

Creating and Managing Content in WordPress

Facilitator Guide

Overview

Most WordPress users know how to type text into a post — but confident content creation goes further: structuring posts with blocks, managing images accessibly, organizing with categories and tags, scheduling publications, and recovering from mistakes with revisions. This 60-minute activity walks participants through the full content lifecycle in WordPress Playground, from blank canvas to published post.

Topic	Creating and Managing Content in WordPress
Duration	60 minutes
Audience	Beginner (content editors and site owners)
Prerequisite	A modern browser with the latest update installed (Chrome or Firefox recommended); no WordPress account required
Environment	WordPress Playground — playground.wordpress.net
Materials	This facilitator guide, slide deck (projected or screen-shared), participants bring their own device

Version note: Steps were verified against WordPress 7.0 in WordPress Playground. Check for UI changes before running this activity. WordPress 7.0 changes relevant to this activity: (1) Patterns inserted into posts now default to content-only editing mode -- click 'Edit pattern' to access full block controls. (2) The Revisions panel now shows color-coded visual overlays (green = added blocks, red = removed, yellow = modified settings). (3) The default admin color scheme is now 'Modern' -- a lighter, higher-contrast palette. (4) A dedicated Font Library management page is now available under Appearance > Font Library (or via the editor sidebar), centralizing font installation and management across block, hybrid, and classic themes.

Learning Objectives

By the end of this activity, participants will be able to:

- **Identify** — the difference between posts and pages and choose the right content type for a given purpose.
- **Apply** — the block editor to build a formatted post using text, headings, lists, and images.
- **Organize** — content using categories, tags, a featured image, and a custom excerpt.
- **Compare** — publishing options — draft, schedule, and publish now — and select the appropriate one.
- **Restore** — a previous version of a post using the WordPress Revisions tool.
- **Publish** — a complete, well-structured piece of content from a blank draft to a live post.

Facilitator Setup Notes

Before the session

Open playground.wordpress.net in your browser and confirm it loads. Have tabs open to openverse.org and pexels.com to show participants where to find free images. Download 2-3 sample images from Openverse or Pexels in advance to use as demonstration images during Parts 2 and 3.

Posts vs Pages

A common early question: 'Why are there two types?' Have a one-sentence answer ready: posts are for timely, dated content like blog entries; pages are for evergreen content like About or Contact. Both use the same block editor.

Revisions

WordPress saves a revision every time you click Update. Encourage participants to make 2-3 edits during Part 4 so the revision list has enough entries to be interesting.

Image resources

Participants can use any of these for free images:
[Openverse \(openverse.org\)](https://openverse.org) — CC-licensed media
[Pexels \(pexels.com\)](https://pexels.com) — free stock photos
[Unsplash \(unsplash.com\)](https://unsplash.com) — high-quality free photos
All three sites allow free downloads without an account. Download images to your computer first, then upload them to WordPress.

Background

The WordPress block editor (also known as Gutenberg) transforms content creation by making every piece of content a discrete, moveable block. Each paragraph, heading, image, or list lives in its own block — you can rearrange, duplicate, group, and style them independently. This modular approach replaces the old "one big text area" editor and gives non-technical users precise control over layout without touching code.

Posts vs Pages — a quick distinction

Both posts and pages use the same block editor. The difference is in how WordPress treats them: posts are dated, appear in the blog feed, and support categories and tags. Pages are static, do not appear in the blog feed, and are intended for evergreen content like About, Contact, or Services.

What participants do

1. Open playground.wordpress.net in a new browser tab. The Playground loads with a fresh WordPress site. In the Playground toolbar, click the **speedometer icon with the site title** to go to the WP Admin dashboard.
2. Go to **Posts > Add Post** in the admin sidebar. A blank post editor opens.
3. Click the title area at the top and type a title — for example: *My First WordPress Post*. Click below the title to create the first content block and type a short introductory paragraph.
4. Press **Enter** to start a new block. Type **/** (forward slash) — an inline block picker appears. Type **heading** and select **Heading**. In the block toolbar that appears above it, change the level to **H2** and type a subheading.
5. Add a third block using the **/** command — this time type **list** and select **List**. Add three short bullet items.
6. Click the **Document Overview** icon in the top-left area of the editor toolbar (it looks like three stacked and slanted horizontal lines), and click **List View** (this is usually the default state). A panel slides in showing all blocks in the post. Click any entry to jump to that block in the editor.
7. Drag a block to a new position within the editor (grab the six-dot handle on the left side of the selected block). Then press **Ctrl/Cmd + Z** to undo the move.

□ **Facilitator tip:** Two toolbars, not one: WordPress has an editor toolbar (the horizontal bar across the very top of the screen containing the block inserter □, Document Overview, Undo/Redo, View/Preview, and the Save/Publish button) and a block toolbar (the smaller floating bar that appears directly above whichever block is currently selected, with alignment, bold/italic, and block-specific options). Introduce this distinction here so participants know which toolbar is being referenced throughout the activity.

Walk participants through the block toolbar on the Paragraph block before moving on.

Common confusion: pressing Enter inside a Paragraph block creates a new Paragraph block, not a Heading. Use the **/** command to insert a different block type.

Slash command shortcut: participants can also click the blue □ button that appears between blocks on hover to open the full block inserter sidebar.

Part 2: Images, Media, and Block Patterns | 15 minutes

Background

Images make posts more engaging and shareable. WordPress stores all uploaded files in the Media Library — a central repository you can browse and reuse across your site. Block patterns are pre-built groups of blocks (like a hero section, call-to-action, or testimonial layout) that you insert and then customize with your own content, saving significant layout time.

What participants do

1. In the post editor, press Enter to create a new block, then type **/image** and select **Image**. In the image block that appears, click **Upload** and select an image you have downloaded from [Openverse](#) or [Pexels](#). The image appears in the post.
2. With the image block selected, look at the **Settings sidebar** on the right (click the gear icon if it is not visible). Find the **Alt text** field and type a description of the image — for example: *A colorful abstract landscape*. Set the image size to **Large** using the Resolution dropdown.
3. Add a **Gallery** block using the / command. Click **Upload** and select 2-3 images you have downloaded from Openverse or Pexels. The gallery displays them in a grid. (Note: the Gallery block does not have an 'Insert from URL' option -- images must be uploaded or selected from the Media Library.)
4. Click the blue  **serter** button (top-left of the editor toolbar). Click the **Patterns** tab. Browse the pattern library — find a **Call to Action** or **Featured** pattern and click it to insert it into the post.
5. Click into the pattern text and replace the placeholder copy with your own words. Notice that the block structure (colors, spacing, layout) stays intact while only the text changes — this is the power of patterns.

 **Facilitator tip:** Alt text is not optional: it is essential for accessibility (screen readers) and for SEO (search engines index it). Every image should have meaningful, descriptive alt text. Pure decorative images should have an empty alt attribute.

WordPress 7.0 pattern behavior: patterns inserted into a post now default to content-only editing mode -- participants will see a simplified view showing just the text and image fields. To edit the pattern's design or structure, they click 'Edit pattern'. This is intentional and keeps content editing clean.

Block patterns from the WordPress.org pattern directory require an internet connection. In Playground the connection is live, so patterns should load. If the library appears empty, check the 'Featured' or 'Text' category -- those are bundled locally.

Gallery images can be reordered by dragging within the gallery block. Participants can also click each image to edit its individual alt text.

The Media Library (Media > Library in the admin sidebar) shows all uploaded files. Participants can upload images there first, then insert them into posts -- no need to re-upload the same image for multiple posts.

Part 3: Organizing Your Content | 10 minutes

Background

Categories and tags help visitors and search engines find related content. Categories are broad topics (like "Travel" or "Recipes") — hierarchical, required for posts, and typically shown in navigation menus. Tags are specific descriptors (like "Paris" or "vegan") — flat, optional, and used for granular filtering. A featured image is the visual thumbnail that represents the post in blog listings, social shares, and theme header areas — it is separate from any images in the post body.

What participants do

1. Open the **Settings sidebar** on the right side of the editor (click the gear icon next to the blue Save/Publish button if it is not visible). Find **Featured Image** and click **Set Featured Image**. In the Media Library modal, click **Upload Files** and select a downloaded image from [Openverse](#) or [Pexels](#) (1200 x 630 px is the ideal size for social sharing). Click **Set featured image** to confirm. The image appears in the sidebar.
2. In the Settings sidebar, scroll down to **Categories**. Click **Add Category**, type a category name (for example: *Blog*), and press Enter.
3. In the **Tags** field below Categories, type 2-3 comma-separated tags and press Enter (for example: *writing, wordpress, tutorial*). Tags are added individually — they do not need to exist beforehand.
4. Find the **Excerpt** panel in the Settings sidebar. Click inside the text area and type 1-2 sentences summarizing the post. This excerpt overrides the auto-generated summary that most themes show in blog listing pages.
5. Find the **Permalink** field (in the **Summary** panel at the top of the Settings sidebar, or under Post > URL). Click the URL slug — the part after the trailing slash. Edit it to 2-4 short, lowercase, hyphen-separated words (for example: *my-first-post*). This becomes the page's permanent web address.

□ **Facilitator tip:** Uncategorized is the WordPress default. Any post not assigned a category falls into Uncategorized — remind participants to assign at least one meaningful category to every post before publishing.

Categories vs tags rule of thumb: categories are like a table of contents (chapters), tags are like an index (specific terms). Avoid duplicating the same concept in both. Too many tags can create just as much noise as having none.

Featured image best practice: 1200 x 630 px is the Open Graph standard — it displays correctly when the post is shared on social media and in most WordPress themes.

Permalink tip: WordPress auto-generates the slug from the title. Long titles create long, messy slugs. Always clean up the permalink before publishing.

Background

WordPress gives you fine-grained control over when and how content goes live. A post can be saved as a private Draft while you are still working on it, Scheduled to publish automatically at a future date and time, or Published immediately. Revisions are automatic snapshots WordPress saves each time you update a post — your safety net for recovering from accidental edits or unwanted changes.

What participants do

1. Click the **View** button (by default, it looks like a laptop icon) in the top-right editor toolbar and select **Preview in new tab**. The post opens in a new browser tab exactly as it will appear to visitors. Review the layout, images, and featured image. Close the preview tab.
2. Back in the editor, find the **Summary** panel in the Settings sidebar. Click the **Visibility** setting (default: Public). Explore the three options: **Public** (visible to everyone), **Private** (admins and editors only), and **Password-protected** (requires a password to read). Keep it set to Public.
3. In the **Summary** panel, click the date/time field (it reads *"Immediately"* by default). Change it to 2 minutes from now using the date and time fields. The main button in the top-right toolbar changes from **"Publish"** to **"Schedule."** Click **Schedule** to confirm — the post is saved with a future publish date.
4. Navigate to the site front end: click the **site name or home icon** in the WP admin bar at the top of the page (or type / in the Playground URL toolbar and press Enter). The scheduled post **does not** appear yet. Wait 2 minutes, then reload the page — WordPress triggers its scheduler (wp-cron) on every page load, so the post publishes as soon as the timer elapses and a page is loaded.
5. Return to the block editor (find the post in Posts > All Posts and click Edit). Make 2-3 distinct edits — change some text, add a new paragraph, adjust the excerpt. Click **Update** after each change to create revision snapshots.
6. In the Settings sidebar, scroll down and click the **Revisions** panel header to expand it (you may see a count like "4 Revisions"). Click **Browse revisions**. A side-by-side comparison appears. Use the slider to move between versions — additions are highlighted in green, deletions in red. Click **Restore This Revision** on an earlier version to roll back, then click Update to save.

□ **Facilitator tip:** wp-cron in Playground: scheduled posts publish when any page load fires wp-cron. If the post does not appear after 2 minutes, reload the page once more — the first reload triggers the scheduler, the second confirms the result.

Autosave runs in the background every 60 seconds. If a participant's browser crashes mid-edit, WordPress usually recovers the draft automatically — encourage participants to experiment freely.

WordPress 7.0 visual revisions: the revisions comparison view now shows color-coded block overlays

directly in the document (green = added blocks, red = removed blocks, yellow = modified settings). Point this out when participants open Browse revisions -- it makes the history much easier to scan.

Revisions are stored in the database. On high-traffic live sites, the number of stored revisions is sometimes capped using `WP_POST_REVISIONS` in `wp-config.php`. The default is unlimited.

If Revisions does not appear in the Settings sidebar, have participants check that the sidebar is showing the Post tab (not the Block tab) — the Revisions panel lives under the Post settings.

Debrief — 5 Minutes

1. When would you use a page instead of a post? Name a specific example from your own site.
2. What's one thing you will change about how you organize your content after today?
3. Before today, what was your backup plan when you accidentally overwrote something important?

Quick-reference card:

Question	Answer
Post or page?	Post for timely/blog content; page for static content (About, Contact)
Categories vs tags	Categories = broad topics (required); tags = specific keywords (optional)
Set featured image	Settings sidebar → Featured Image → Set Featured Image → Upload Files
Schedule a post	Settings sidebar → Publish date → choose time → Schedule
Restore old version	Settings sidebar → Revisions → Browse revisions → Restore This Revision
Free images	Openverse (openverse.org), Pexels (pexels.com), Unsplash (unsplash.com)
Add a category	Settings sidebar → Categories → Add Category

Sources

All URLs verified as of May 2026. Check before running the activity.

1. [Creating posts and pages with the WordPress Block Editor — Learn WordPress](#): Official Learn WordPress lesson on block editor fundamentals for posts and pages.
2. [WordPress Block Editor — Documentation](#): Canonical documentation covering the block editor interface and features.
3. [Work with blocks — Documentation](#): Official documentation on block toolbars, settings, and management.

4. [Block Pattern — Documentation](#): Official documentation on block patterns: what they are and how to use them.
5. [Synced Patterns \(Reusable blocks\) — Documentation](#): Current documentation for synced patterns, formerly called reusable blocks (renamed in WordPress 6.3).
6. [Intro to Publishing with the Block Editor — Learn WordPress](#): Official tutorial covering the block inserter and the distinction between posts and pages.
7. [Posts Categories screen — Documentation](#): Official documentation on creating and managing post categories.
8. [Media Library screen — Documentation](#): Official documentation on the WordPress Media Library.
9. [Openverse](#): Open-licensed media search engine maintained by WordPress.org. CC-licensed images and audio.