

Customize

From the logged in view of your BirdPress 2.0 site, click “Customize” in the top bar to quickly access and change some main elements of your theme like site identity.

Site Identity

This is where you add or change your website Site Title. A Concise Meaningful “Site Title” can help with your Project/program identity and findability when a Search engine query is done.

As part of the Lab’s mission to strengthen and unify the Lab brand, project/program logos are not supported. Use this area to set a text site title.

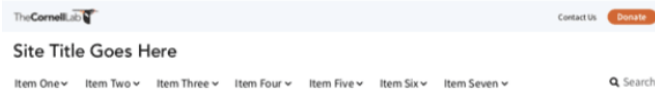
For **multiple language** sites, you won’t be able to change the Site Title her, see the Multilingual Polylang training video for that.

Theme settings

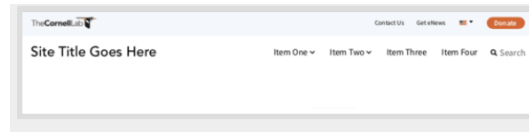
- Choose from one of **3 accessible** Lab theme **color palettes**
 - The color palette you choose sets your buttons, links, hovers, carousel arrows, with an accessible Lab-branded color scheme.
- Default Page/Post Width sets a global width for Pages and Posts
 - Navigate to a page or post
 - switch toggle from wide/narrow width (show on example: <https://birdpress2.wpengine.com/faq/>)
 - You also have the ability to override the global setting for any Page or Post. (navigate to the logged in editable right bar settings area, activate pencil (BirdPress 2.0 custom fields), scroll to “Page/Post Options” and adjust the width for that Page or Post only
- Show Related Articles **on Posts only**
 - switch the toggle on to use this global setting. Turning this on, will display a grid style “[More to read](#)” items section under the main Post content. The more to read items that show up have been checked with that same Post category
 - If a category checkbox has been clicked for a Post, and other Posts have also been checked with that same category, the Posts checked with the same category will be appear in the auto-pulled in “More to read” section for that Post

Site Header

- I am happy to say that all BirdPress 2.0 sites have a sticky menu.
- From Customize go to “Header & Navigation” and then “Header”
 - You can choose between 2 Site Header layouts
 - The First option for the header display is a good choice when you have longer site titles and/or more global/primary navigation items
 - The primary/global navigation gets stacked under the site title and the search gets positioned on the right



- The Second header display is meant for shorter navs. It takes up less vertical space which can be useful to get users right to the content



- In both cases you can also toggle off the “Search” if you decide you do not want a Search option
 - When you do click Search, it brings up a Modal and allows users to “Enter Keywords” to perform their search

Logos

We built BirdPress 2.0 with flexibility in mind for our many different use cases. From “Header & Navigation” click on “Logos”

- Here you can toggle off the Cornell Lab logo (We recommend that the Lab logo remain on your BirPres site. But, if you do need toggle it off, for branding purposes, it will show up in the footer.
- You can also add up to two Partner logos
 - Click to Select file

- For “Horizontal logos” (if available), your file should be at least 300 pixels wide X 60 pixels high. You can see we added the Audubon logo as a partner option for the reference site
- Add the full link (where users will go when they click a partner logo) into the field underneath the logo image.

Footer

- At the top of the Footer option, you will see a toggle switch. You can turn on/off the Cornell University logo (example: <https://birdcount.org> scroll to footer and see that Wild Bird unlimited added as a widget)
- Social Icons Row (show it in the footer <https://birdpress2.wpengine.com/>)

This row can be set up in the theme “customize” space. From the logged in dashboard view click “Customize” in the top bar.

- View available social icons +
 - When you populate the “Add your social media links” fields, a corresponding social icon will appear and link to your designated social channel
 - There are six social icons that you can choose from and link off to: Facebook, Instagram, LinkedIn, Twitter, Vimeo, and Youtube
- Generally for accessibility we don’t recommend opening in a new tab to preserve the browser back bar history, but in this case because they go off site, we have that as an option for the social channels

Blog layout

You can customize the look and display of your site blog by changing the Blog Layout settings (show <https://birdpress2.wpengine.com/blog/>)

- You have the ability to switch between a “card” or “list” display
- You can show excerpts
 - If you don’t use the excerpt field to override, excerpts will be auto-pulled in from the first 40 words of the Page or Post
 - To set an excerpt for a Page/Post, **click the cog (wordpress settings) icon** and scroll down sidebar,

- fill in the excerpt field with concise Post or Page description text (show <https://birdpress2.wpengine.com/the-araripe-mana-kin-keeper-of-the-spring-waters/>)
- Set the Excerpt Length
 - The excerpt length is set in words. This sets a global length for all article list excerpts.
 - Keep in mind, custom excerpts fields added to a Page or Post override this limit.
- You can choose to display a “Top Attribute” such as the date in this example (show <https://birdpress2.wpengine.com/blog/>)
- Or a “Bottom Attribute” I’ll turn on “categories” and hit Publish and then refresh so you can see how this works
- We also have a grayscale sapsucker icon placeholder set to display when an article list item is missing a featured image.
 - We don’t recommend changing this out because it helps keep consistency with theme/Lab branding but you can swap it out if needed

Sharing

Here is where you can globally activate the floating share menu for all Posts or Pages using the toggle

- Example: (Go to logged in Customize/Sharing)
 - See the toggle for Posts is on
 - Now if we go to a Post (show <https://birdpress2.wpengine.com/coffee-made-in-the-shade-can-be-more-profitable-thanks-to-birds/>) you see the bar
 - The comment field also comes up because that has been set for this Post. To keep the share but turn off commenting,
 - make sure the right sidebar Cog (WordPress settings) is active, under “Discussion” uncheck “Allow comments” and “Allow pingbacks & trackback”

Menus

Ignore the Menus link in Customize.

To learn to work with Menus see the “Menus” training.

To learn to set up Sub nav and Anchor menus see the “Sub and Anchor navigation” training

Widgets

Ignore the Widgets link in customize. There is a lot you can do to offset content and create wonderful layouts by working with blocks in this new BirdPress 2.0 theme.

It may be rare for teams to need to know how to set up and work with widgets. If you do, see the Widget training

Additional CSS

You should not need to add in Additional CSS. The web team’s CSS/markup setup is semantically sound and complies with accessibility standards. If you do need additional styles or style modifications, check in with me or the web team.

For further details: <https://birdpress2.wpengines.com/customize/>