Block Editor** it sits in the right-hand settings panel, on the tab named after the thing you are editing — **Page**, **News**, **Program** and so on. That panel has a second tab called **Block**, which shows

settings for whichever block you have clicked on; the Featured image is not there. If you cannot find it, check which tab you are on first.

In the **Classic Editor** it is in a box on the right called “Featured image for this…”. Either way, click **Set featured image**, then choose or upload a picture.

Custom fields

These are the extra labelled boxes that are specific to each content type — for example, an Event has "Location" and "Start Date"; a Team Member has "Designation" and "Email". They are simply fill-in-the-blank fields. Each content type’s chapter later in this manual lists exactly which custom fields it has.

Meta Boxes

On many content types, some of those custom fields are not out in the open: they sit inside a panel labelled **Meta Boxes**, usually below the main content area. It is often collapsed, showing little more than its title, which makes it very easy to scroll straight past.

Click the panel to **expand** it, then fill in the fields inside. They are ordinary fields like any other — if you leave them empty, whatever they control will simply be missing from the item on the site. Each content type’s section later in this manual says when it has Meta Boxes to fill in.

Categories, tags and other groupings (taxonomies)

On the right-hand side — in the same panel, and on the same tab as the Featured image — you will often see boxes of tick-boxes used to group and file the item. For example News has “News Categories” and “News Tags”, Team Members has “Member Types” (Board member / Staff member) and “Issue Areas”, and Testimonials can be linked to a “Program”. Tick the ones that apply.

These tick-boxes are not just filing for your own benefit. The website uses them to build its filters and listings, so what you tick here decides where the item appears on the public site. Resources are filtered by **Resource Types** and **Programs**; Team Members are split into board and staff by **Member Types**; Events are filtered by **Program**; News is browsed by **News Categories**.

An item with nothing ticked still publishes and still has its own page — it simply will not appear when a visitor narrows the list. That is why a new item can look “missing” from the site even though it published perfectly well.

> **If a new item does not show up where you expect**
>
> Before assuming something is broken, open the item and check its groupings. A missing tick is the most common reason a published item is absent from a filtered list, a programme page or a category page. Adding the tick and clicking **Update** is usually the whole fix.

Saving vs. publishing — the most important buttons

This is the one thing worth getting right every time:

- **Publish** (or **Update**, if the item is already live) makes your changes **visible on the public website**. Use it only when you are ready for the world to see it.
- **Save draft** saves your work privately **without** putting it on the live site. Use this to save part-way through.
- **Preview** (the small screen/arrow icon near the top right) opens a preview so you can see how it will look before publishing.
- **Status** tells you where an item stands: *Draft* (not live) or *Published* (live).

> **The golden rule**
> If you are not certain you want a change to go live, click **Save draft** instead of Publish/Update. Nothing you save as a draft will appear on the public site until you deliberately publish it.

Working in two languages (English & Spanish)

The FOG site is bilingual. Most content exists as an English version and a matching Spanish version, managed by the site's translation tool (WPML). In the editor you will see a small "Language" box (usually on the right) showing which language you are editing and letting you switch to, or create, the other language's version. When you add or change English content, remember its Spanish counterpart may need updating too — check with whoever handles translations.

A safe way to practise

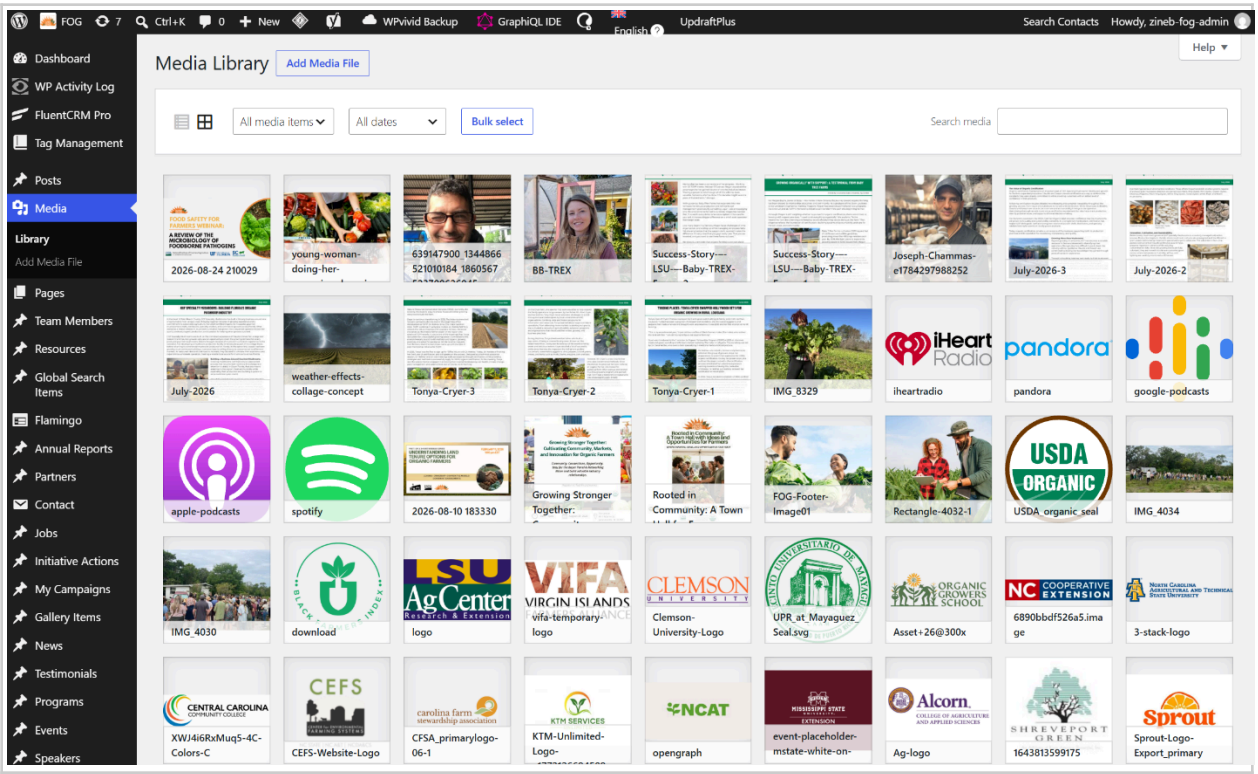
If you want to get comfortable before touching real content, open any item and look around **without clicking Publish/Update**. You can also create a new item, type into it, and simply **not** publish it (or move it to Trash afterwards). Nothing becomes public until you publish it.

4. The Media Library (images & files)

The **Media** area (in the left menu) is where every image, PDF and file on the site is stored. You can add pictures here first, or upload them on the fly while editing a page — either way they end up in this library.

Media Upload Guidelines

- **Maximum upload size:** 64 MB per file.
- **Image formats:** JPG, PNG, WebP, GIF, and SVG.
- **Documents:** PDF, Word, Excel, PowerPoint, and other standard document types.



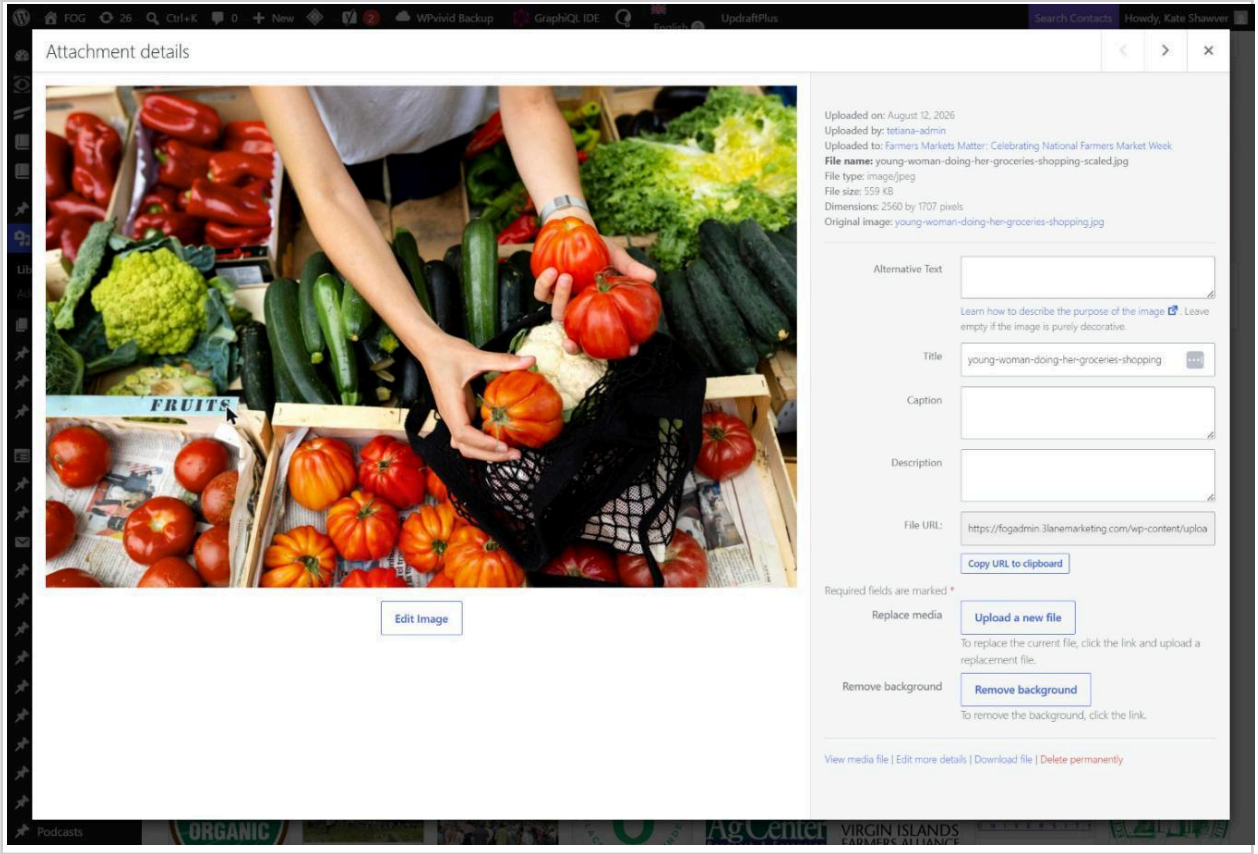
The Media Library, showing every uploaded image and file as thumbnails.

Uploading a new image or file

1. Click **Media** in the left menu.
2. Click **Add Media File** at the top.
3. Drag a file from your computer into the box, or click **Select Files** and choose one.
4. Wait for the upload to finish — it then appears in the library.

The details of a single image

Click any thumbnail to open its details. Here you can see its file name and size, and edit important information.



The Attachment details panel for one image.

- **Alternative Text** (alt text): a short description of the picture. This matters — it is read aloud to visually-impaired visitors and helps search engines. Add a plain description such as "A farmer holding fresh vegetables at a market".
- **Title**, **Caption** and **Description**: optional labels; a Caption may appear under the image on the page.
- **Replace media**: swaps the file for a new one while keeping it in the same place across the site.
- **File URL**: the web address of the file itself, with a **Copy URL to clipboard** button beside it. This is what you need when you want to link to a file from somewhere else on the site — most often a PDF.

For example, to turn the words “Download our 2023 Annual Report” into a link to that PDF: open the PDF here in the Media Library, copy its **File URL**, then go to the page, select the words you want to be the link, click the link button in the toolbar, and paste the address in.

Deleting media is permanent

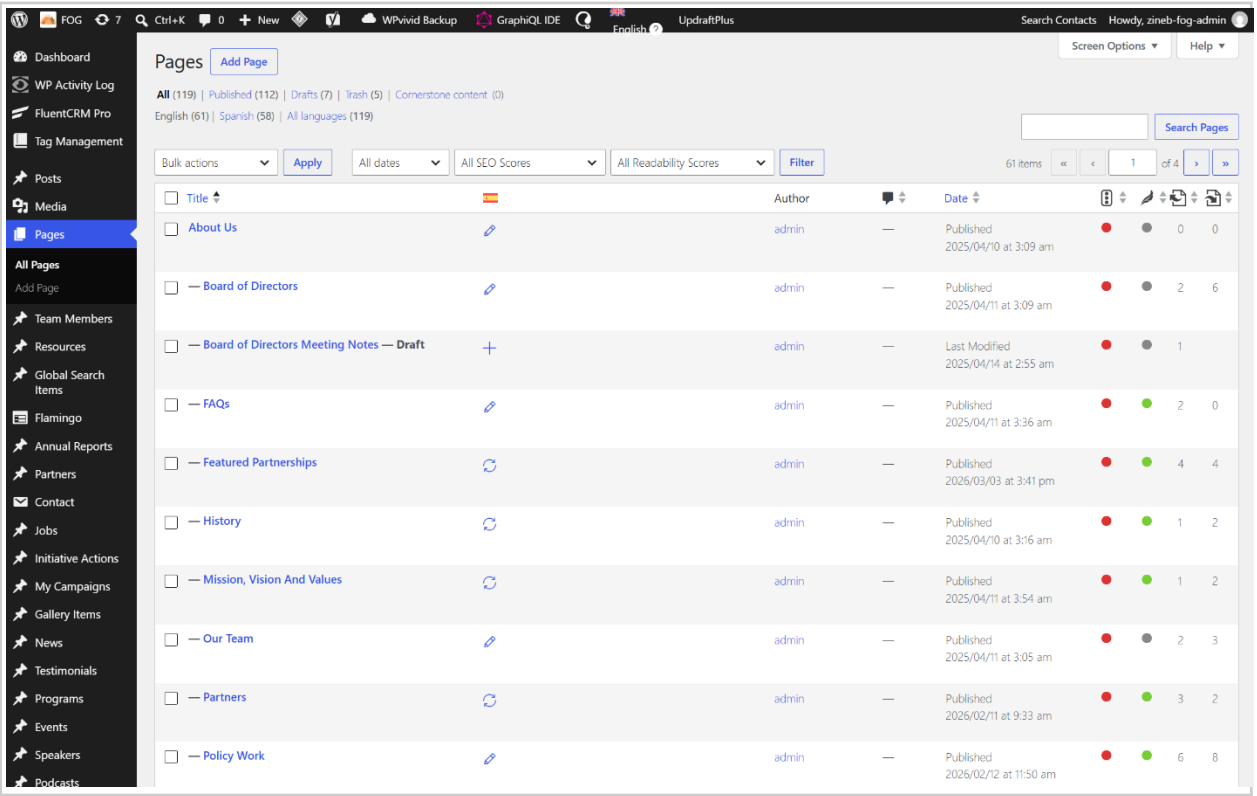
> "Delete permanently" on a media file cannot be undone, and if the image is used on a page it will disappear there too. Only delete files you are certain are unused. When in doubt, leave it.

Adding an image while editing

You don’t have to visit the Media Library first. Inside any editor you can add a picture directly: in the Block Editor add an **Image** block (via the **+** button); in the Classic Editor click the **Add Media** button above the toolbar. Either way you can upload a new file or pick an existing one, and it is saved to the library automatically.

5. Pages

Pages are the fixed, standalone parts of the website — About Us, History, Board of Directors, FAQs, and so on. They use the Block Editor.



The Pages list. This site has many pages, in both English and Spanish.

Editing an existing page

1. Click **Pages** in the left menu.
2. Find the page (use the **Search Pages** box if needed) and click its **title** to open it.
3. Make your changes in the block area.
4. Click **Update** (top right) to save your changes to the live site, or use **Save draft** / **Preview** first.

Creating a new page

1. On the Pages list, click **Add Page** (or **Add New**).
2. Type a **title** at the top.
3. Add your content using blocks (click **+** to insert headings, paragraphs, images, and the FOG design blocks).
4. Click **Publish** when ready — or **Save draft** if the page is not finished. A draft stays off the public site until you deliberately publish it, so there is no harm in leaving a page sitting as a draft for as long as you need.

New pages don’t appear in the menu automatically

Creating a page does not automatically add it to the site’s navigation. To put it in the header or footer, go to **Sitewide Settings** — see the Navigation chapter.

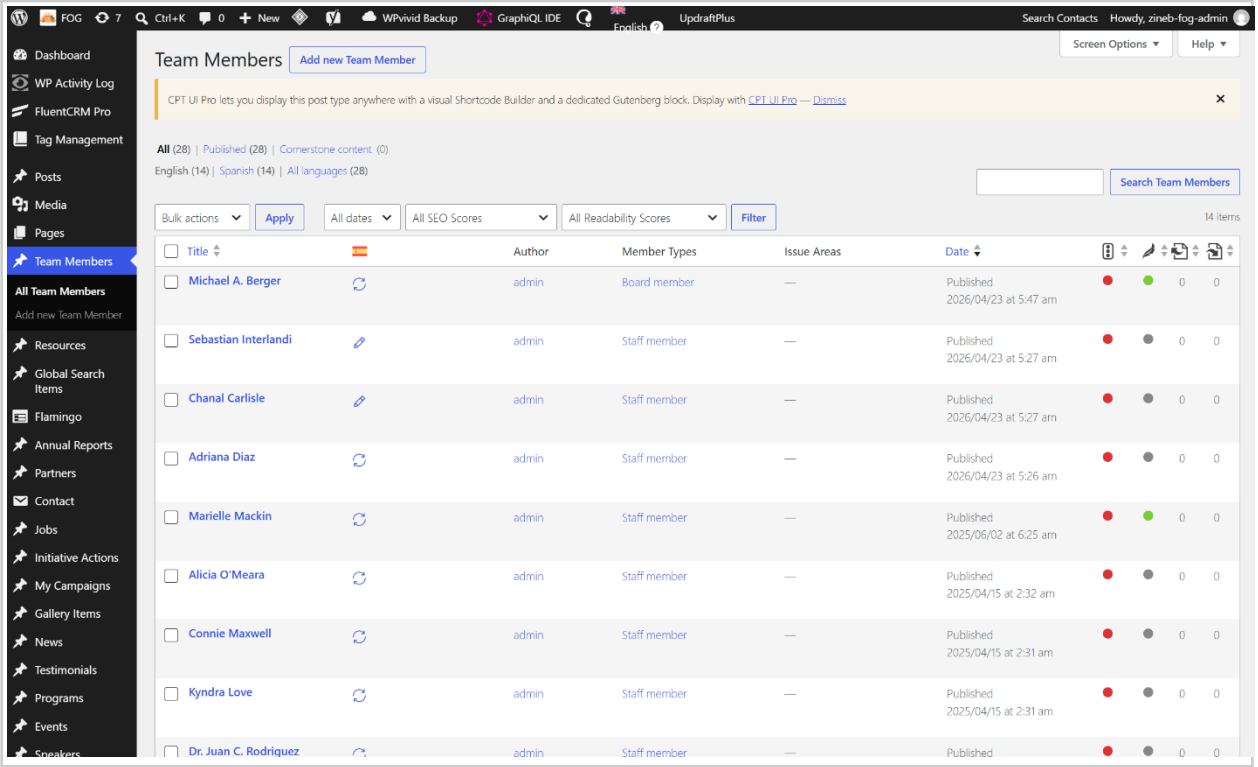
6. Custom content types

These are the areas built specifically for the FOG site. Each one is listed in the left menu and works the same way: a List screen to find items, and an Editor to change them. Below, each type has its purpose, how to add or edit an item, and the specific fields it uses.

> **The same steps every time**
>
> For every content type: click it in the left menu → click **Add New…** (or an existing item) → fill in the title, content and the fields listed → set a featured image if it has one → click **Publish** or **Update**. Only the fields differ from type to type.

6.1 Team Members

Staff and board member profiles. Uses the Classic Editor with custom fields.

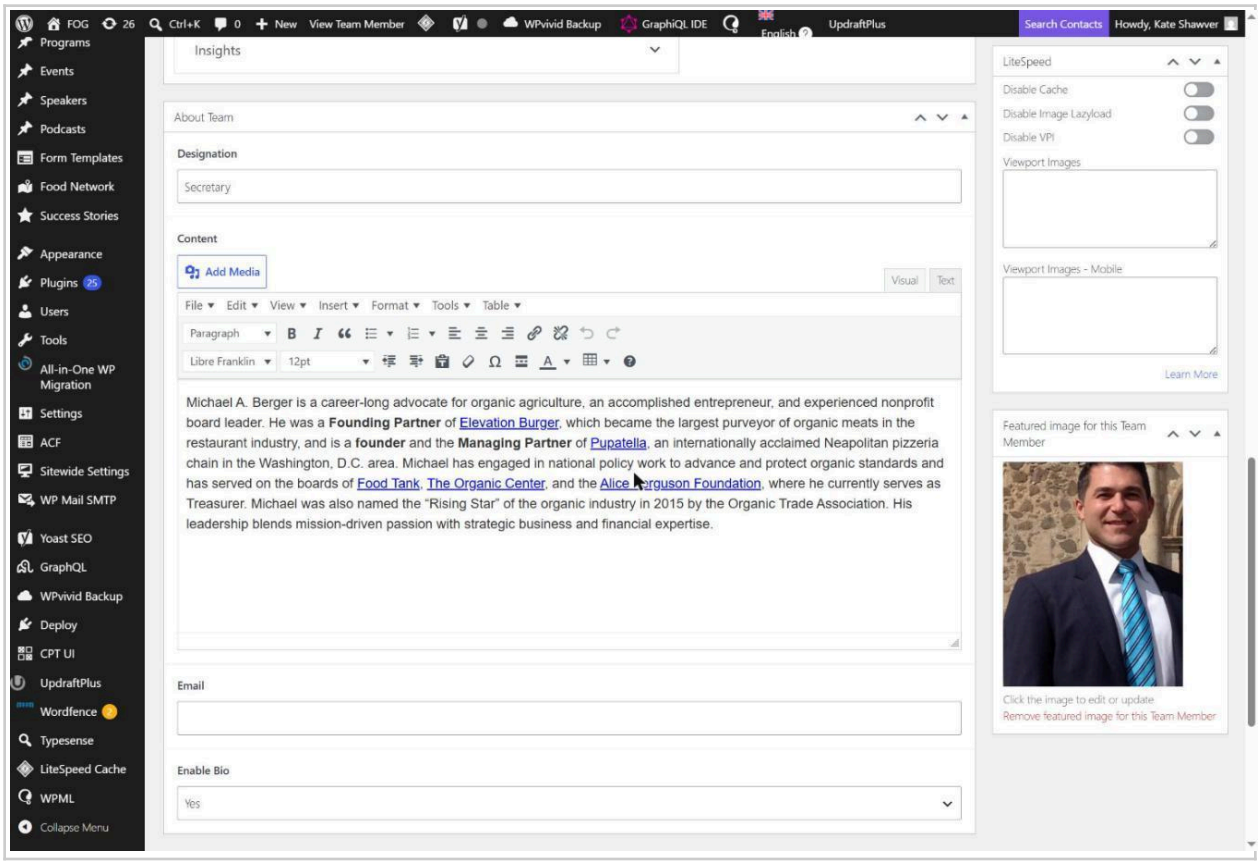


Team Members list, grouped by "Member Types" (Board member / Staff member).

Fields for each Team Member:

- **Title** — the person's name.
- **Designation** — their role (e.g. "Secretary").
- **Content** — their biography.
- **Email** — optional contact email.
- **Enable Bio** — Yes/No, controls whether the bio shows.
- **Featured image** — their headshot (right-hand box "Featured image for this Team Member").

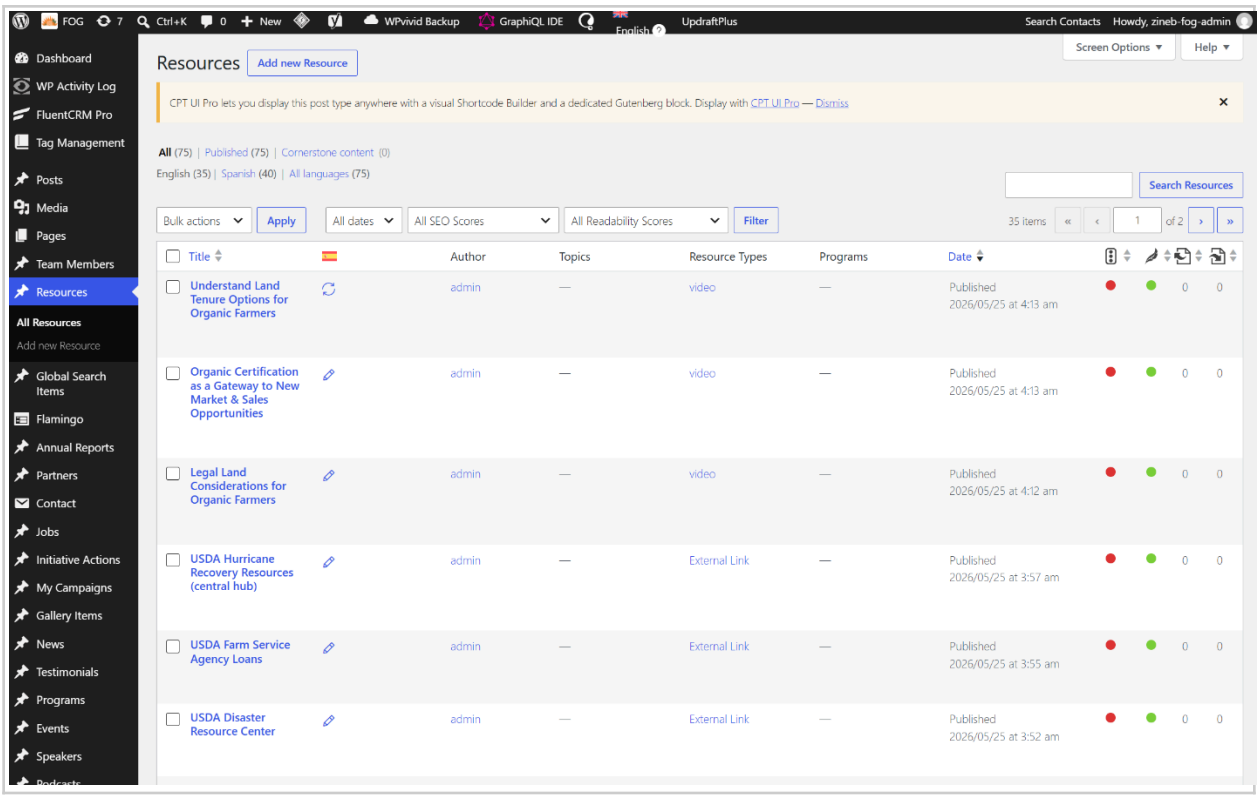
- **Member Types** — tick Board member or Staff member.
- **Issue Areas** — tick any relevant focus areas.



A Team Member's custom fields and headshot.

6.2 Resources

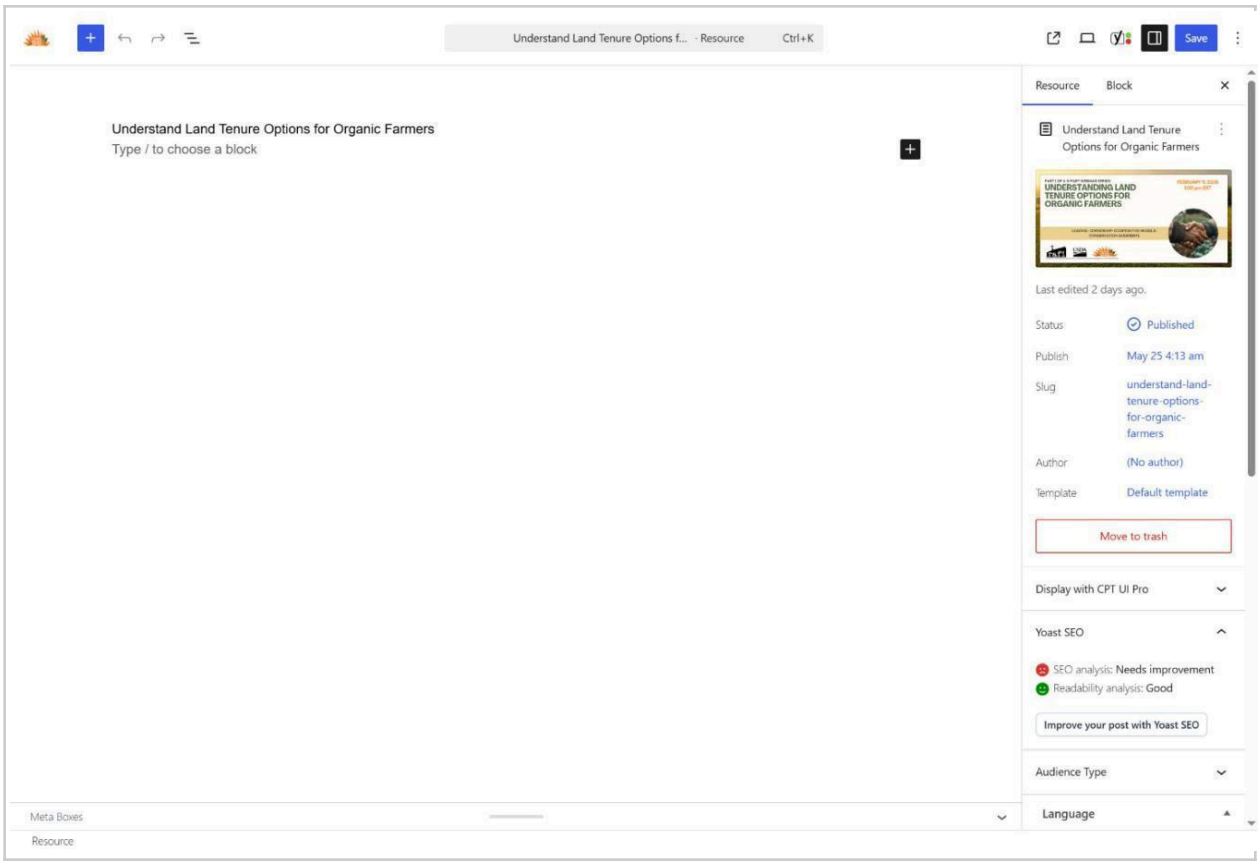
The resource library — articles, videos, external links and downloadable files for farmers. Uses the Block Editor.



Resources list, organised by Resource Types and Programs.

For each Resource:

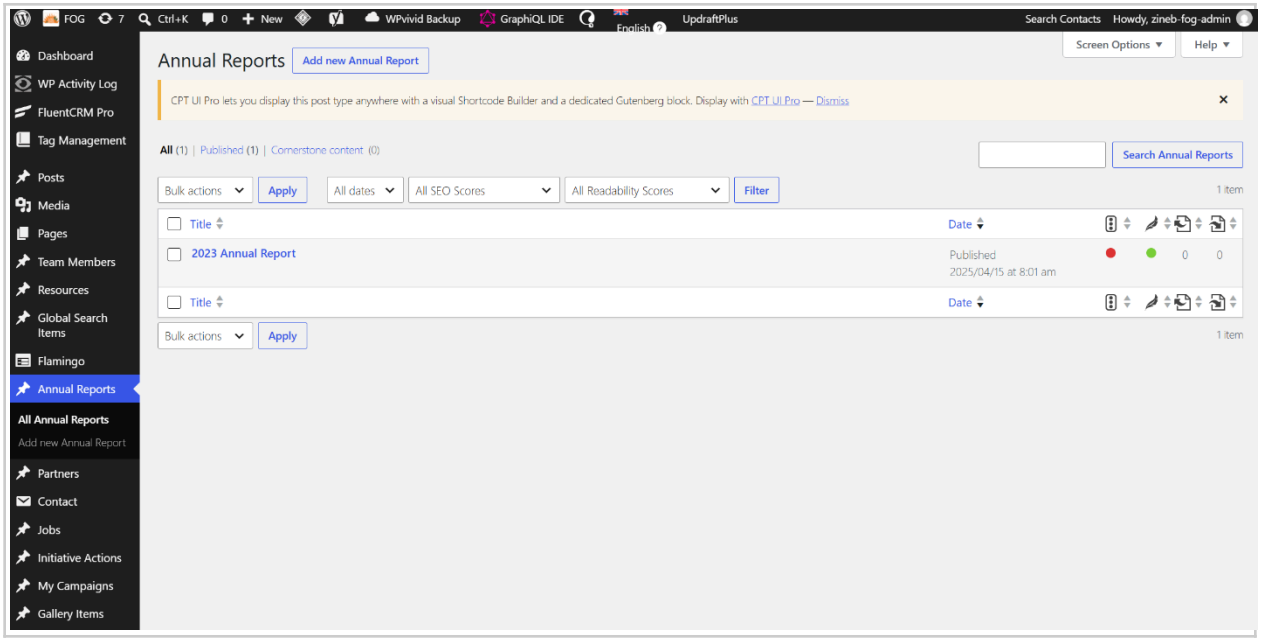
- **Title** — the resource name.
- **Featured image** — the thumbnail shown in listings.
- **Resource Types** — **Article**, **Video**, **External Link** or **PDF** (right-hand panel). This is the one choice that changes what you fill in next:
  - **Article** — write the resource itself in the content area, building it from blocks with the **+** button, just as you would a page.
  - **Video** — paste the video's web address into the video field.
  - **External Link** — paste the address of the page you are pointing to into the link field.
  - **PDF** — either upload the file, or paste its File URL if it is already in the Media Library (see chapter 4).
- **Programs** and **Audience Type** — grouping options in the settings panel.
- **Meta Boxes** — expand this panel below the content area and fill in the fields inside.



A Resource in the Block Editor, with its groupings in the right-hand panel.

6.3 Annual Reports

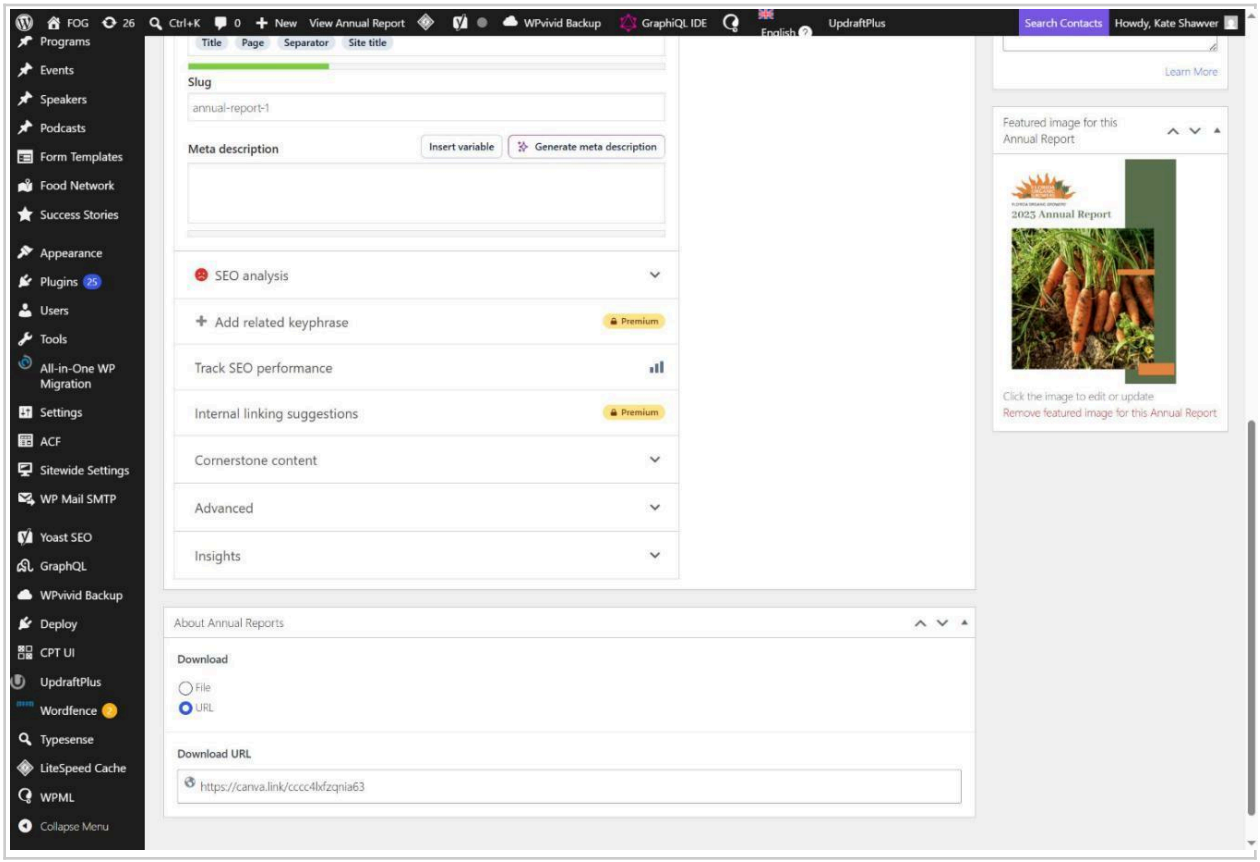
Yearly reports offered as a download. Uses the Classic Editor.



The Annual Reports list.

For each Annual Report:

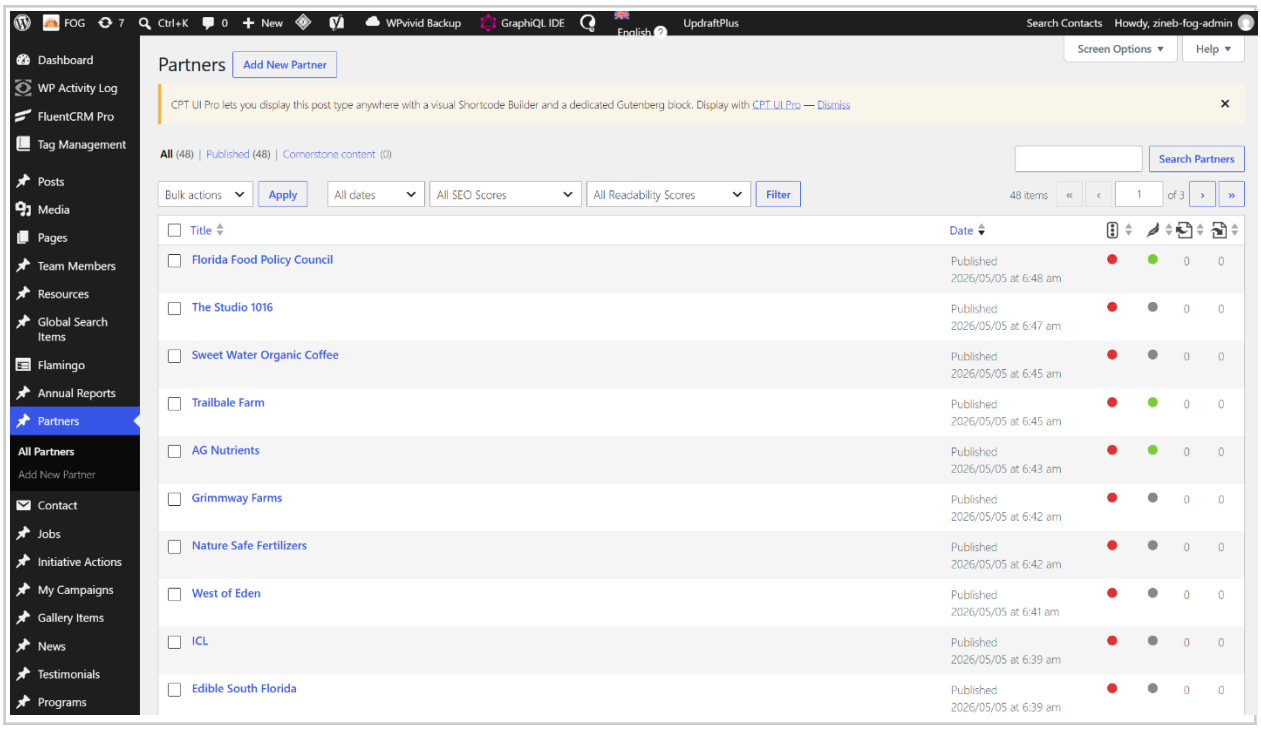
- **Title** — e.g. "2023 Annual Report".
- **Featured image** — the report cover. If you upload the PDF itself in **Download** below, you can leave this empty: a cover image is generated from the PDF automatically. Set one only if you want a different cover, or if you are linking to the report by URL rather than uploading a file.
- **Download** — choose *File* (upload a PDF) or *URL* (link to it, e.g. a Canva link), then fill in the box that appears.



The Annual Report fields: cover image plus a File-or-URL download.

6.4 Partners

The logos and names of partner organisations. Uses the Block Editor; each partner is essentially a name plus a logo.



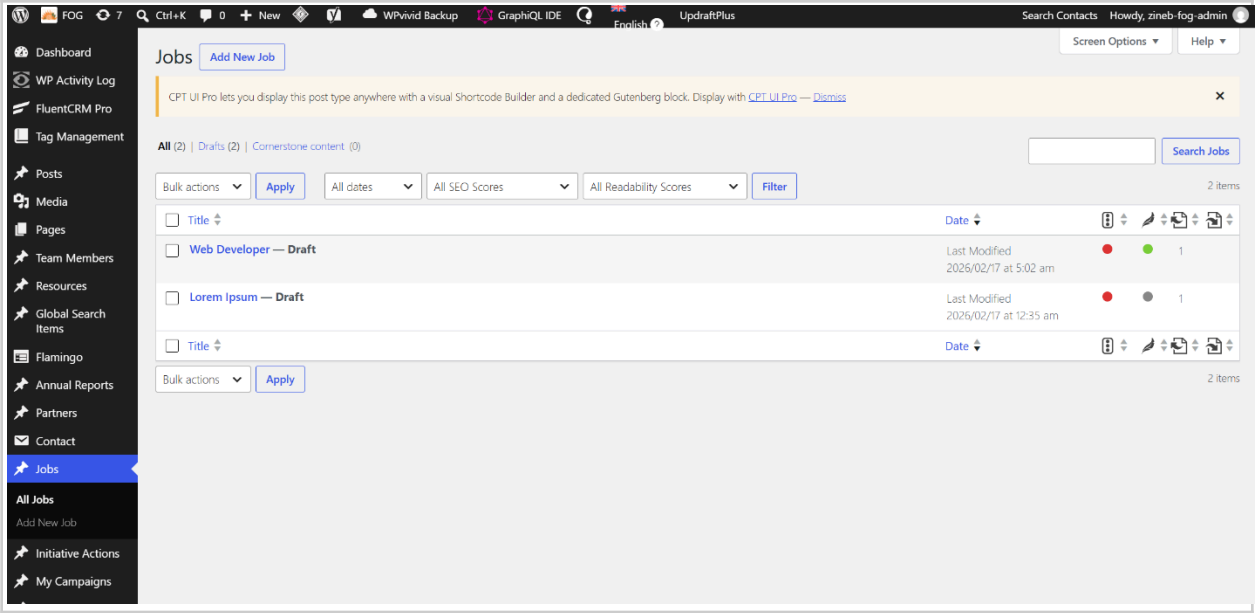
The Partners list.

For each Partner:

- **Title** — the organisation's name.
- **Featured image** — the partner's logo.
- **Meta Boxes** — expand this panel below the content area; the partner's website link, if used, lives here.

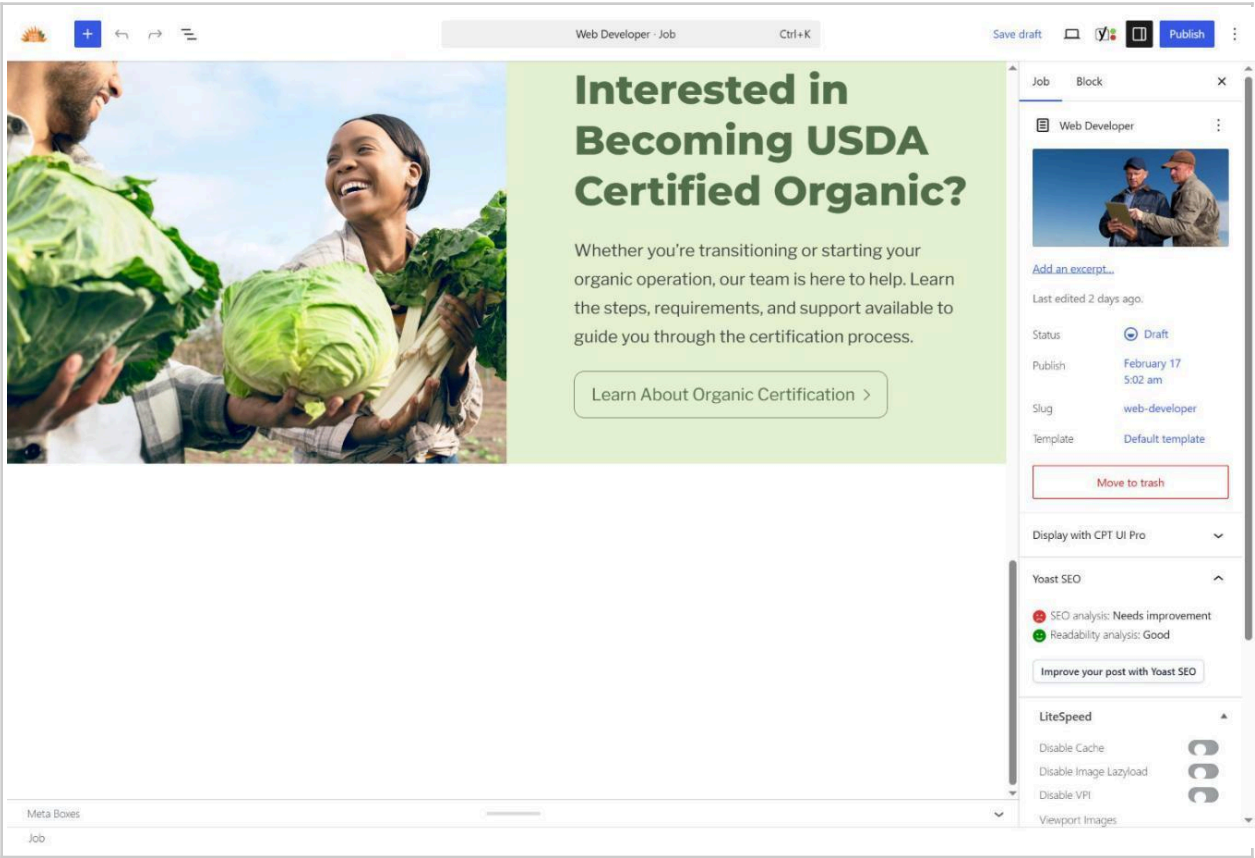
6.5 Jobs

Job and volunteer openings. Uses the Block Editor, and the body can be a full built-out page.



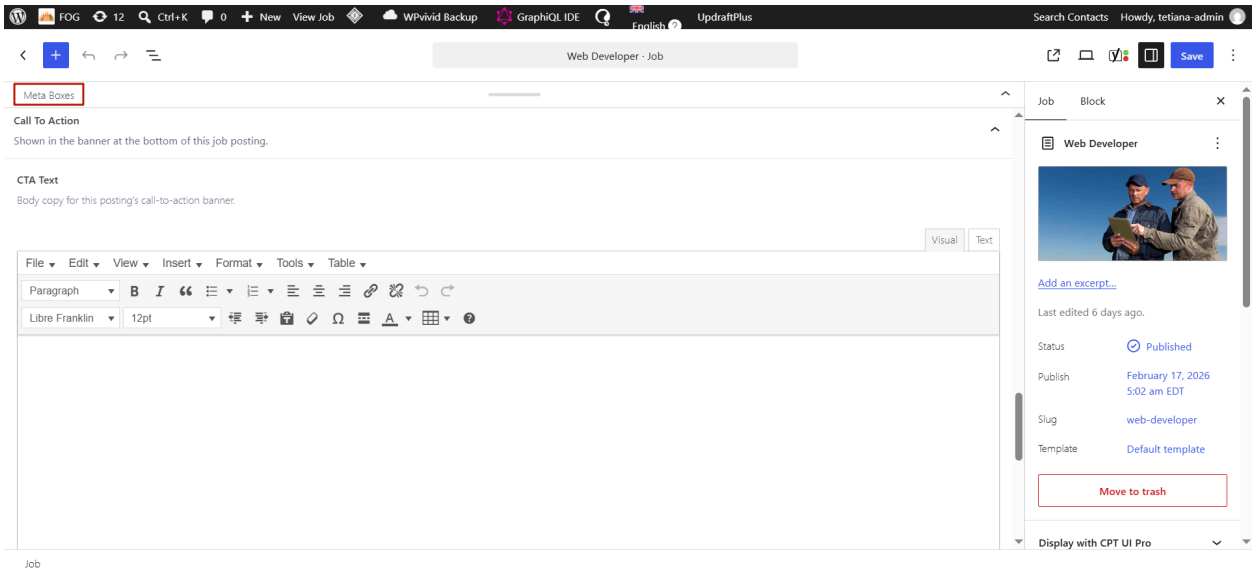
The Jobs list (items shown as Draft are not yet public).

Add a **Title** (the role), build the description with blocks, fill in the **Meta Boxes** panel below the content area, then **Publish** when the posting should go live. Leave it as *Draft* while you are still preparing it.



A Job posting built with blocks (heading, text, button and image).

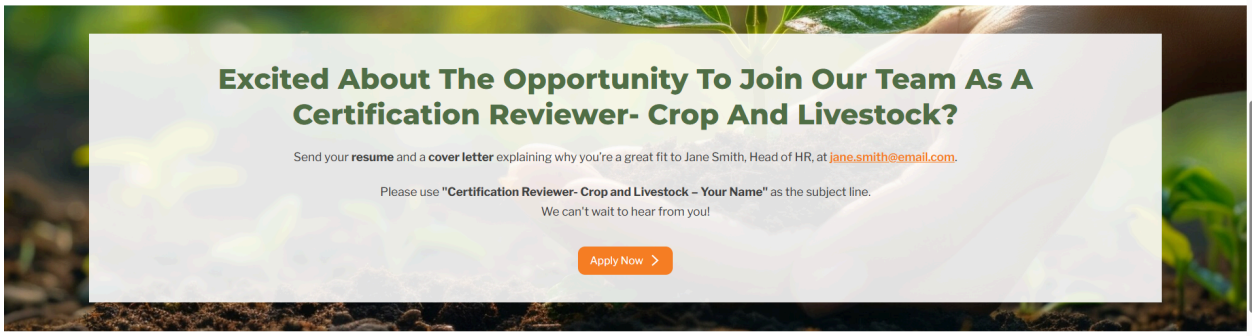
Jobs has a **Meta Boxes** panel below the content area. Expand it and fill in the **Position Summary** — the short description that appears on the job's card on the Careers landing page. The full posting you build with blocks is what visitors see after they click through; the Position Summary is what draws them in, so it is worth writing even though the posting will publish without it.



Every job post has a **Call To Action** section, shown by default:

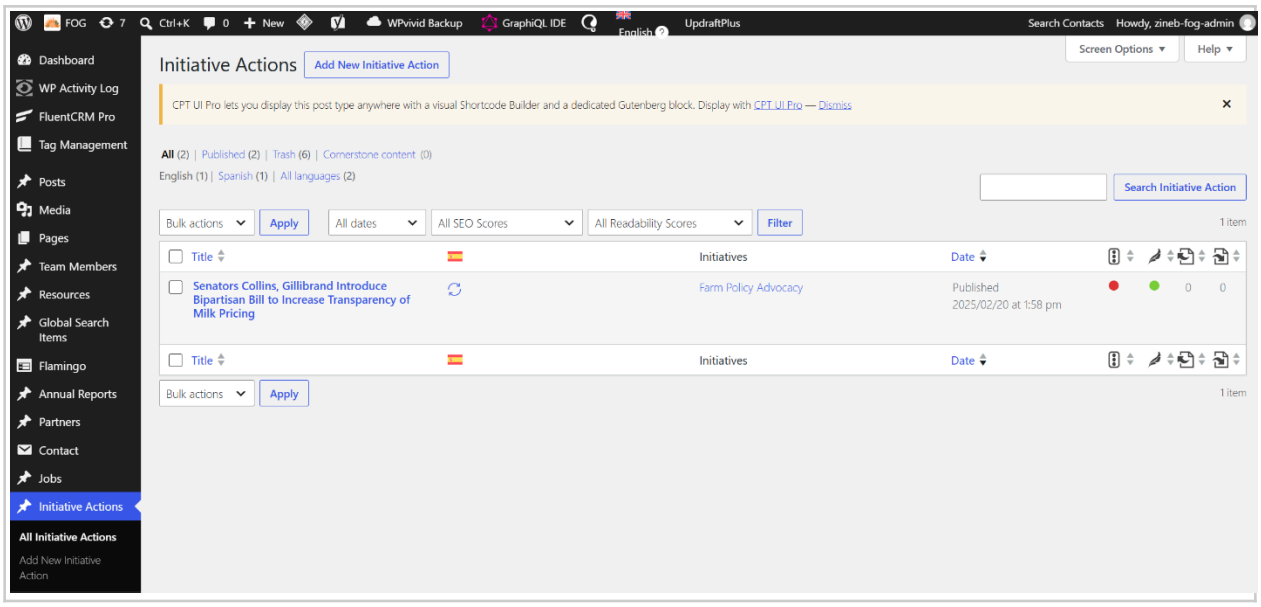
- CTA Text — the body copy
- CTA Button — button label and destination link
- CTA Background Image

The heading is still generated from the job title ("Excited about the opportunity to join our team as a *{Job Title}*?"), matching the approved design. If a posting has no CTA entered, the banner is simply not rendered.



6.6 Initiative Actions

Individual action items that sit under the site's advocacy initiatives. Uses the Block Editor.

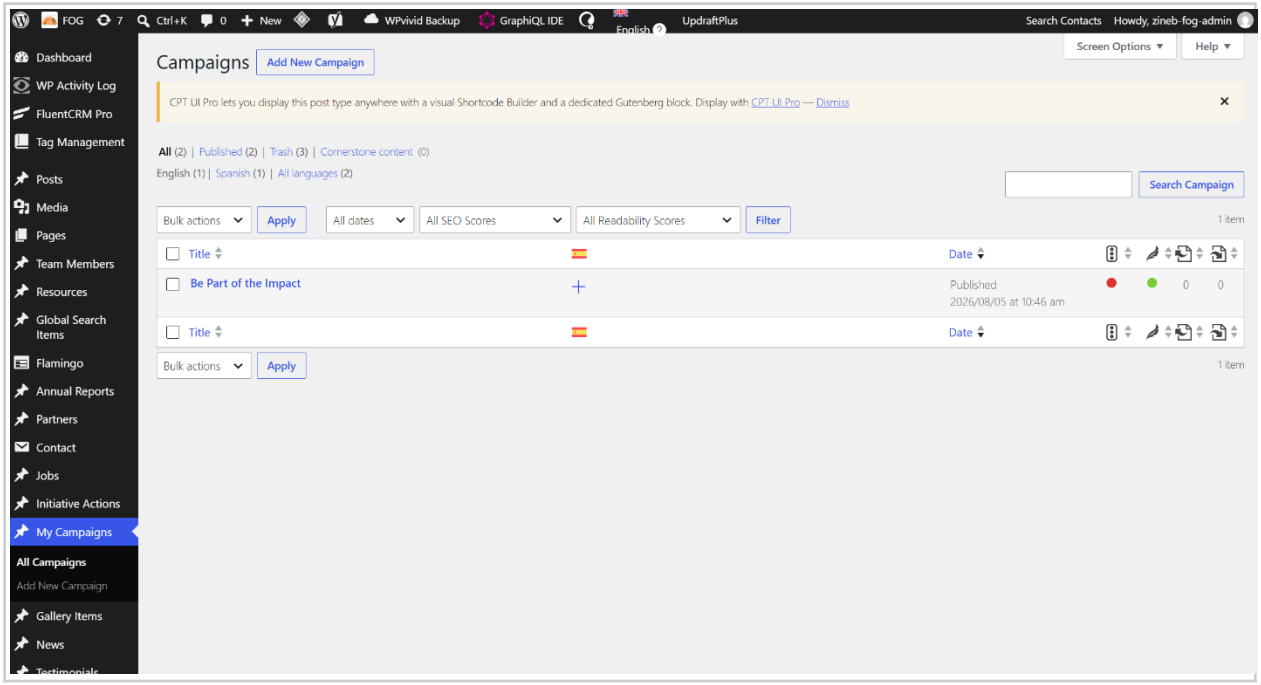


Initiative Actions, grouped by the "Initiatives" category (e.g. Farm Policy Advocacy).

1. Type a **Title** for the action.
2. Add your content in the block area, using the **+** button to insert blocks and filling each one in.
3. Expand the **Meta Boxes** panel below the content area and set the **Status** and **Date**.
4. Assign it to the correct **Initiative** using the grouping box in the right-hand settings panel.

6.7 My Campaigns

Site campaigns (this area is labelled **Campaigns** at the top and appears as **My Campaigns** in the menu) — used for promotional call-out content such as "Be Part of the Impact". Uses the Block Editor.



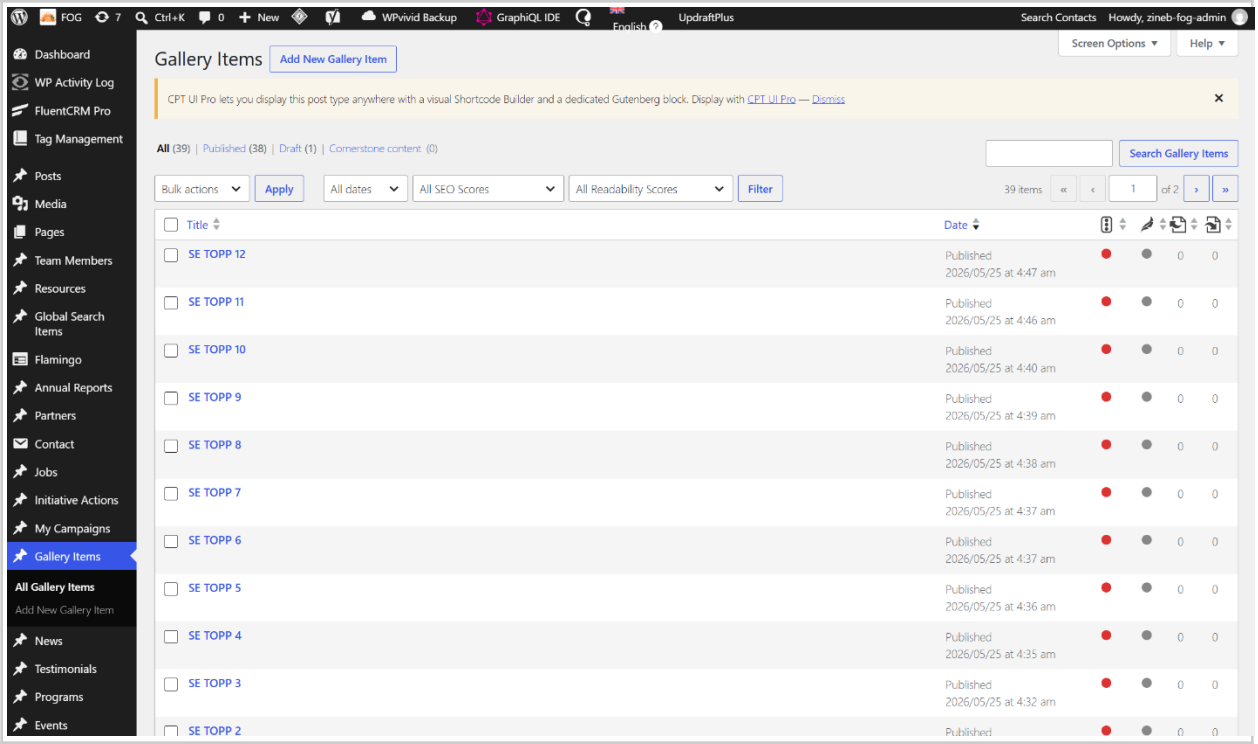
The Campaigns list.

1. Type a **Title** for the campaign.
2. Enter the campaign text in the area below the title.
3. Expand the **Meta Boxes** panel and fill in every field, following the description shown beneath each one.
4. For the **Bottom** and **Campaign** types, add an image as well.

Because a campaign can appear prominently on the site, publish changes here with extra care.

6.8 Gallery Items

The individual images and videos used to build the galleries around the site. Each item is simply a title, a picture or video, and the fields that say where it belongs — there is no page to build here.

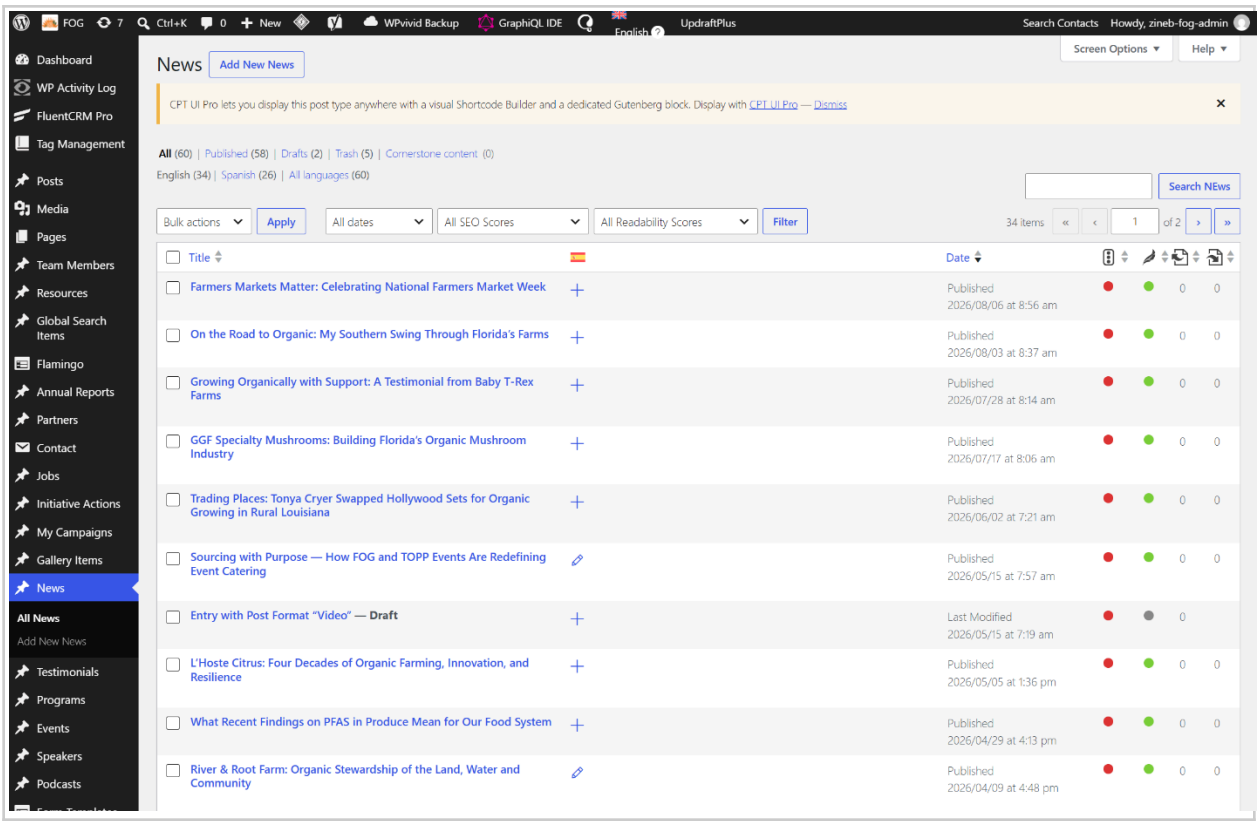


The Gallery Items list.

1. Set a **Title** — this is for your own reference when finding the item later.
2. Set the **Featured image** — the picture itself.
3. Expand the **Meta Boxes** panel and fill in the fields inside.
4. Select which **Program** the image or video belongs to, so it appears in that program's gallery.

6.9 News

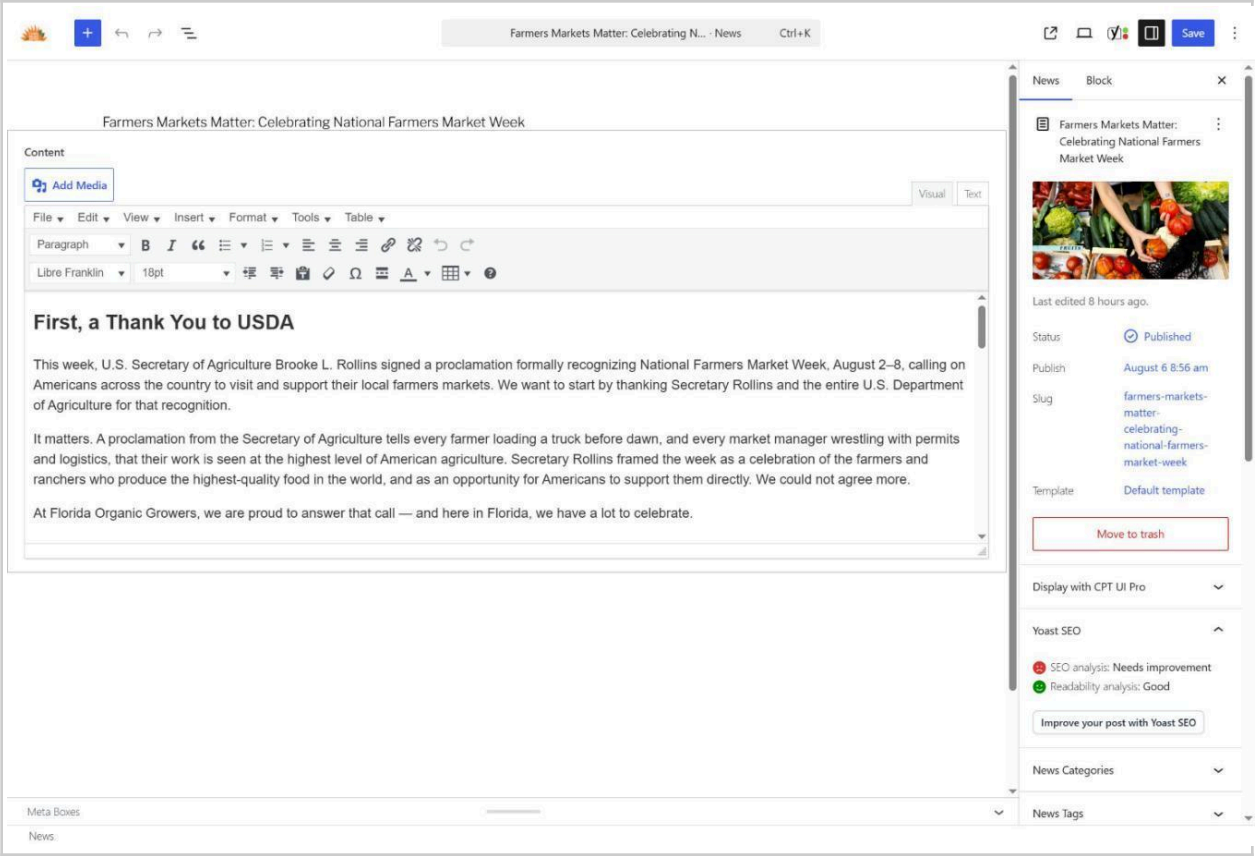
The site's articles and blog — this is where day-to-day stories are published. Uses the Block Editor, so an article can be built from any of the blocks, not only text.



The News list — the site's main article archive.

For each News article:

- **Title** — the headline.
- **Content** — the article body. Build it from blocks: headings, paragraphs, images, quotes, columns and the FOG design blocks are all available.
- **Featured image** — the article's main picture.
- **News Categories** and **News Tags** — for filing and grouping the article (right-hand panel).
- **Meta Boxes** — expand this panel below the content area and fill in the fields inside. The article's summary is set here.

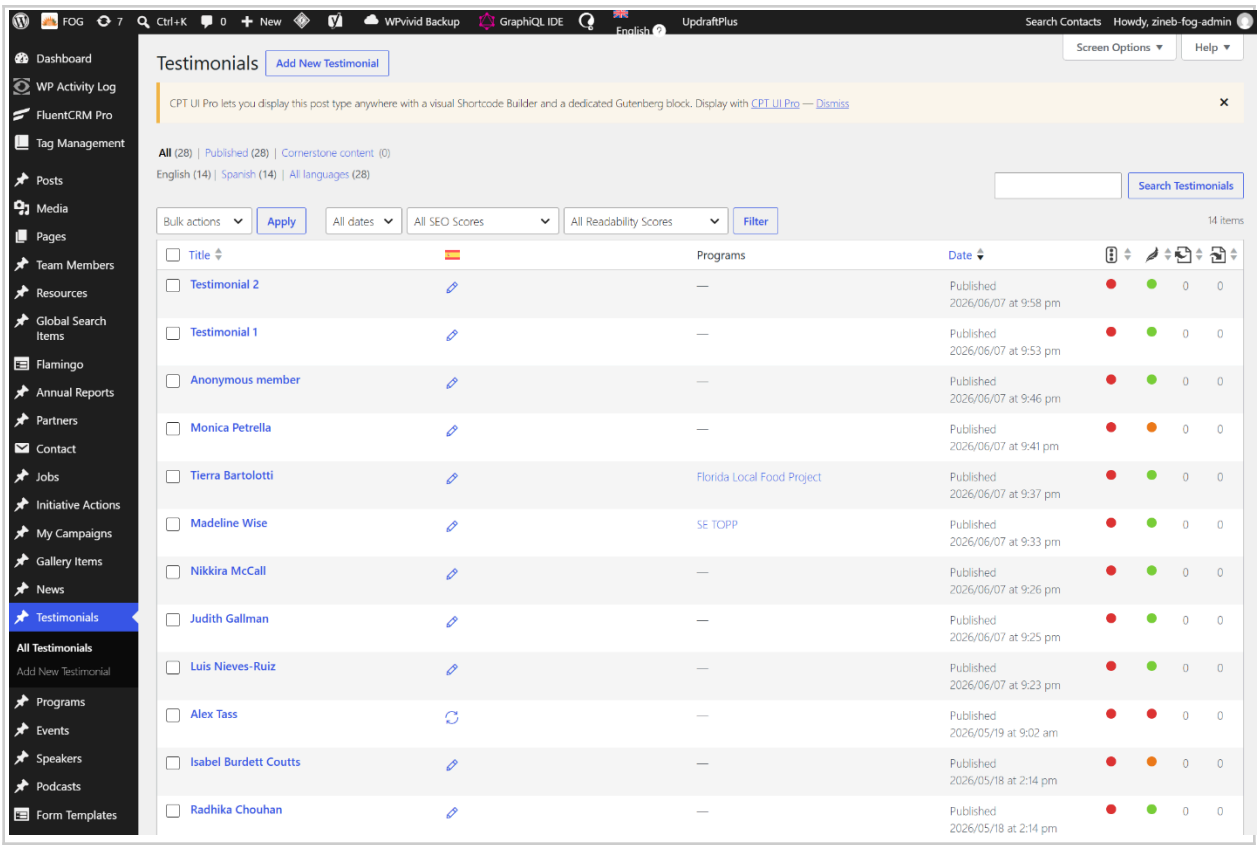


A News article, with its Content field, featured image, and News Categories/Tags.

1. Click **News** → **Add New News**.
2. Type the headline, write the article, and add images where you want them.
3. Set a **Featured image** and tick the relevant **News Categories**.
4. Expand the **Meta Boxes** panel and fill in the fields inside, including the summary.
5. Click **Publish**.

6.10 Testimonials

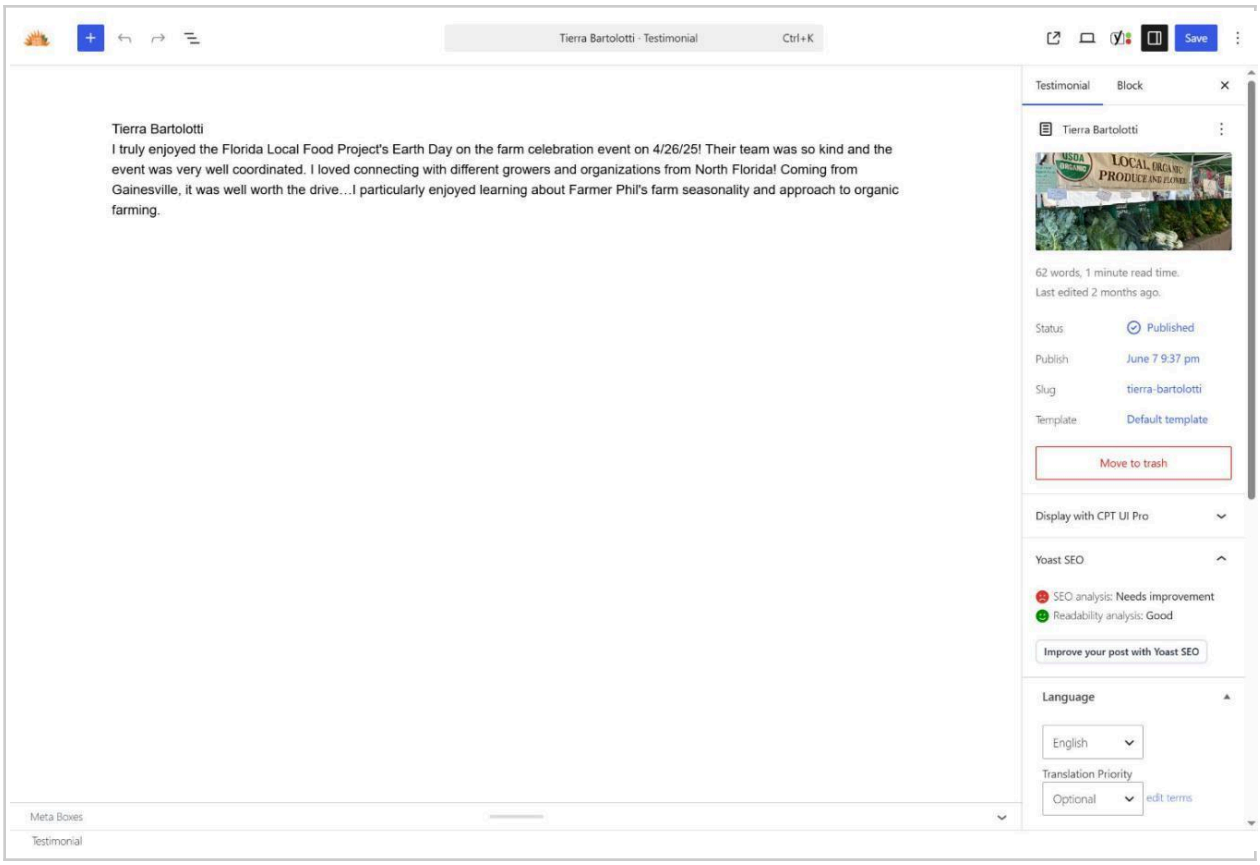
Quotes from community members and partners. Each one is a name, the quote itself and a few fields — there is no page to build here.



The Testimonials list, optionally linked to a Program.

For each Testimonial:

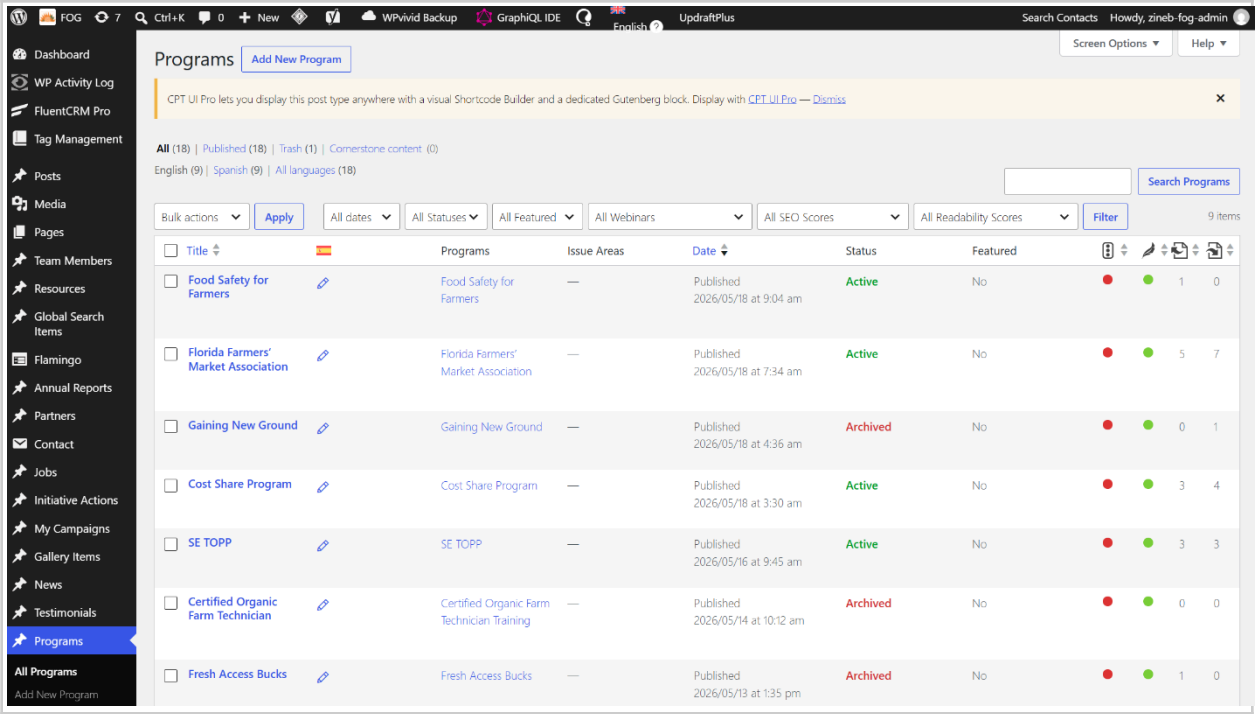
- **Title** — the person's name (or "Anonymous member").
- **Content / body** — the quote itself, typed in the area below the title.
- **Featured image** — a photo, if there is one.
- **Programs** — link the testimonial to a program if relevant.
- **Meta Boxes** — expand this panel and fill in the fields inside.



A Testimonial: the name is the title and the quote is the body.

6.11 Programs

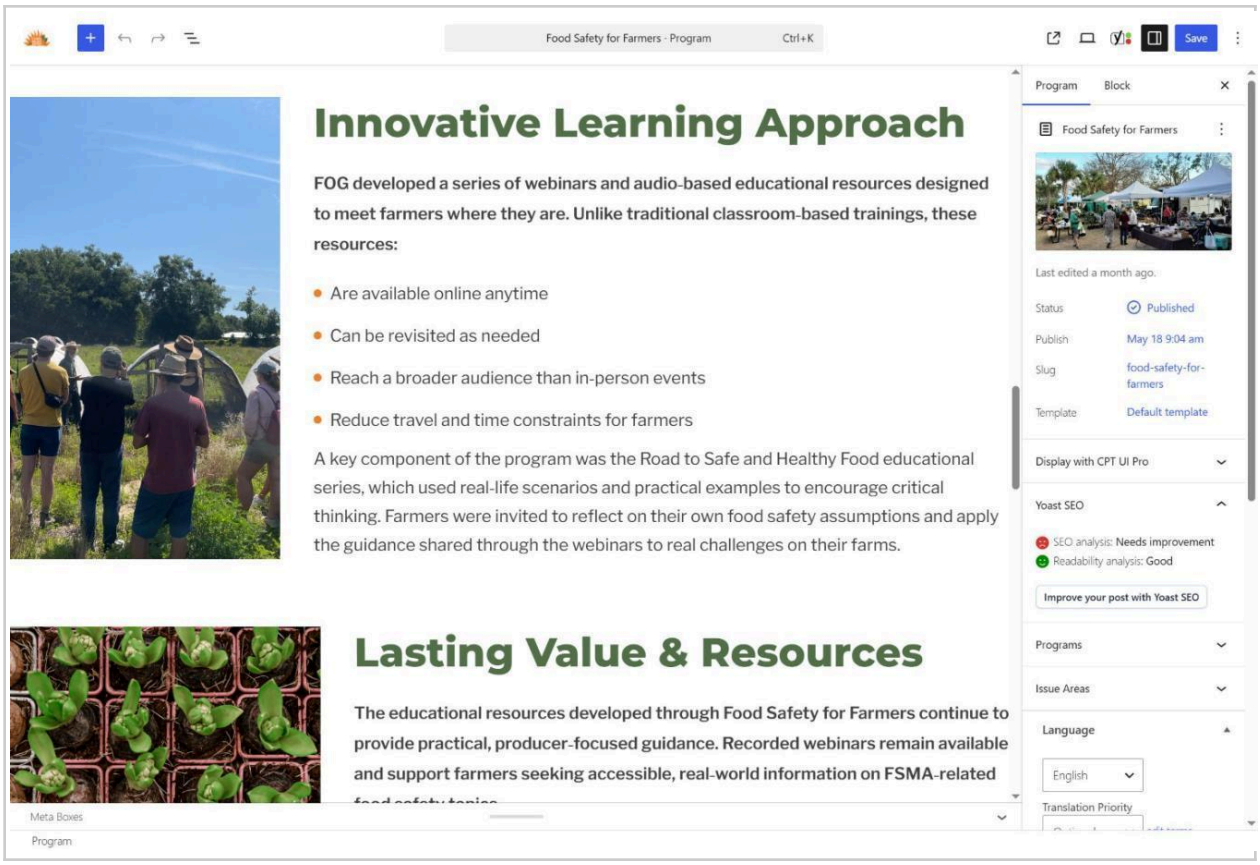
The main program pages (Food Safety for Farmers, SE TOPP, Cost Share Program, and so on). These are rich, built-out pages using the Block Editor.



The Programs list, with Status (Active/Archived) and Featured columns.

For each Program:

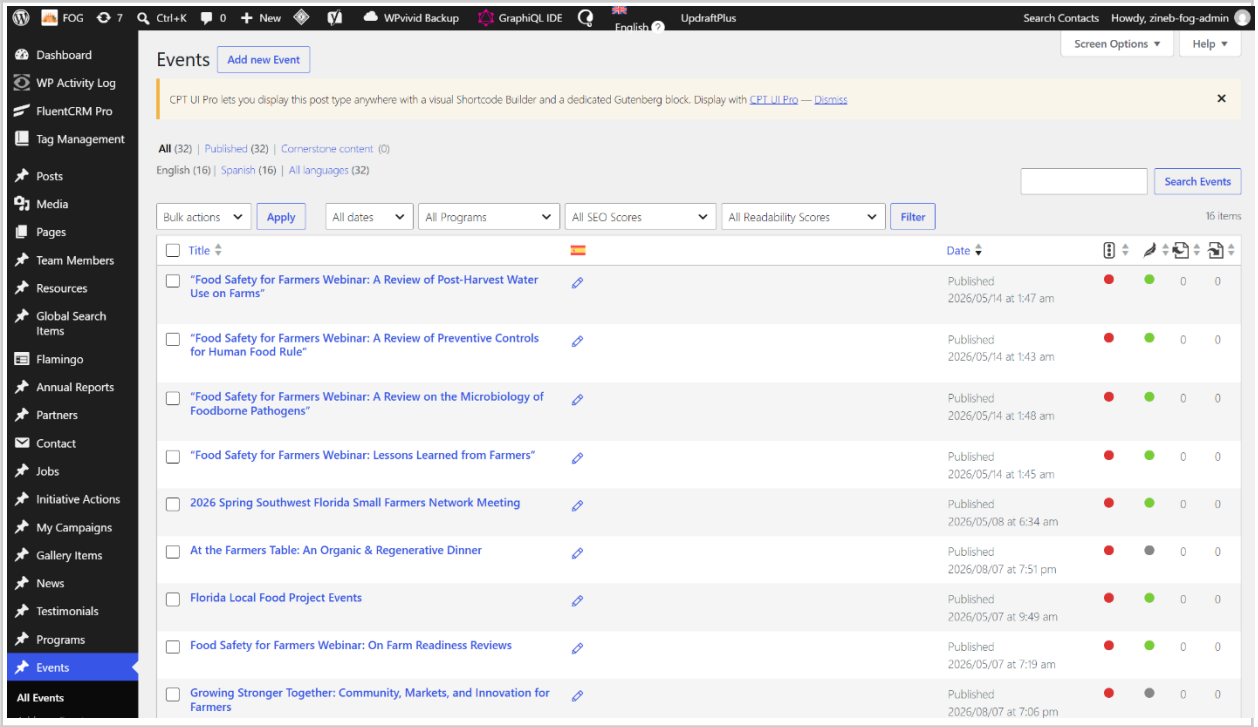
- **Title** — the program name.
- **Content** — the full program page, built with blocks (columns, images, headings, lists).
- **Featured image** — the program's main image.
- **Programs** and **Issue Areas** — grouping options (right-hand panel).
- **Meta Boxes** — expand this panel below the content area and fill in **all** the fields inside. **Status** (Active/Archived) and **Featured**, which control how the program is displayed and filtered, are among them.



A Program page built with blocks.

6.12 Events

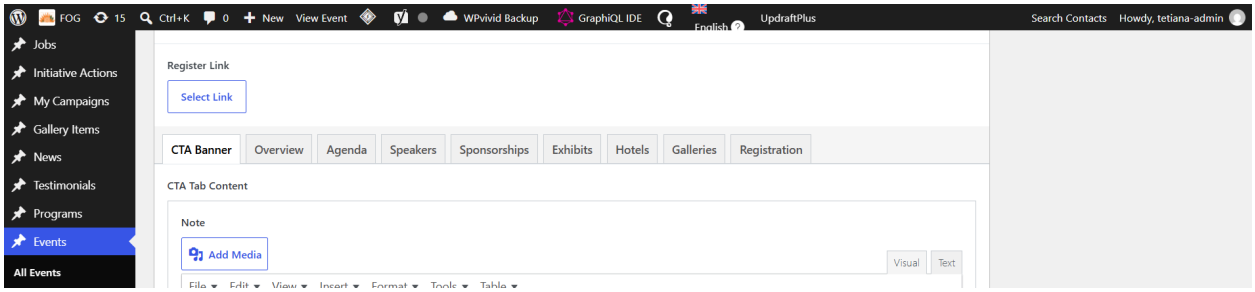
Events and webinars. Uses the Classic Editor with a detailed set of event fields.



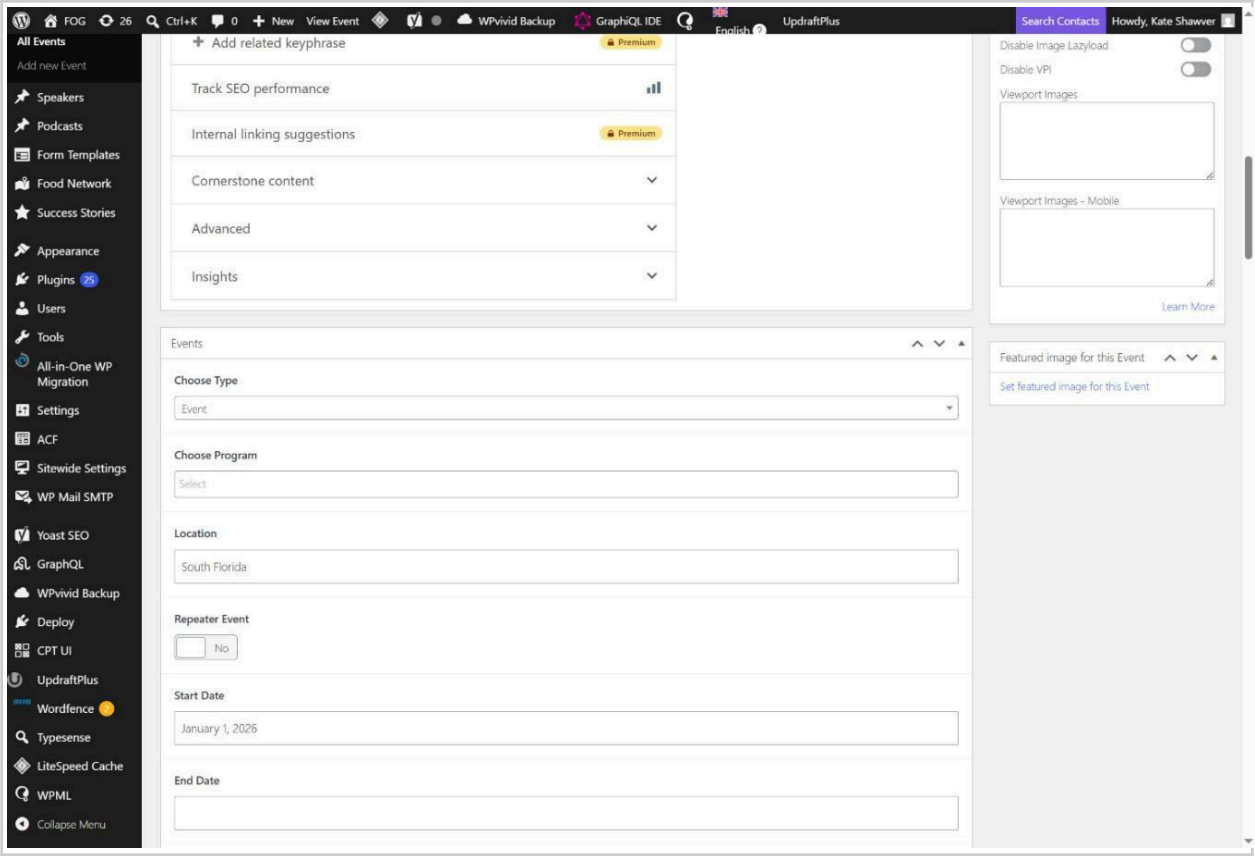
The Events list, filterable by Program.

For each Event:

- **Title** — the event or webinar name.
- **Choose Type** — Event or Webinar.
- **Choose Program** — link it to a program.
- **Location** — where it takes place (e.g. "South Florida").
- **Repeater Event** — Yes/No, for recurring events.
- **Start Date** and **End Date** — when it runs. Note: The *Eastern Time* label is applied automatically. Do not type it manually into any field.
- **Featured image** — the event's image. **Event covers** look best at a **1:1 aspect ratio**, with a recommended size of **1080 × 1080 pixels**. For sharper display on larger screens, **1600 × 1600 pixels** can be used instead. For non-square images, a light green background will be visible around the image. **Webinar banners** use a different format: **1920 × 761 pixels** with a **2.52:1 aspect ratio**.
- **Event Details Tabs** — additional event details can be managed through the following tabs (scroll down the event editor page to find them): CTA Banner, Overview, Agenda, Speakers, Sponsorships, Exhibits, Hotels, Galleries, Registration.



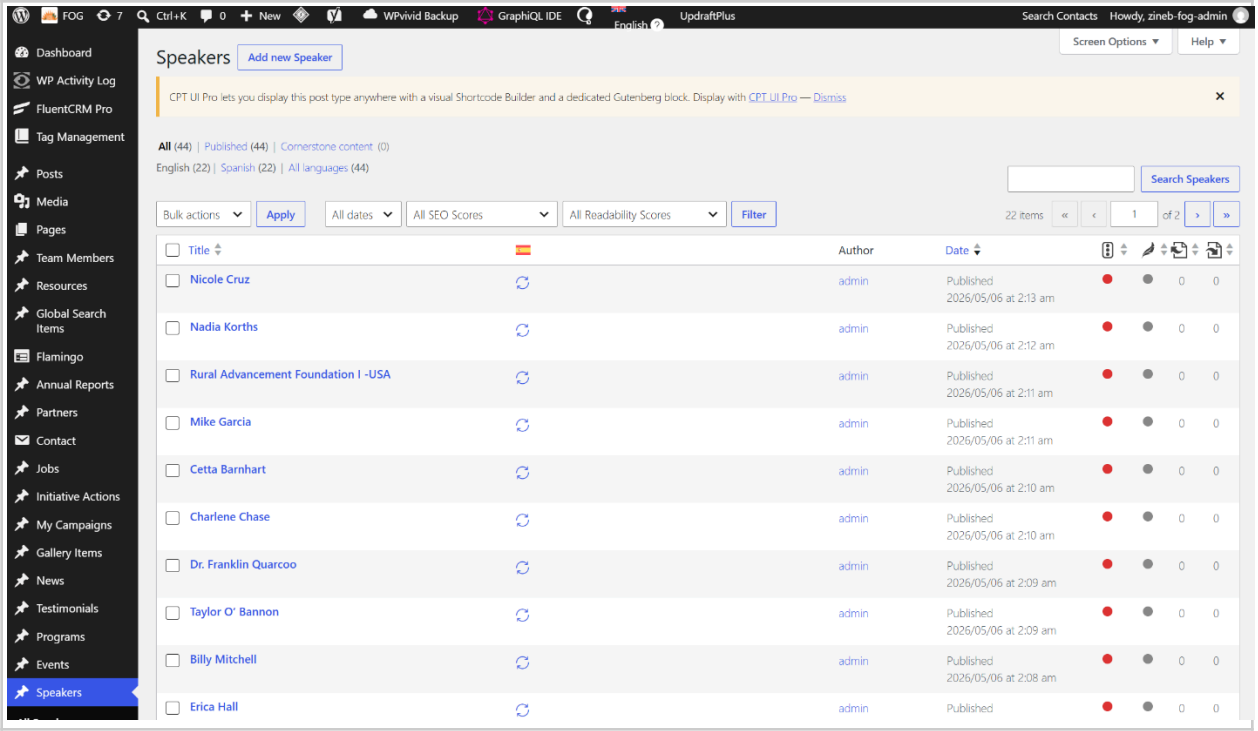
Event Details Tabs



The Event fields: type, program, location, dates and more.

6.13 Speakers

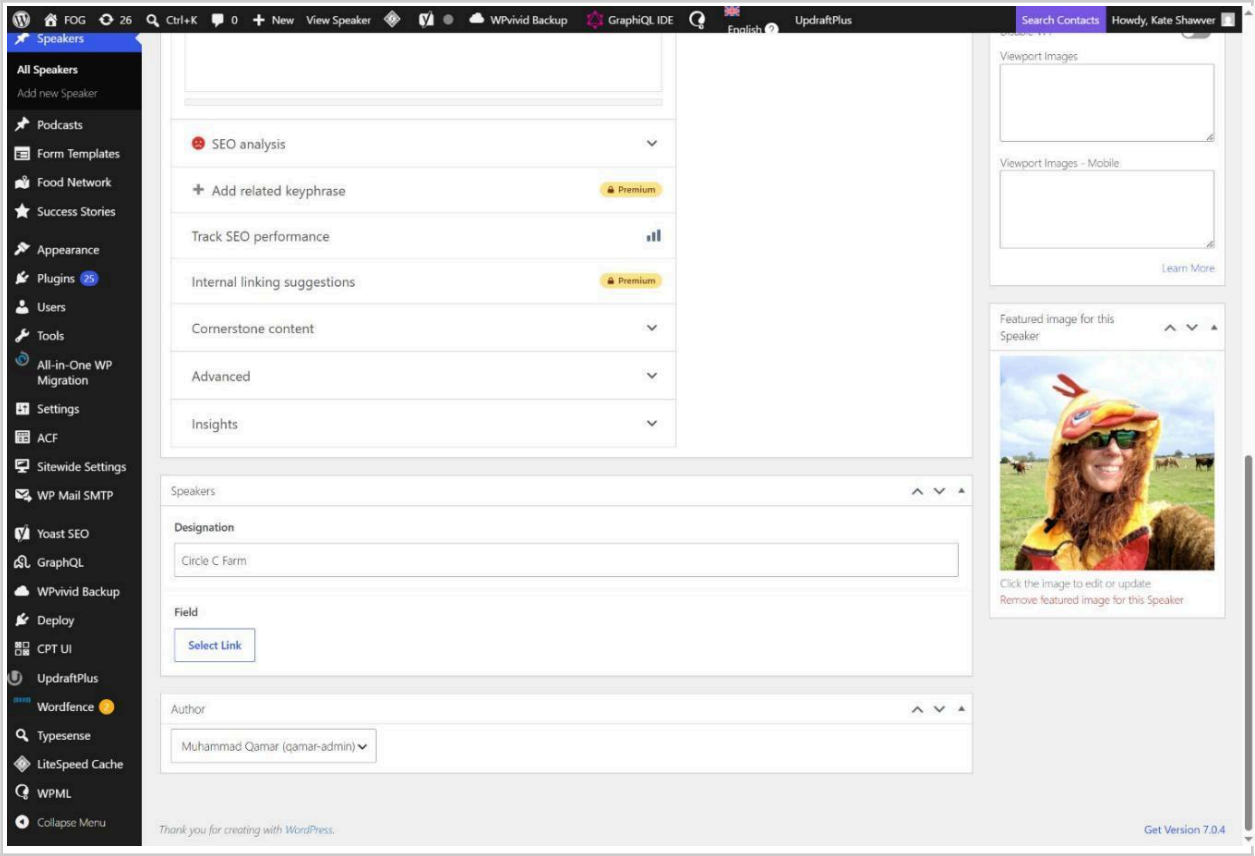
Profiles of event and webinar speakers. Uses the Classic Editor; similar to Team Members.



The Speakers list.

For each Speaker:

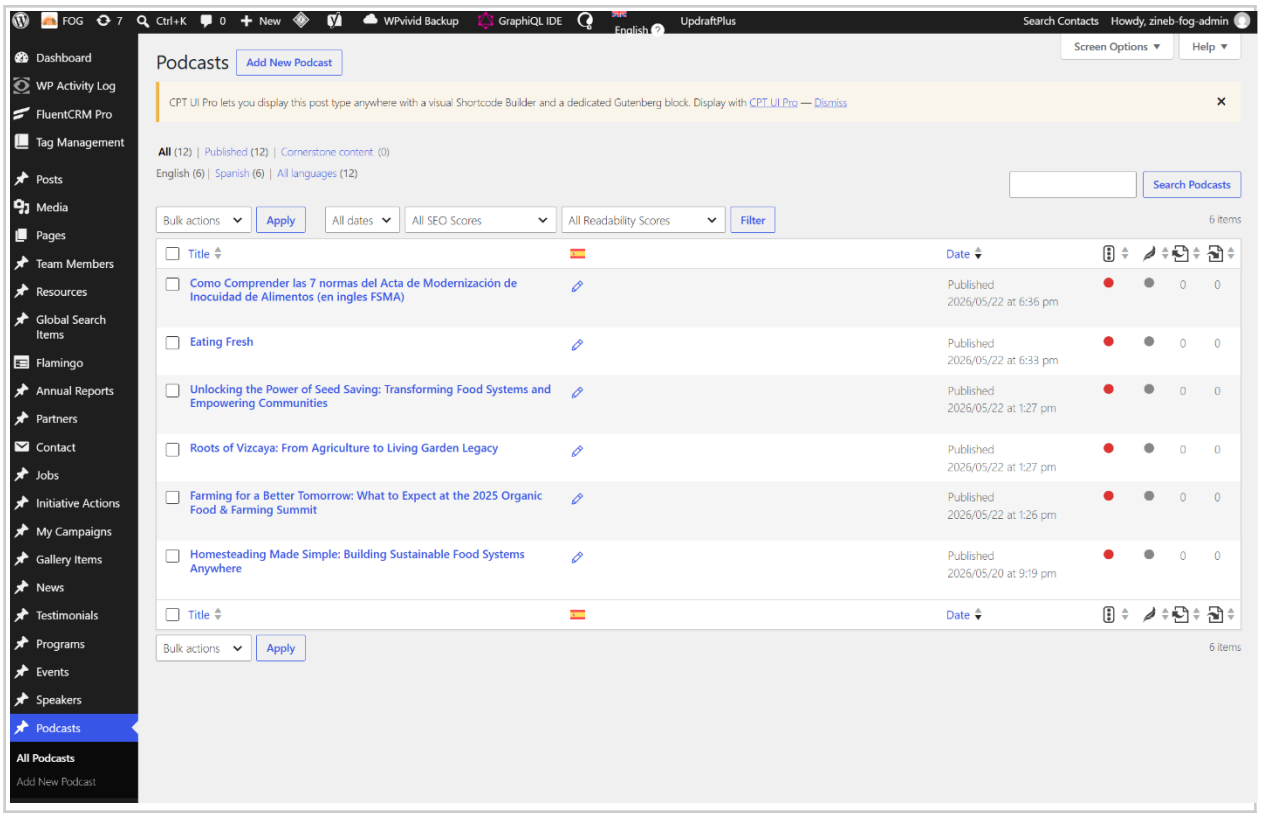
- **Title** — the speaker's name.
- **Designation** — their organisation or role (e.g. "Circle C Farm").
- **Field → Select Link** — an optional link (for example to their website or a session).
- **Featured image** — the speaker's photo.



The Speaker fields: designation, an optional link, and a photo.

6.14 Podcasts

Podcast episodes. Uses the Block Editor.



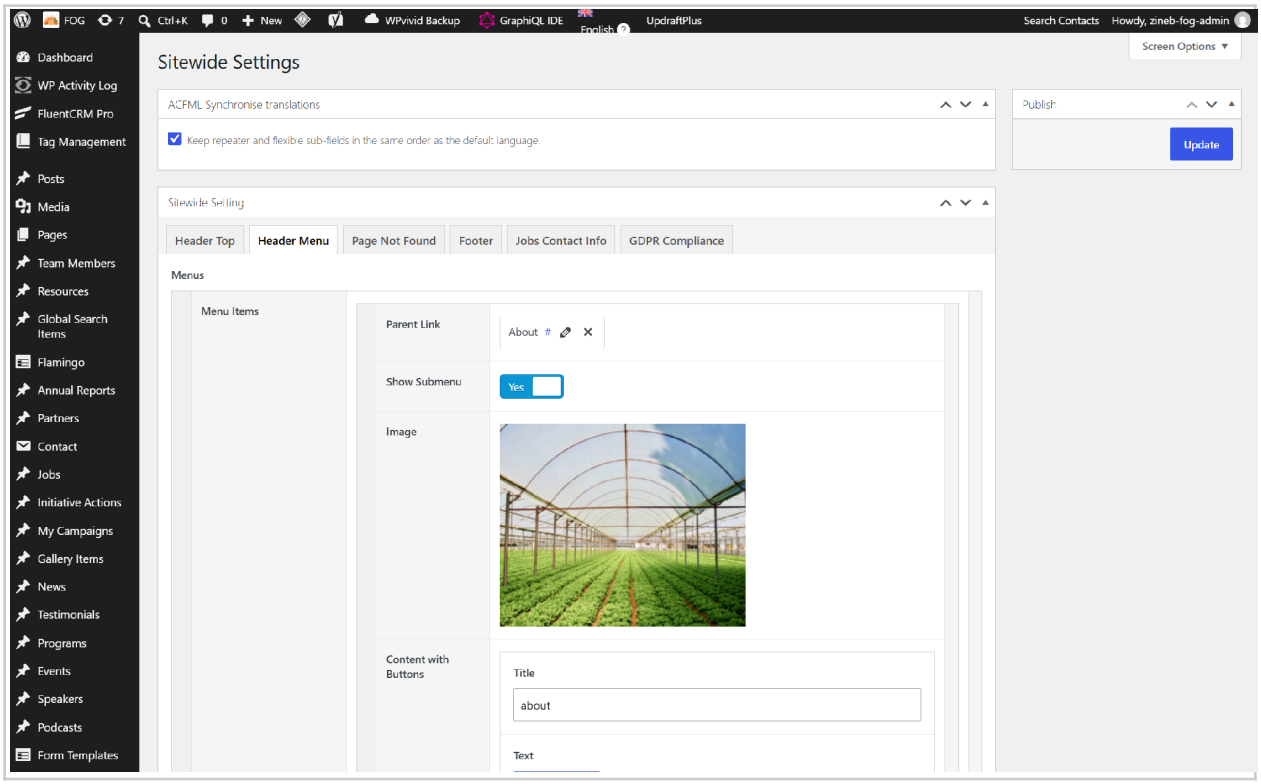
The Podcasts list.

For each Podcast episode:

- **Title** — the episode name.
- **Featured image** — the episode artwork ("Set featured image for this Podcast").
- **Podcast ID** — entered in the **Meta Boxes** panel below the content area. Expand the panel to reach it.

7. Navigation menus

The site's navigation — the links across the top and in the footer — is managed under **Sitewide Settings** in the left menu. That is where you go to add a link, change its wording, or reorder what appears in the header and footer.



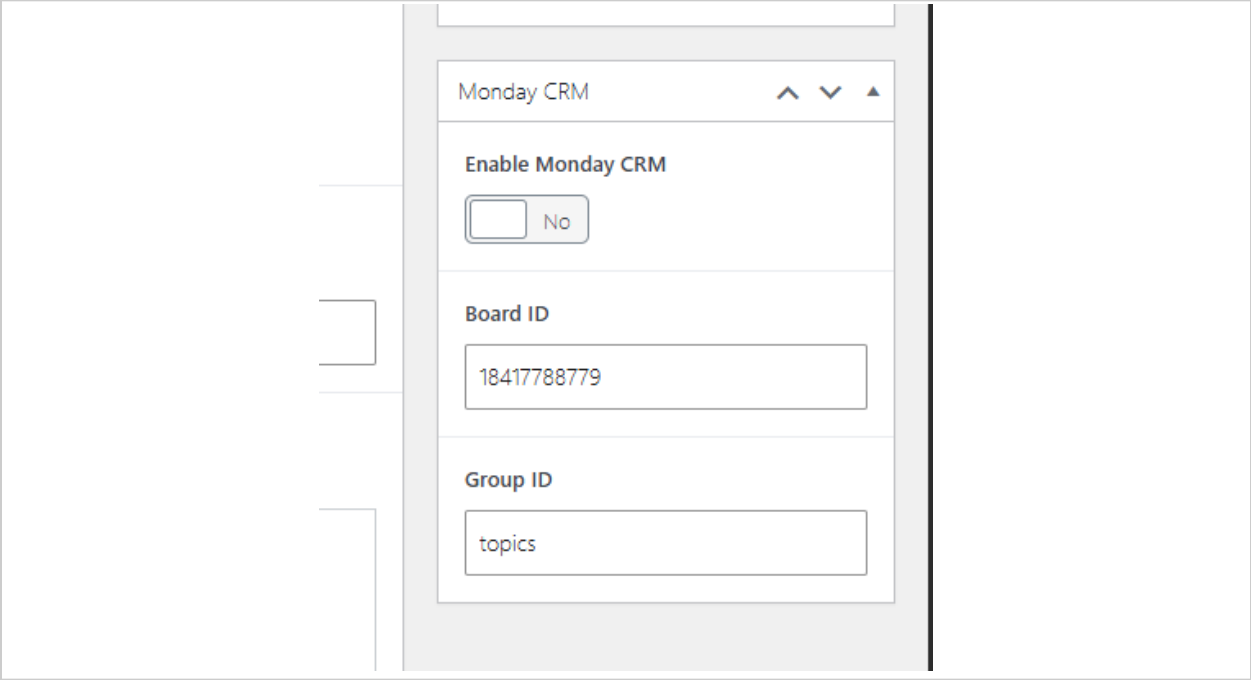
The Sitewide Settings Menus screen.

8. Website forms & Monday CRM

The forms on the FOG website — Contact Us, Subscribe, Become a Partner, Volunteer Opportunities and the rest — do not just send an email. Each one delivers its submissions straight into **Monday.com**, so enquiries land in the same place the team already works.

The connection is set up per form, and it is **dynamic**: any form can be pointed at any Monday board, and at a particular group inside that board, by entering two ID numbers — a **Board ID** and a **Group ID**. Nothing needs to be rebuilt to change where a form's submissions go; the two IDs are simply swapped.

In WordPress those two IDs live in a **Monday CRM** panel, alongside an **Enable Monday CRM** switch that turns the connection on for that form.



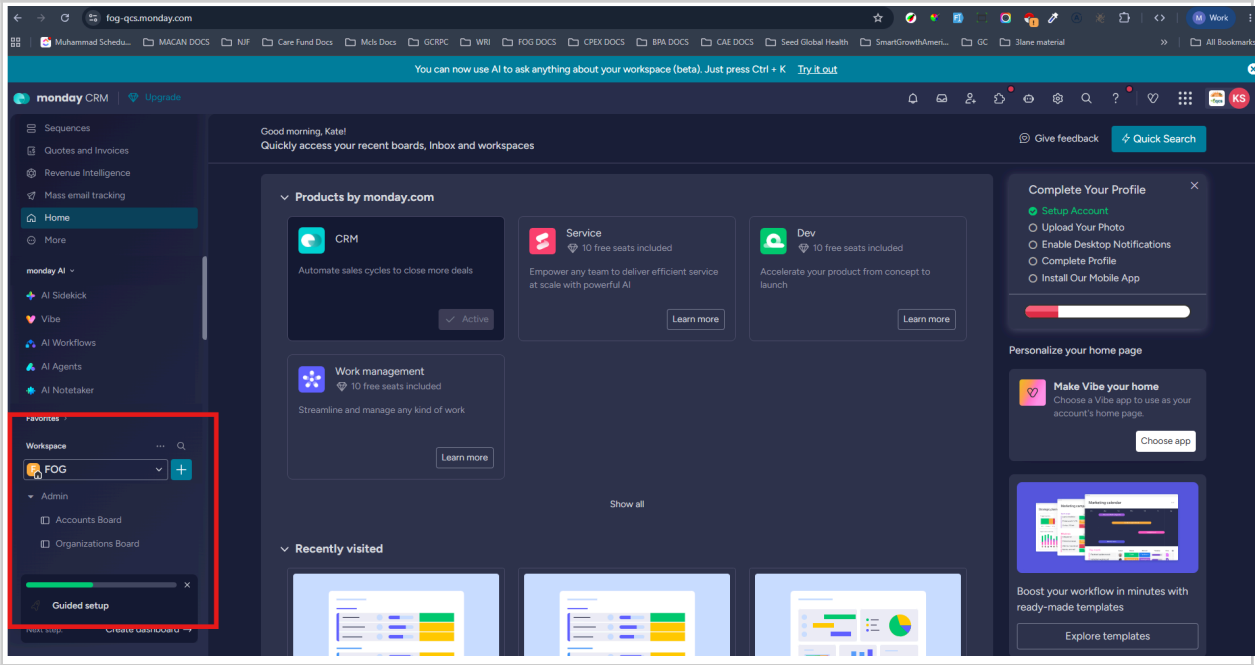
The Monday CRM panel in WordPress: the Enable switch, the Board ID and the Group ID.

This chapter explains where to find those two IDs in Monday so you can tell your web team where each form should deliver. Setting the IDs into the website itself is a developer task and is handled by 3 Lane Marketing.

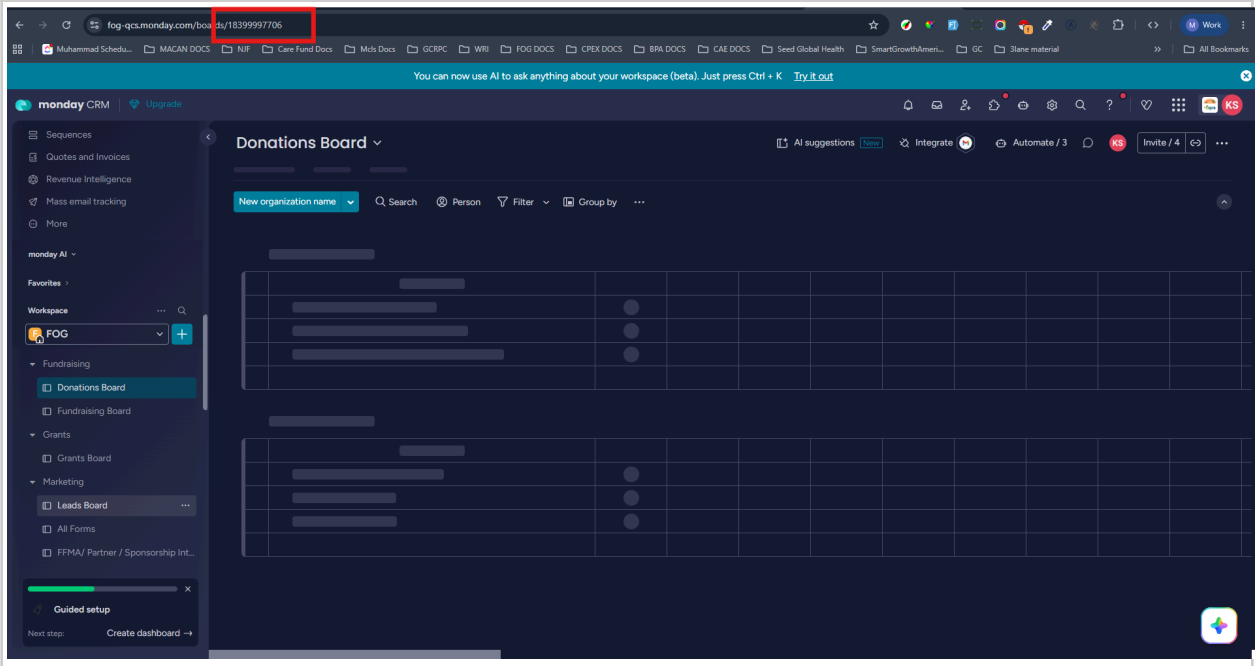
Finding a Board ID

The Board ID is visible in the web address of the board itself — no special tools needed.

1. Log in to **monday.com** (the FOG workspace at fog-qcs.monday.com).
2. Open the **board** where the submissions should appear.
3. Look at the address bar of your browser. The long number after **/boards/** is the Board ID.



Finding the right board in the Workspace list in Monday.



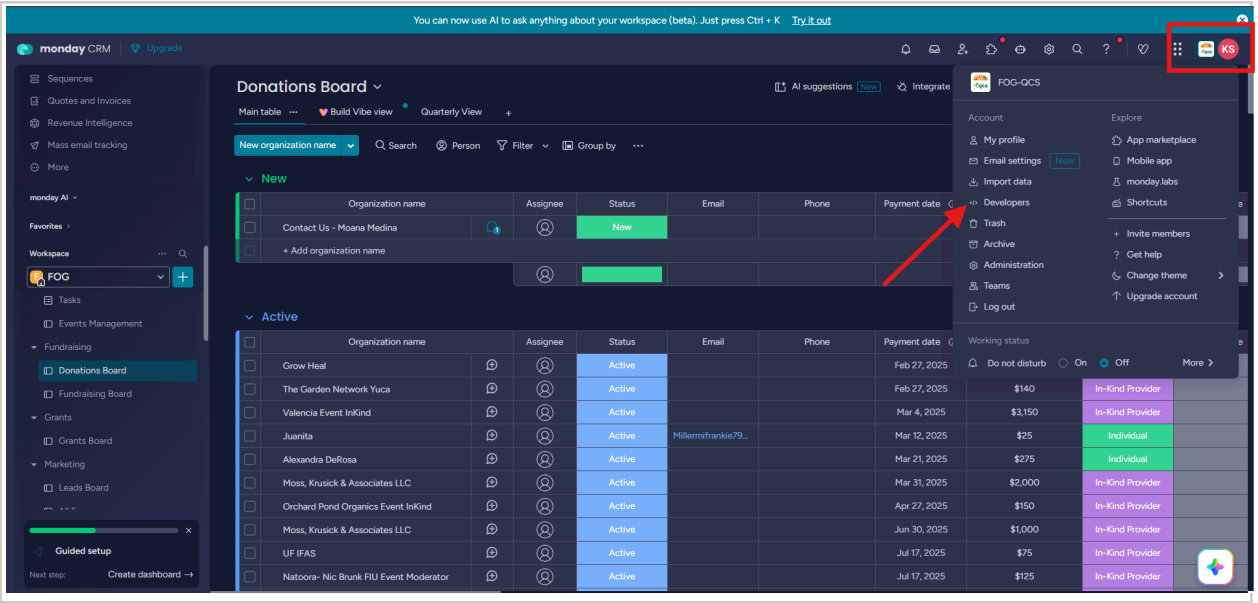
The address bar of the open board — the number after /boards/ is the Board ID.

For example, in the address *https://fog-qcs.monday.com/boards/18399997706* the Board ID is **18399997706**.

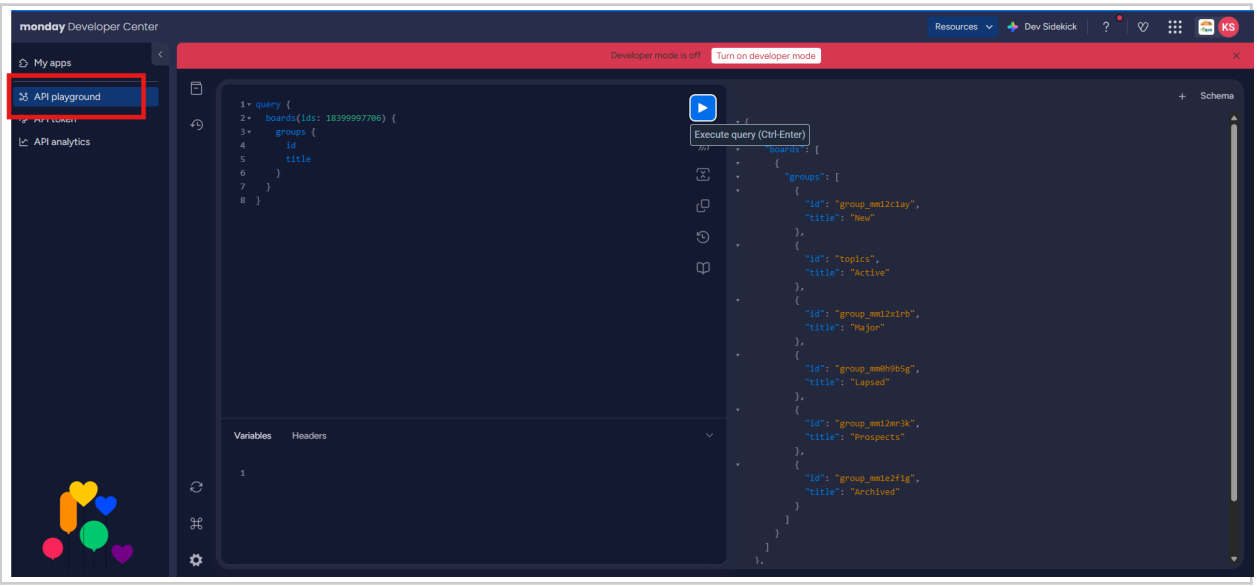
Finding a Group ID

Groups are the coloured sections inside a board (for example *New Leads* or *In Progress*). Their IDs are not shown in the address bar, so they are looked up through Monday's API playground.

1. In Monday, click your **avatar in the top-right corner** and choose **Developers**.
2. Open the **API Playground**.



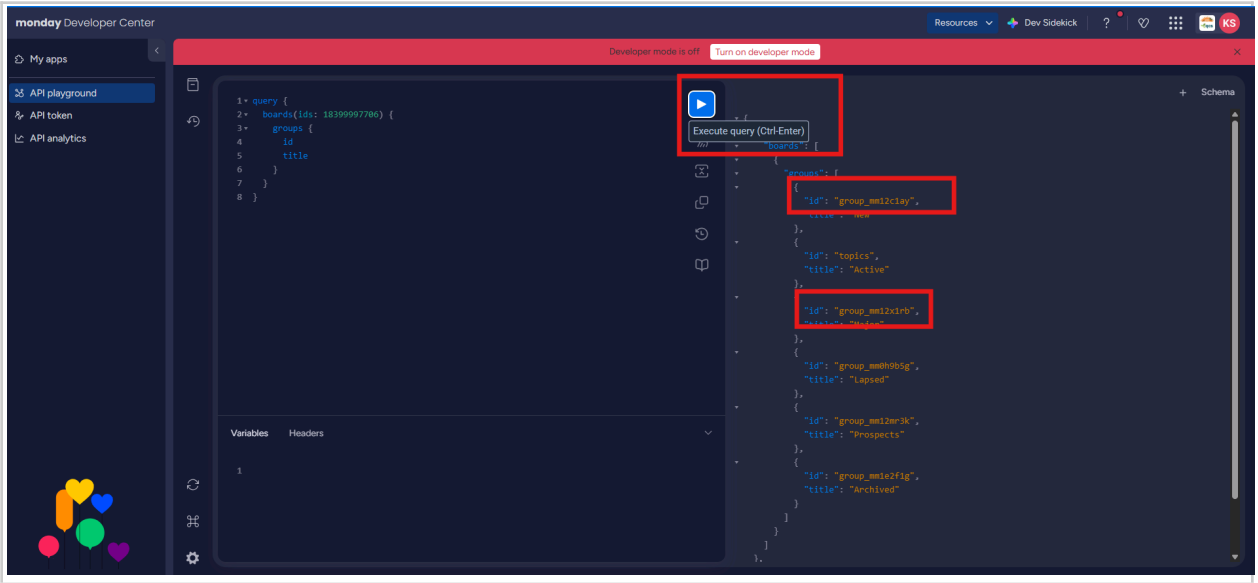
Developers, under your avatar in the top-right corner.



The API Playground in the monday Developer Center.

3. Paste in the query below, replacing **YOUR_BOARD_ID** with the Board ID you found above.
4. Click **Run**. The results panel lists every group on that board with its **id** and **title**.

```
query {
  boards(ids: YOUR_BOARD_ID) {
    groups {
      id
      title
    }
  }
}
```



The query run against a board: each group's id sits beside its title.

Group IDs usually look like *group_mm12c1ay*, though some are plain words such as *topics*. Copy the **id** exactly as it appears.

> **If the API playground feels too technical**
>
> This is the one step in this manual that goes beyond ordinary content editing. You do not have to do it. Send 3 Lane Marketing the link to the board and the names of the groups you want submissions to land in, and we will look up the IDs and set them for you.

Telling us where each form should go

Before a form can be connected, we need to know its destination. For each form on the site, send your web team:

- the **form name** (for example Volunteer Opportunities);
- the **Board ID** its submissions should go to;
- the **Group ID** within that board.

If every form should land in one place — for example a single Website Submissions Leads board, with Monday automations doing the sorting from there — say so and one pair of IDs covers the whole site.

Changing where a form delivers

Because the setup is dynamic, redirecting a form later is a small change: send the new Board ID and Group ID to 3 Lane Marketing. Please do not change board or group structures in Monday without telling us — if a group is deleted or replaced, its ID changes and submissions aimed at the old ID will stop arriving.

9. Behind the scenes: the site's tools & integrations

You do not need any of this to edit content — the rest of the manual covers everything day-to-day work requires. This chapter is a plain-language reference for what the website is built on and which outside services it connects to, so you know what is involved when something needs changing or looks wrong.

All of it is set up and looked after by 3 Lane Marketing. None of these tools are edited from the WordPress screens described in this manual.

The platform

Service	What it does on the FOG site
WordPress	The content management system — the admin area this whole manual describes. All Pages, News, Events, Team Members and the other content types live here.
Linode	The hosting service the website runs on.
Bitbucket & Vercel	Where the site's code is kept and published. Design and functionality changes are made here by the development team, not in the WordPress editor.
Network Solutions	Where the domain's DNS records are managed — the settings that point the web address at the site and route email.
WPML with DeepL	The translation layer that gives the site its English and Spanish versions. This is what produces the Language box described in chapter 3.

Forms, contacts and supporters

Service	What it does on the FOG site
Monday CRM	Where form submissions are delivered. See chapter 8 for how a form is pointed at a board and group.
Cloudflare Turnstile	The spam check that sits on the site's forms. It replaces the old "prove you are human" puzzles and is usually invisible to visitors.
FluentCRM	Currently handles subscription sign-ups inside WordPress. It is due to be retired once subscriptions move fully to Monday CRM.
Brevo	The email platform used for sending to subscribers.
GiveButter	The donation platform behind the site's giving pages.

Content pulled in from elsewhere

Some content on the site is not typed into WordPress at all — it is fetched automatically from another service. If one of these looks out of date, the fix is usually in the other service rather than in WordPress.

Service	What it does on the FOG site
Buzzsprout	The podcast platform. Episodes are pulled onto the site through an API connection, so new episodes appear without being added by hand (see 6.14).
Meta (Facebook & Instagram)	Supplies social content to the site through the Meta API.
Site analytics	Records visitor numbers and behaviour. Reporting is handled by your web team.

If something here looks wrong

Problems with any of these services show up on the website but cannot be fixed from the WordPress screens in this manual — a podcast episode that has not appeared, a form that is not delivering, a donation page that is not loading. Contact 3 Lane Marketing and say which of the services above seems to be involved; that is usually enough to point us straight at it.

10. Quick reference & good habits

The five things to remember

- **Find it in the left menu.** Every content area is listed down the left side.
- **List first, then edit.** Click a content type to see its list, then click a title to edit, or "Add New" to create.
- **Fill in the labelled fields.** Title, content, featured image and the specific fields for that type — including the ones hidden inside the collapsed **Meta Boxes** panel below the content area.
- **Draft to be safe, Publish to go live.** Use Save draft while working; Publish/Update only when ready.
- **Mind the two languages.** English and Spanish versions may both need updating.

Do and don't

- **Do** add alt text to images.
- **Do** preview before publishing.
- **Do** save drafts often.
- **Do** expand **Meta Boxes** and check for empty fields before you publish — an item can publish perfectly well and still be missing pieces on the site.
- **Don't** permanently delete media or content unless you are sure it is unused.
- **Don't** change plugins, themes, users or settings — those are developer tasks.
- **Don't** worry about the coloured notice boxes on the dashboard; they don't affect your content.

Getting help

For anything beyond editing content — navigation changes, new content types, design blocks, plugins, or if something looks broken — contact your web team at 3 Lane Marketing. It is always safe to leave an item as a draft and ask before publishing if you are unsure.

End of manual