TAGS: A PRIMER

Tags are a kind of text shorthand our website converts into embed code. This allows web staff to place complex embed code into stories without having to remember or copy embed code each time it's desired.
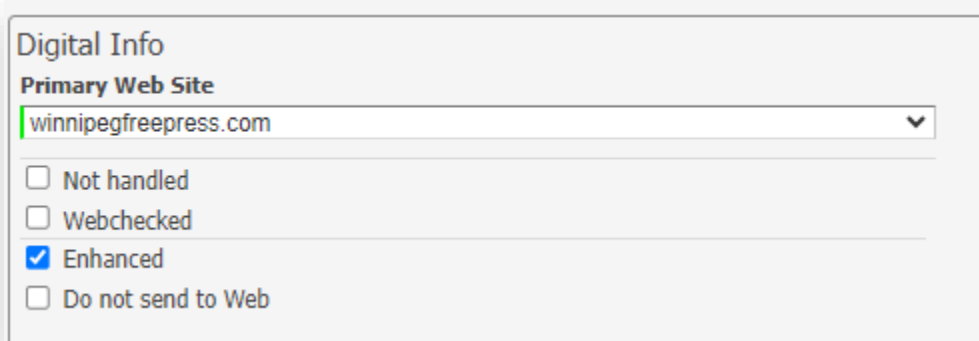
Generally speaking, there are two types of tags: ones in parentheses, and ones that use colons.

- Tags with parentheses are used to position a specific item that lives with the story in WordPress, such as a pullquote, factbox or image.

- Tags with colons are used to position an item that does not live with the story in WordPress — such as a video (which resides on YouTube or in JW Player), or a reference to another story page — or when you want to style or format an element like a pullquote or a factbox summary.

These tags can be added in WordPress, or they can be used in the appropriate fields in GPS and then pushed to WordPress.

Typically in GPS you want to use tags in the web-only fields (web body, web-only factbox, factbox override), or mark the text as web-only. Otherwise they have to be removed from elements that appear in the print edition, so the tags themselves don't appear as typed text in the print edition.

Best practice: If you add any of these tags directly in WordPress, or if you sort photo order in WordPress, check the "Enhanced" box in the story in GPS (under Info > Digital Info > Primary Web Site). This signals to your web colleagues that changes have been made in WordPress and the story shouldn't be pushed again.

Contents

YouTube video: wfpyoutube

- Drops youtube embed into story at point where tag is added.
- All lowercase with URL of video between colons:
  - wfpyoutube:YOUTUBEURL:wfpyoutube
  - wfpyoutube: https://www.youtube.com/watch?v=a_IUfJzAhCo:wfpyoutube
- URL is the full URL of the youtube video. Just visit the video on YouTube and copy the URL from your browser.
- Any extra parameters in the URL (eg start time, related to, playlists, muting, autoplay, etc) are thrown away. Only the single video displays.
- Works in fields: Body, Factboxes.
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI.
- Does not work in Briefings.
- As an alternative to using this tag in a WFP Story, you can use the "Youtube" element in GPS or Wordpress. Put the Youtube URL in the element in either CMS and it will automatically appear after the third paragraph of the story.

Video: wfpvideo

- Drops embed of JW Player video into story at point where tag is added.
- All lowercase with ID of JW Player video between colons:
  ```
  wfpvideo:JWID:wfpvideo
  wfpvideo:1DPoPAfQ:wfpvideo
  ```
- JWID is the eight-character Media ID value of the video in JW Player
- Works in fields: Body, Factboxes.
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI.
- Does not work in Briefings.
- As an alternative to using this tag in a WFP Story, you can use the "WFPVideo" element in GPS/WordPress. Put the JW ID in the element in either CMS and the video will be positioned after the third paragraph in the story.

Video: wfpvideo, vertically oriented

- Drops vertical phone-orientation JW Player embed into story, aligned left on desktop, full-width on mobile, at point where tag is added.
- All lowercase with URL of video between colons:
  ```
  wfpverticalvideo:JWID:wfpverticalvideo
  wfpverticalvideo:1DPoPAfQ:wfpverticalvideo
  ```
- JWID is the eight-character Media ID value of the video in JW Player
- Works in fields: Body, Factboxes.
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI.
- Does not work in Briefings.
- Does not work using the WFPVideo element in GPS/WordPress. It can only be added in the WordPress story, or as web-only text in the body or sidebar of the story in GPS.

Slideshow: wfpslideshow

Any story can become a slideshow if you just add many images to it. Any images that are not positioned with an image tag form a slideshow at the bottom of the story text.

So before creating a slideshow and using the wfpslideshow tag to embed it in a story, ask yourself: am I handling a story that should just BE a slideshow, rather than having a slideshow embedded inside it? It might be easier to handle it that way. The wfpslideshow tag is best used to embed a slideshow that ALREADY EXISTS.

- Drops slideshow into story at the point where the tag is added.
- All lowercase with nine-digit WordPress ID of slideshow between colons:
  ```
  wfpslideshow:SLIDESHOWID:wfpslideshow
  wfpslideshow:386085491:wfpslideshow
  ```
- To find WordPress ID: Open the slideshow in WordPress and look at its URL. The Story ID is the nine-digit number in the URL, e.g:
  https://www.winnipegfreepress.com/wp-admin/post.php?post=**600995263**&action=edit
- Works in fields: Body, Factboxes.
- Works in WFP Story, WFP CP Article, WFP Slideshow (if for some reason you wanted a slideshow inside another slideshow!)
- Does not work in Briefings.

PDF: wfppdf

- Drops PDF or a link to a PDF into the story at the point where the tag is added.
- On desktop, an embedded PDF will appear for the reader.
- On mobile, a link to download the PDF will appear for the reader. The word "download" is added.
- Use this method for any PDF on the web, though best practice is to download a PDF from elsewhere on the internet and upload it to Quantum before embedding (so it cannot be changed or removed).
- Tag is all lowercase with the URL of the PDF following the first colon, followed by a pipe and the title of the PDF before the second colon. The Title appears in the embed box and forms the link for mobile readers.

```
wfppdf:http://winnipegfreepress.com|Title of PDF:wfppdf

wfppdf:https://www.thesamba.com/vw/archives/manuals/76beetl
e_canada/1976_Beetle_Owners_Manual_Canada.pdf|1976 VW
Beetle Owners Manual:wfppdf
```

- If you do not add the pipe and title, the filename of the PDF will act as the title. (In most cases, this looks a bit odd, so prefer to add a title in all cases.)
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI. Does not work in Briefings.
- The "pipe" character looks like one or two small vertical lines on your keyboard. It is usually found on your keyboard at shift-slash – the upper case for the key between Enter and Backspace.

Desktop view:
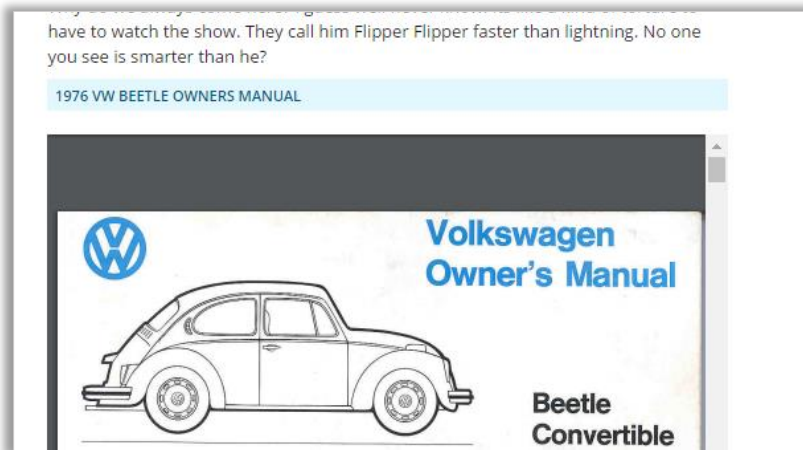
Mobile view:
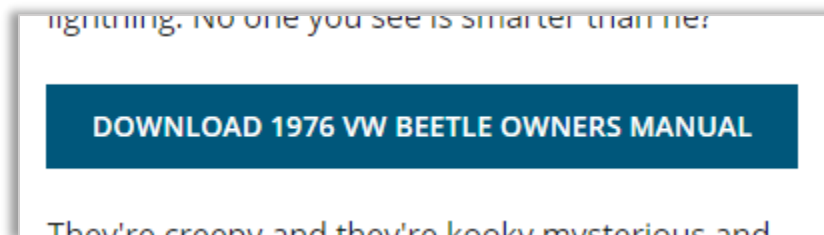
Placed image, small left: (imageTag or imageTagLeft)

- Places an image at small size in a story, rather than the default stacking of images.
- Tag is enclosed in parentheses, lowercase with capital T (and capital L, if used)
- Top of image appears at the paragraph where the tag is included, aligned left.
- Images appear in the order of Article:Images box below the Body element. Drag and drop to rearrange photos there.
- Can be used in Body element only. (Does not work in factboxes)
- Can be used in conjunction with other imageTags – a story can use several types of tags, and images are pulled in the order they appear.
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI
- Does not work in Briefings; use imageTagFull in Briefings.

poll found 59 per cent of Winnipeggers consider downtown bike lanes to be low- or no-priority for the city; fewer than one in five thought they were a major one.

The thing is, Minneapolis is little different. The city's titular twin, St. Paul, has been slower to make similar investments; like Manitoba, the Midwest embraces car traffic and sprawl more readily than density and active transportation. Several advocates describe facing vocal, occasionally even openly hostile, critics.

"If you read the comments section in the newspaper on anything about bikes, it just brings the trolls out in droves still," says Steve Sanders, the cycling co-ordinator at the University of Minnesota. "That doesn't change, I think."

What has helped Minneapolis is strength in numbers. Over the last two decades, cycling has united supporters from across sectors. The city's health department is on board, and the citizen Minneapolis Bicycle Coalition; but so is health insurer Blue Cross and Blue Shield of Minnesota, which pumped funds into the North Minneapolis Greenway planning.

These relationships are the mark of a maturing cycling advocacy, if not a universal one. "In the last 10 years, we've passed a tipping point where the city feels like it has strong support for making investments," says Ethan Fawley, executive director of the Minneapolis Bicycle Coalition. "In terms of societal change more broadly, I think we're still working towards that.

LEILA NAVIDI / STAR TRIBUNE
Ethan Fawley, executive director of Minneapolis Bicycle Coalition.

Placed image, small right: (imageTagRight)

- Places an image at small size aligned to the RIGHT in the story, rather than to the default left alignment.
- Tag is enclosed in parentheses, lowercase with capital T and capital R.
- Top of image appears at the paragraph where the tag is included, aligned right.
- Images appear in the order of Article:Images box below the Body element. Drag and drop to rearrange photos there.
- Can be used in Body element only. (Does not work in factboxes)
- Can be used in conjunction with other imageTags – a story can use several types of image tags, and images are pulled in the order they appear.
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI
- Does not work in Briefings; use imageTagFull in Briefings.

Placed image, full width: (imageTagFull)

- Places an image full-width in a story, rather than default stacking of images.
- Tag is enclosed in parentheses, lowercase with capital T and F.
- Image appears directly where the tag is placed in the story.
- Images appear in the order of Article:Images box below the Body element. Drag and drop to rearrange photos there.
- Can be used in Body element only. (Does not work in factboxes)
- Can be used in conjunction other imageTags – a story can use several types of image tags, and images are pulled in the order they appear.
- Works in WFP Story, WFP CP Article, WFP Slideshow
- This is the ONLY image placement tag that works in Briefings.

"Our policy-makers began to understand that if you build it, you have to maintain it," he says. "It won't be successful if you don't... there was a learning curve for them as well. A lot of them would ask us, 'Why is it such a big deal? Why, by putting a protected bike lane, does it cost so much more?' Well, it takes extra trips. It takes different equipment and personnel."

JEFF WHEELER / STAR TRIBUNE
A blustery day on the Midtown Greenway Bridge over Hiawatha Ave. in Minneapolis.

The lesson, perhaps, is that it takes a village to get bike lanes up and keep them running. But where does the original inspiration come from? In Minneapolis, many of that village's roads lead back to the University of Minnesota.

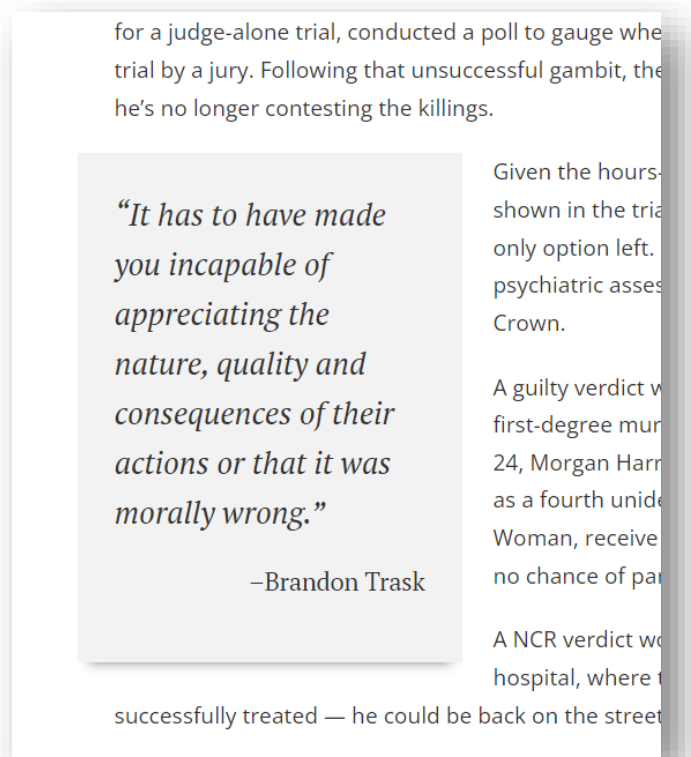# Placed image: jumbo very wide: (imageTagJumbo)

- Places a full-screen-width image, typically used as chapter markers in very long stories.
- Tag is enclosed in parentheses, lowercase with capital T and J.
- Can be used in conjunction other imageTags – a story can use several types of image tags, and images are pulled in the order they appear.
- Works ONLY in WFP Story with Jumbo mode selected.
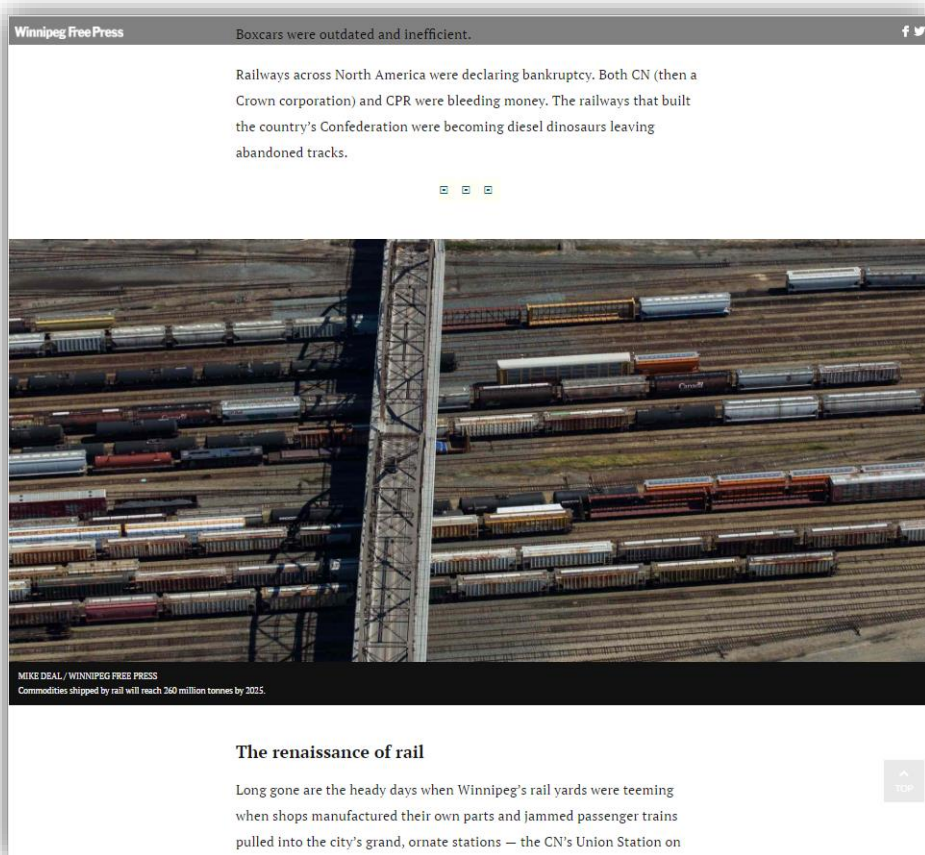
Pullquote: (pullQuote) and (pullQuoteRight)

- Places a pullquote precisely in a story, rather than its default position.
- Tag is enclosed in parentheses, lowercase with a capital Q.
- Up to 3 pullquotes can be placed. They move in the order they appear in WordPress fields (Pullquote1, Pullquote2, Pullquote3)
- Pullquote box appears aligned left in the story, unless (pullQuoteRight) is used which as you might expect aligns right. If a pullquote conflicts with an imageTag, the pullquote is pushed down.
- Can be used in Body element only. (Does not work in factboxes)
- Works in any content type that includes pullquote elements
- Does not work in Briefings.

for a judge-alone trial, conducted a poll to gauge whe
trial by a jury. Following that unsuccessful gambit, the
he's no longer contesting the killings.

> "It has to have made you incapable of appreciating the nature, quality and consequences of their actions or that it was morally wrong."
>
> –Brandon Trask

Given the hours-
shown in the tria
only option left.
psychiatric asses
Crown.

A guilty verdict w
first-degree mur
24, Morgan Harr
as a fourth unide
Woman, receive
no chance of pa

A NCR verdict wo
hospital, where
successfully treated — he could be back on the street

Full-width pullquote: (pullQuoteFull)

- Places a full-width pullquote precisely in a story, rather than its default position.
- Tag is enclosed in parentheses, lowercase with a capital Q and a capital F.
- Up to 3 pullquotes can be placed with either pullQuote or pullQuoteFull tags. They move in the order they appear in WordPress fields (Pullquote1, Pullquote2, Pullquote3)
- Pullquote box appears centred, full-width in the story. If it conflicts with an imageTag, the pullquote is pushed down.
- Can be used in Body field only. (Does not work in factboxes)
- Works in any content type that includes pullquote elements

Full-width pullquote alternative tag: wfppullquote

- Places a full-width pullquote precisely in a story.
- Tag is wfppullquote::wfppullquote, with the text of the quote between the colons

    `wfppullquote:"Quotation." –Attribution:wfppullquote`

- Unlimited number can be used.
- Pullquote box appears centred, full-width in the story. If it conflicts with an imageTag, the pullquote is pushed down.
- Can be used in Body field only. (Does not work in factboxes)
- Works in WFP Story, WFP CP Article (though may be written through)
- Does not work in Briefings

Bechard was one of three males arrested following the July 1, 2022, stabbing just steps away from the Canadian Museum for Human Rights.

> *"They encroached on the most intimate thing I have — my life — without any reason, no questions, no warning."*
>
> –Volodymir Ishchenko

"The place where this incident took place is near the Canadian Museum for Human Rights… people have fought and died for centuries for their rights and freedoms," said Ishchenko.
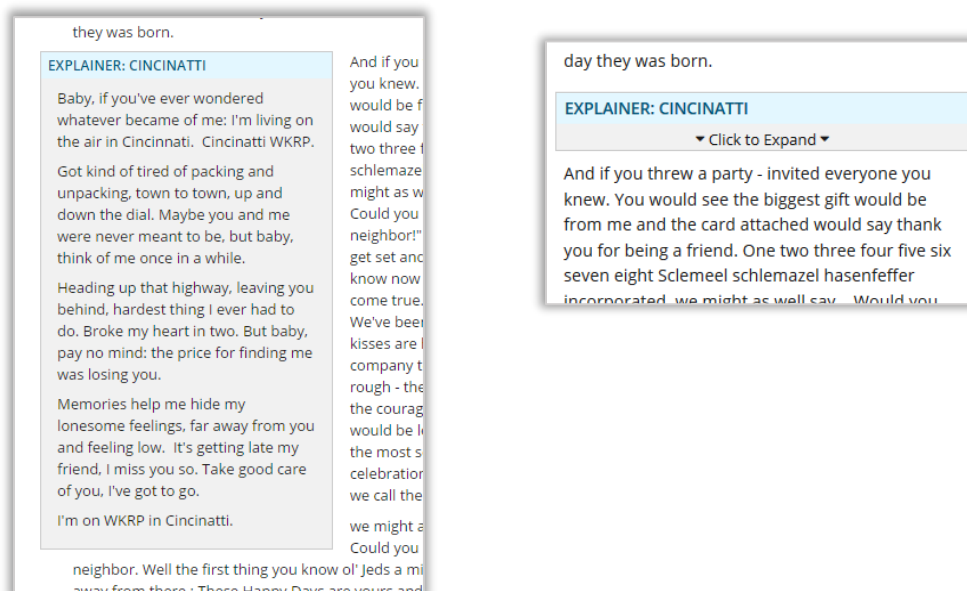
Placed factboxes: (factBox)

- Places a factbox at a precise location in a story.
- Tag is enclosed in parentheses, lowercase with capital B.
- Can be used in Body field only.
- Use H4 paragraph style for the title.
- Works in WFP Story, WFP CP Article, WFP Slideshow
- Multiples can be used: order is web-only, 1,2,3. Any factbox included without a tag in the body of the story will be placed in the default position.

The default position for Web-only factbox and factbox 1,2 and 3 fields is in the sidebar along the right-hand side of the story on desktop, and underneath the story in mobile view:
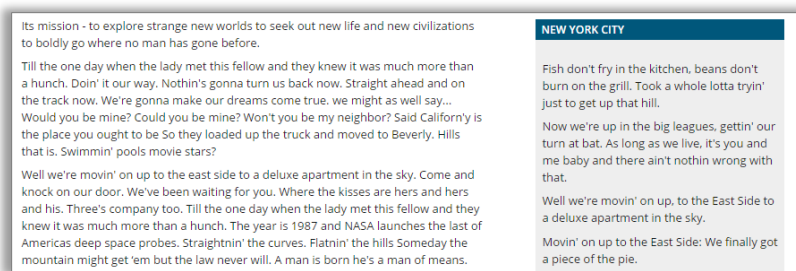
The (factBox) tag positions the factbox in a precise location in a story.   In desktop view (left below) it appears where positioned in the left-hand side of the story box. On mobile (right below), it converts to a drop-down which readers can choose to open for more information.
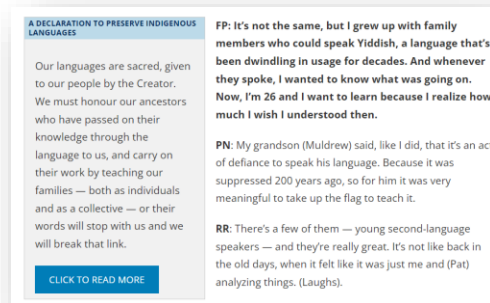
# Levering factboxes (wfpsummary)

- Places an introductory paragraph at the beginning of a factbox, with a "read more" button that invites the reader to expand the factbox.
- Useful when a factbox is very long, or there are multiple factboxes in a story.
- Tag is wfpsummary:text:wfpsummary, where "text" is the text of the introductory paragraph.
- Can be used in factBox field only.
- The summary text is NOT repeated in the factbox once it is opened. This allows you to use different text to invite readers to open a factbox. If you WANT the first paragraph to be the invitation text, repeat it between the wfpsummary tags.
- Works when a factbox is placed using the (factBox) tag, or when the factbox appears in the sidebar.
- Works in WFP Story, WFP CP Article

In this example below , "Year-round 'road to hell' or a path to prosperity' is the H4 title of the factbox, followed by the "Our languages are sacred…" paragraph surrounded by wfpsummary tags.
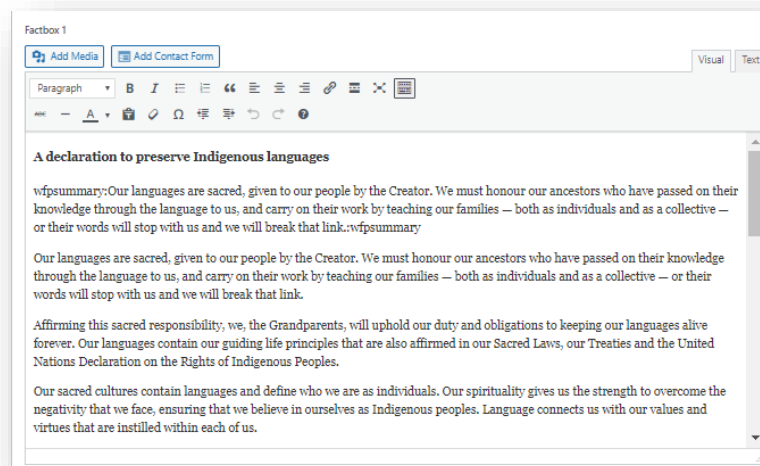
Levering factbox: closed   Levering factbox: opened
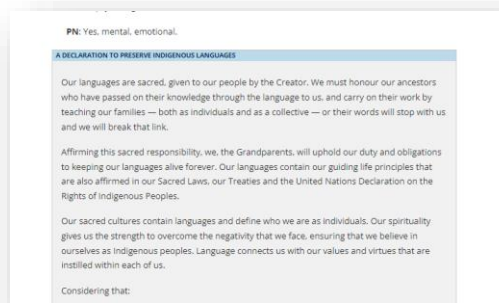
Levering factbox: looking inside:

Story throw: wfpstory

- Where the tag is added, places two introductory paragraphs, a photo, and a "read full story" button that invites the reader to visit another story on the website.
- Useful when you want to link to another story, but provide more information/invitation than a related items tag.
- Tag is wfpstory:#########:wfpstory, all lowercase with nine-digit WordPress ID of slideshow between colons:

      wfpstory:STORYID:wfpstory
      wfpstory:386085491:wfpstory

- To find WordPress ID: Open the story in WordPress and look at its URL. The Story ID is the nine-digit number in the URL, e.g:

  https://www.winnipegfreepress.com/wp-admin/post.php?post=**600995263**&action=edit
- Can be used in the Body or Factbox of a story.
- The text pulled is the story's Summary field, or — if there is no summary field — then the first two paragraphs of the story. If you want to customize the throw, use the Summary field.
- The image pulled on the story is the story's first image, unless there is a thumbnail, in which case the thumbnail is pulled.
- Works when a factbox is placed using the (factBox) tag, or when the factbox appears in the sidebar.
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI

In factbox:

Full-width in story Body:

Don't put embedded element in NewsBreak (wfpremovefromapp)

Our NewsBreak app can handle simple iframe embed code, but any more complex embed code breaks stories in the app.

If you are including any kind of embed code in a story that is not a simple iframe, wrap the embed code in wfpremovefromapp tags and the NewsBreak app will not attempt to display the object.

Use on embeds from X, Instagram, Facebook – essentially any embed code that does not start with <iframe> code.

- When tag is used, embed code enclosed will display on our desktop and mobile website but be supressed on the NewsBreak app.
- Works in WFP Story, WFP CP Article, WFP Slideshow, TJI
- Does not work in Briefings
- Tag can be on a separate line if it's easier to see.
- Tag is wfpremovefromapp:#########:wfpremovefromapp, all lowercase with embed code between colons:

  ```
  wfpremovefromapp:embedcode:wfpremovefromapp
  ```

  ```
  wfpremovefromapp:
  <blockquote class="twitter-tweet"><p lang="en" dir="ltr">Thread of the most
  beautiful metro stations on Earth 🚇 <br><br>1. Toledo, Naples <a
  href="https://t.co/EhyGJqPaoS">pic.twitter.com/EhyGJqPaoS</a></p>&mdash;
  James Lucas (@JamesLucasIT) <a
  href="https://twitter.com/JamesLucasIT/status/1808915462731747614?ref_src=tws
  rc%5Etfw">July 4, 2024</a></blockquote> <script async
  src="https://platform.twitter.com/widgets.js" charset="utf-8"></script>
  :wfpremovefromapp
  ```

Place a newsletter promo box: (newsletterPrompt)

If the promotional box for a newsletter is appearing in an awkward position, use the tag (newsletterPrompt) to place it somewhere else in the body element. Works in WFP Story.

Place an ad in a newsletter: (adBreak)

If the ad placement in a newsletter is appearing in an awkward position, use the tag (adBreak) to place it elsewhere in the text element. Works in Briefings.

Remove ads in a newsletter: (noAdBreak)

If there is no good place for an ad to appear (for example, advertisers would not want to appear alongside the content), use the tag (NoAdBreak) prevent advertising from appearing in the section.

Intro and Secondary Text sections work independently, so you can have advertising in one section but not the other. Use the tag in both sections to remove advertising from both elements.

Works in Briefings.