

## Using WordPress: Preparing and Uploading Images

*Be sure you have the proper permission to use every image on your site. For optimum page loading performance, you should prep your images for web use by using photo editing software like Photoshop or GIMP first. You can then either upload your images directly into the Media Library or while you are editing pages/posts.*

*Note: There are separate tutorials for editing images and for creating image galleries. A gallery is a good choice if you want to display more than 2-3 images on a page and/or use a lightbox style format.*

### Important Information About Copyright

Copyright infringement fines are steep. Please take care to source your images properly.

**Downloading an image from a Google search or random website is NOT OKAY.** It is easy to track what sites are using a particular image; low readership does not mean your theft is likely to go undetected.

You **MUST** have permission to use every image you upload to your site. This means you:

- Took the photo or created the image yourself.
- Are positive the photo/art was taken/created by another Museum employee.
- Obtained written permission (email is acceptable) from the photographer or artist.
- Downloaded the image from a public domain or U.S. government source (e.g., Wikimedia Commons, NASA, NOAA, etc.). See below.

### Good sources for public domain or non-commercial licensed photos:

*The following sites are safe to use for image sources. When looking at other sites you need to be sure their images are public domain, U.S. state or federal government or have CC0 licenses. Read their terms carefully and be sure to include proper attribution if it is required!*

- Pexels - <https://www.pexels.com/>
- Pixabay - <https://pixabay.com/>
- PublicDomainPictures.net - <https://www.publicdomainpictures.net/en/>
- Wikimedia Commons - [https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)
- Flickr Creative Commons - <https://www.flickr.com/creativecommons/>

## Preparing Your Images

*Photos that are downloaded directly from phones or cameras are usually too large for web use. Even though WordPress can downsize some images, uploading very large images wastes server storage space and is very bad for performance should you choose to include a full-size image on your page or in a gallery.*

*These are generic instructions. If you need help using your specific image editing software, please see our [Photoshop](#) or [GIMP](#) tutorials or submit a [Help Desk Request](#) for other applications.*

1. Open the file in your image editing software. Make any edits or color adjustments as needed.
2. Reduce the resolution to 72 dpi **BEFORE** you adjust the image size.
3. Reducing the dpi setting will cause the image dimensions to reduce as well. Once the dpi is set you can change the image dimensions to whatever size you need (as long as it not larger than the original).

*Tip: Recommended image dimensions are 1700 to 2000 pixels wide and whatever the corresponding height is. WordPress automatically generates smaller images from the original file so you only need to upload photos once. This only works one way though – you cannot generate larger files from smaller ones so it's best to start large at the recommended sizes above. Do not go larger than 2000 px wide and keep image size files as small as possible without reducing image quality to the point where it starts to pixelate or get blurry.*

4. Export the file in a web-friendly format. This includes .jpg, .gif and .png. You cannot upload .tif, .eps or .svg files to WordPress.

*Tip: See the [image editing software tutorials](#) for more information on these various file formats.*

## Uploading images to the Media Library

1. Go to the *Media* menu from the *Dashboard* and choose *Add New*.
2. Click the **Select Files** button to browse for files on your computer, or you can simply drag and drop your image file directly onto the screen.

*Tip: Place your (Windows) Explorer or (Mac) Finder window near your browser window to make dragging and dropping easier.*

3. Click on the image to open the *Attachment Details* window. There are four fields you can fill in:

**Title:** Only used in the Media Library, but it is helpful to make it something meaningful other than the file name which is listed there by default.

**Caption:** Displays under a photo's thumbnail image in a gallery.

**Alt Text: (REQUIRED!) We are required by law to include these to support accessibility and you will not be able to insert an image on a page without one.** This text is not shown on-screen but is read aloud by assistive browsers for people with visual impairments. Alt text does not have to be long, but make sure it describes what is happening in the picture. (OK: scientist BETTER: scientist looking at a petri dish in a lab) Imagine you had a friend close their eyes and you described the photo to them in a dozen words or less. What would you say?

**Description:** Will display when you click an image to enlarge it or when it is in a gallery lightbox.

4. Click off of the text fields to save or click the X button to close the window and save your changes.

## Inserting or uploading an image while editing a page or post

*Images do not have to be uploaded to the Media Library ahead of time. You can always upload a photo while you are editing a page or post.*

1. While editing a page or post, position your cursor at the place in your page where you want to insert an image and click the **Add Media** button above the main editing toolbar.

### To upload a new image

2a. Click on the *Upload Files* tab. Follow steps #2 and #3 under the previous section for uploading images to the Media Library and then continue with step #3 of these instructions below after clicking back to the *Media Library* tab.

### To insert an existing image

2b. Click the image in your library that you want to use. You can adjust any of the four descriptive fields as needed.

3. You may also want to set the *Attachment Display Settings* in the lower right side:

**Alignment:** *Left* or *right* will place the image on the page and the text will flow around it. The default *none* setting will cause all text to be pushed below the image. The *center* option is not currently valid.

**Link To:** Leave it set to *None* if you just want a standard image on the page. Change this to *Media File* if you would like people to be able to click on it to see an enlarged version. The *Attachment Page* option is not recommended. You can use *Custom URL* if you want the image to be a link to another webpage.

**Size:** Choose from the standard size presets. You can always adjust the size of the image later.

3. Click on the **Insert into post** button.

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