



MODERN TRIBE

Reimagining Content Creation

Reid Peifer

@reidpeifer // tri.be







Steelcase



Nike Foundation

Indiewire



What are we doing here?

1. I ramble for a while
2. Finally arrive at the point
3. Talk about design for a bit
4. Show work from people smarter than me
5. We all have a nice chat - Questions & Conversation



I  WordPress

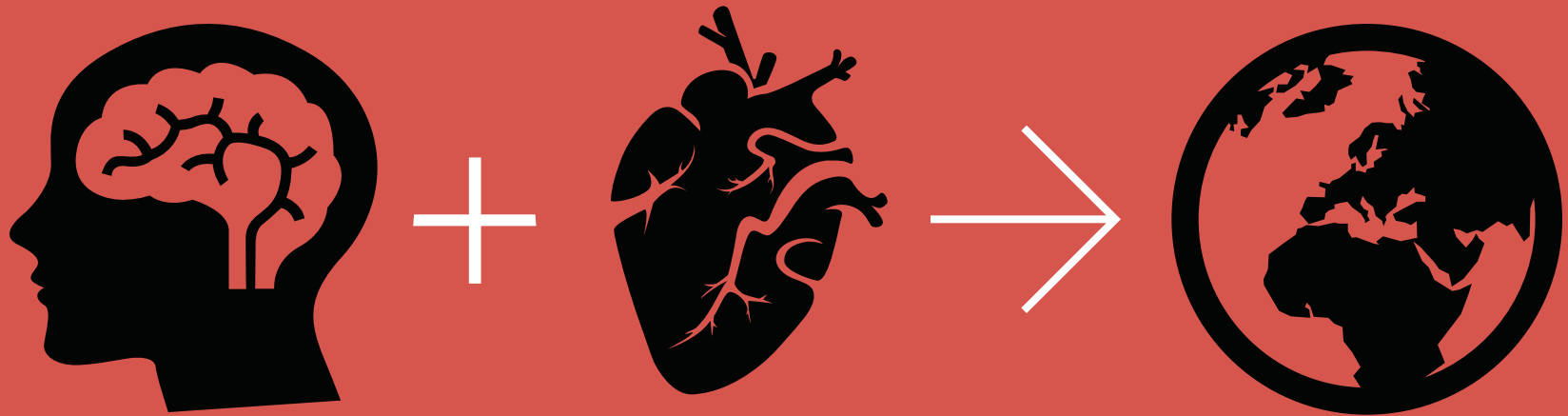




MISSION STATEMENT

**TO DEMOCRATIZE
PUBLISHING
THROUGH
OPEN SOURCE,
GPL SOFTWARE.**

WHY DOES WORDPRESS EXIST?





**CONTENT
IS THE WHOLE
BALLGAME.**



Write Post

Title

Post

TrackBack a URI: (Separate multiple URIs with spaces.)

Categories

Uncategorized

WordPress bookmarklet

You can drag the following link to your links bar or add it to your bookmarks and when you "Press It" it will open up a popup window with information and a link to the site you're currently browsing so you can make a quick post about it. Try it out:

[Press It - WordPress Through The Ages](#)

WordPress

1.5.3-beta1

[Documentation](#) — [Support Forums](#)

0.04 seconds



1.5

Write Post

Title

Post

b / [link](#) **b**-quote **del** **ins** **img** **ul** **ol** **li** **code** **more** **lookup** **Close Tags**

Upload

File: No file chosen

Title:

Description:

Optional Excerpt

Trackbacks

Send trackbacks to: (Separate multiple URIs with spaces)

Custom Fields

Add a new custom field:

Key	Value
<input type="text"/>	<input type="text"/>

Discussion

-
- Allow Comments
-
-
- Allow Pings

Password-Protect Post

Post slug

Categories

-
- Uncategorized

Post Status

-
- Published
-
-
- Draft
-
-
- Private

Post Timestamp:

-
- Edit timestamp

August

13 2015 @ 17 :

33

2.0

Title

Post

b **i** **l** [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#) [lookup](#) [Close Tags](#)

[Save and Continue Editing](#) [Save](#) [Publish](#)

Upload

File

Title

Description

[Upload >](#)

Optional Excerpt [+](#)Trackbacks [+](#)Custom Fields [+](#)**Categories** [-](#) [Add](#)

Separate multiple categories with commas.

 Uncategorized**Discussion** [-](#)

-
- Allow Comments
-
-
- Allow Pings

Post Password [-](#)**Post Slug** [-](#)**Post Status** [-](#)

-
- Published
-
-
- Draft
-
-
- Private

Post Timestamp: [-](#) Edit timestamp
August [↑](#)
13 | 2015 @ 17 :
22**WordPress Bookmarklet**

Right click on the following link and choose "Add to favorites" to create a posting shortcut.

[Press It - WordPress Through The Ages](#)


2.1



Title

Post

Visual Code



Path:

[Save and Continue Editing](#) [Save](#) [Publish](#)

Upload

File No file chosen

Title

Description

[Upload >](#)

Optional Excerpt [+](#)

Trackbacks [+](#)

Custom Fields [+](#)

Categories [—](#)

[Add](#)

Separate multiple categories with commas.

Discussion [—](#)

Allow Comments
 Allow Pings

Post Password [—](#)

Post Slug [—](#)

Post Status [—](#)

Published
 Draft
 Private

Post Timestamp [—](#)

Edit timestamp

August [↑](#)

13 2015 @ 17 :

WordPress Bookmarklet

Right click on the following link and choose "Add to favorites" to create a posting shortcut.

[Press It - WordPress Through The Ages](#)

2.2



A new version of WordPress is available! [Please update now.](#)

Title

Post

Visual Code

Path:

Tags (separate multiple tags with commas: cats, pet food, dogs)

Save and Continue Editing Save Publish

Upload

File Choose File No file chosen

Title

Description

Upload >

Optional Excerpt +

Trackbacks +

Custom Fields +

Categories

Add

Separate multiple categories with commas.

Uncategorized

Discussion

Allow Comments

Allow Pings

Post Password

Post Slug

Post Status

Published

Pending Review

Draft

Private

Post Timestamp

Edit timestamp

WordPress Bookmarklet

Right click on the following link and choose "Bookmark This Link..." or "Add to Favorites..." to create a posting shortcut.

[Press It - WordPress Through The Ages](#)

2.3





WordPress Through The Ages Visit Site

[Write](#) [Manage](#) [Design](#) [Comments](#)
[Settings](#) [Plugins](#) [Users](#)
[Post](#) [Page](#) [Link](#)

 WordPress 4.2.4 is available! [Please update now.](#)

Write Post

Title

Post
Add media:    

B *I* **ABC** ☰ ☰ ☰ ☰ ☰ ☰ ☰ ☰ ☰ ☰ ☰ ☰

Path: p

Tags

Separate tags with commas

Categories

+ Add New Category

All Categories
 Uncategorized

[Most Used](#)

Publish Status

Unpublished

Keep this post private

Publish immediately [Edit](#)

Save
Publish

Related

- [Manage All Comments](#)
- [Manage All Posts](#)
- [Manage All Categories](#)
- [Manage All Tags](#)
- [View Drafts](#)

Advanced Options

Excerpt

Trackbacks

2.5

WordPress Through The Ages [Visit Site](#)

[Write](#) [Manage](#) [Design](#) [Comments](#)
[Post](#) [Page](#) [Link](#)

[Settings](#) [Plugins](#) [Users](#)

WordPress 4.2.4 is available! [Please update now.](#)

Write Post

Title

Post Add media:

Visual **HTML**

Format

Path:

Tags

Separate tags with commas

Categories

[+ Add New Category](#)

All Categories Uncategorized

[Most Used](#)

Publish Status

Unpublished

Keep this post private

Publish immediately [Edit](#)

Word count: 0

- Related**
- [Manage All Comments](#)
 - [Manage All Posts](#)
 - [Manage All Categories](#)
 - [Manage All Tags](#)
 - [View Drafts](#)

Shortcuts

Drag-and-drop the following link to your bookmarks bar or right click it and add it to your favorites for a posting shortcut. [Press This](#)

Advanced Options

Excerpt

Trackbacks





Dashboard

Posts

Edit

Add New

Tags

Categories

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Add New Post

Upload/Insert

Visual HTML

Paragraph

Path: p

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content. You can [use them in your template](#).

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress blogs they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add new custom field:

Name	Value
<input type="text"/>	<input type="text"/>

Add Custom Field

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Discussion

- Allow comments on this post
- Allow [trackbacks and pingbacks](#) on this post

Publish

Save Draft

Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish Immediately [Edit](#)

Publish

Tags

Add new tag

Add

Separate tags with commas

[Choose from the most popular tags](#)

Categories

All Categories

Most Used

Uncategorized

[+ Add New Category](#)

2.7



[Dashboard](#)

Posts

- [Edit](#)
- [Add New](#)
- [Post Tags](#)
- [Categories](#)

[Media](#)

[Links](#)

[Pages](#)

[Comments](#)

[Appearance](#)

[Plugins](#)

[Users](#)

[Tools](#)

[Settings](#)

Add New Post

Upload/Insert

Visual HTML

Format

Path:

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress blogs they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add new custom field:

Name	Value
<input type="text"/>	<input type="text"/>

[Add Custom Field](#)

Custom fields can be used to add extra metadata to a post that you can [use in your theme.](#)

Discussion

- Allow comments on this post
- Allow [trackbacks and pingbacks](#) on this post

Publish

[Save Draft](#) [Preview](#)

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish Immediately](#) [Edit](#)

[Publish](#)

Post Tags

Add new tag [Add](#)

Separate tags with commas.

[Choose from the most used tags in Post Tags](#)

Categories

All Categories **Most Used**

- Uncategorized

[+ Add New Category](#)





Dashboard

Posts

Edit

Add New

Post Tags

Categories

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Add New Post

Upload/Insert



Visual

HTML

Path:

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress blogs they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add new custom field:

Name	Value
<input type="text"/>	<input type="text"/>

Custom fields can be used to add extra metadata to a post that you can [use in your theme.](#)

Discussion

- Allow Comments.
- Allow [trackbacks and pingbacks](#) on this page.

Publish

Status: Draft [Edit](#)Visibility: Public [Edit](#) Publish immediately [Edit](#)

Post Tags

Add new tag

Separate tags with commas.

[Choose from the most used tags in Post Tags](#)

Categories

All Categories

Most Used

 Uncategorized[+ Add New Category](#)

2.9



Dashboard

Posts

Posts

Add New

Categories

Post Tags

Media

Links

Pages

Comments



Appearance

Plugins 1

Users

Tools

Settings

Add New Post

Enter title here

Upload/Insert



Visual HTML

Path:

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value
<input type="text"/>	<input type="text"/>

Add Custom Field

Custom fields can be used to add extra metadata to a post that you can [use in your theme.](#)

Discussion

- Allow comments.
- Allow [trackbacks and pingbacks](#) on this page.

Publish

Save Draft

Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish Immediately [Edit](#)

[Move to Trash](#)

Publish

Categories

All Categories Most Used

Uncategorized

[+ Add New Category](#)

Post Tags

Add New Tag

Add

Separate tags with commas

[Choose from the most used tags](#)

3.0



- Dashboard
- Posts
 - Posts
 - Add New
 - Categories
 - Post Tags
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins 1
- Users
- Tools
- Settings

Add New Post

Enter title here

Upload/Insert

Visual HTML

Format

Path:

Word count: 0

Excerpt

Text area for entering an excerpt.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

Text input field for trackback URLs.

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value
<input type="text"/>	<input type="text"/>

Add Custom Field

Custom fields can be used to add extra metadata to a post that you can [use in your theme.](#)

Discussion

- Allow comments.
- Allow [trackbacks and pingbacks](#) on this page.

Publish

Save Draft

Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish Immediately [Edit](#)

[Move to Trash](#)

[Publish](#)

Format

- Standard
- Aside
- Gallery

Categories

All Categories Most Used

Uncategorized

[Add New Category](#)

Post Tags

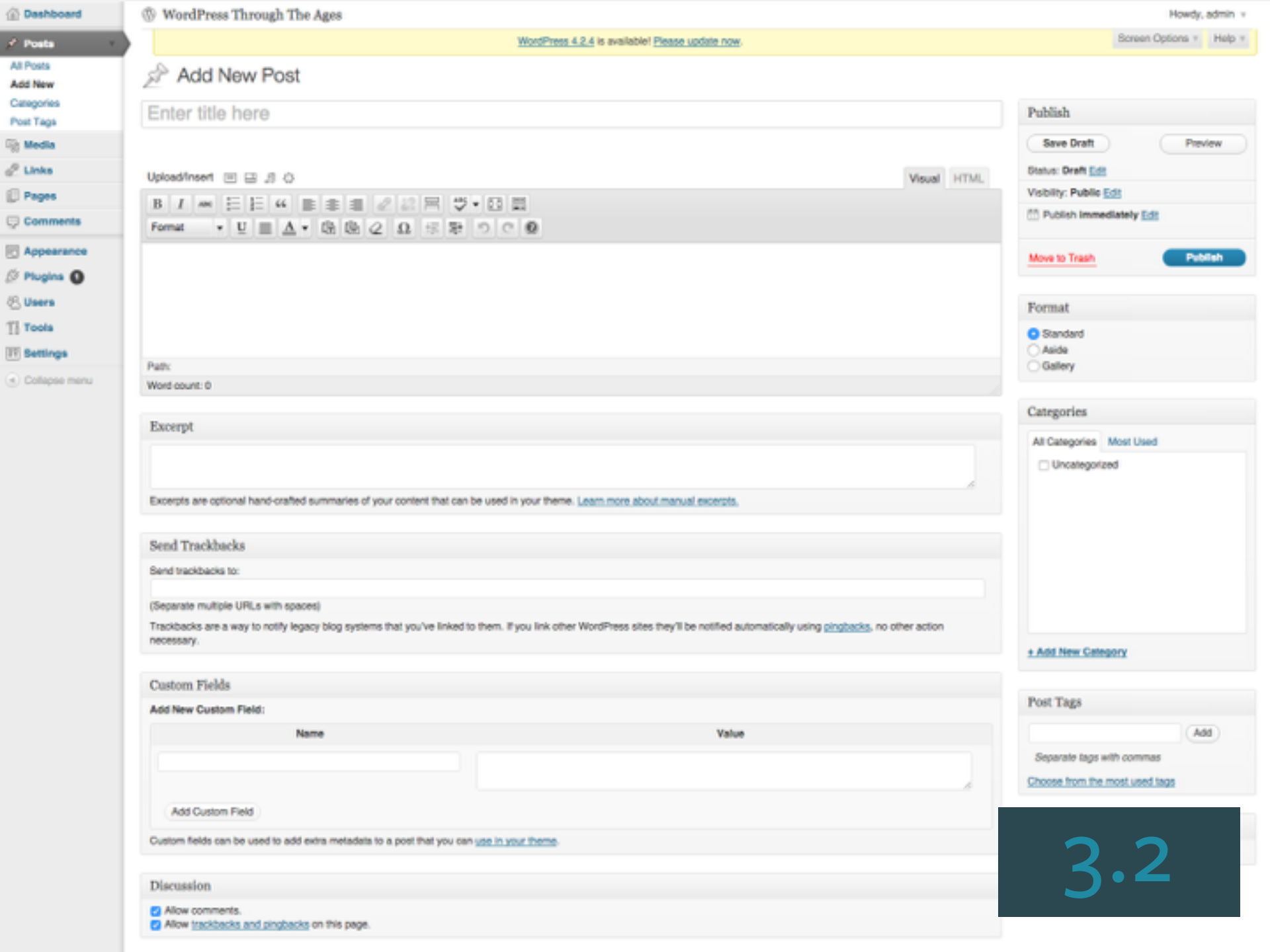
Add New Tag

Add

Separate tags with commas

[Choose from the most used tags](#)





- Posts
- All Posts
- Add New
- Categories
- Post Tags
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Add New Post

Enter title here

Upload/Insert

Visual HTML

B *I* U

Format

Path:

Word count: 0

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish Immediately [Edit](#)

[Move to Trash](#) [Publish](#)

Format

Standard

Aside

Gallery

Categories

All Categories Most Used

Uncategorized

[+ Add New Category](#)

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value
<input type="text"/>	<input type="text"/>

[Add Custom Field](#)

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Discussion

Allow comments.

Allow [trackbacks and pingbacks](#) on this page.

3.2

- Dashboard
- Posts
 - All Posts
 - Add New
 - Categories
 - Tags
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins 1
- Users
- Tools
- Settings
- Collapse menu

Add New Post

Enter title here

Upload/Insert

B I
 Paragraph

Updated Media Uploader

The single media icon now launches the uploader for all file types, and the new drag and drop interface makes uploading a breeze.

[Dismiss](#)

Visual HTML

Path: p
Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value
<input type="text"/>	<input type="text"/>

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Discussion

Allow comments.

Publish

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish Immediately [Edit](#)

[Move to Trash](#)

Format

Standard

Aside

Gallery

Categories

All Categories Most Used

Uncategorized

[+ Add New Category](#)

Tags

Separate tags with commas

[Choose from the most used tags](#)



- Dashboard
- Posts
 - All Posts
 - Add New
 - Categories
 - Tags
- Media
- Links
- Pages
- Comments
- Appearance
 - Plugins
 - Users
 - Tools
 - Settings
- Collapse menu

Add New Post

Enter title here

Add Media

Visual Text

Rich text editor toolbar with options for Bold, Italic, Underline, Paragraph, List, Link, Unlink, Image, Video, Audio, Embed, Undo, Redo, and more.

Path: p
Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value
<input type="text"/>	<input type="text"/>

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish Immediately [Edit](#)

[Move to Trash](#) [Publish](#)

Format

Standard
 Aside
 Gallery

Categories

All Categories Most Used

Uncategorized

[+ Add New Category](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

Featured Image

[Set featured image](#)



- Dashboard
- Posts
- All Posts
- Add New
- Categories
- Tags
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Add New Post

Enter title here

Add Media

Visual Text

Rich text editor toolbar with options: Bold, Italic, Underline, Paragraph, List, Link, Unlink, Text, Text Color, Background Color, Undo, Redo, Full Screen, Help.

Paragraph

Path: p
Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value
<input type="text"/>	<input type="text"/>

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish Immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

Format

- Standard
- Aside
- Gallery

Categories

All Categories Most Used

Uncategorized

[+ Add New Category](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

Featured Image

[Set featured image](#)



- Dashboard
- Posts
- All Posts
- Add New
- Categories
- Tags
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Add New Post

Enter title here

Add Media

Visual Text

Rich text editor toolbar with options: Bold, Italic, Underline, Paragraph, Text, Bulleted List, Numbered List, Quote, Link, Unlink, More, Undo, Redo, Full Screen, Source, Help.

Paragraph

Path: p
Word count: 0

Excerpt

Excerpt input field

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)
Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Name	Value
<input type="text"/>	<input type="text"/>

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish Immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

Format

- Standard
- Aside
- Gallery

Categories

All Categories Most Used

Uncategorized

[+ Add New Category](#)

Tags

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

Featured Image

[Set featured image](#)



- Dashboard
- Posts**
- All Posts
- Add New
- Categories
- Tags
- Media
- Links
- Pages
- Comments
- Appearance
- Plugins 1
- Users
- Tools
- Settings
- Collapse menu

WordPress 4.2.4 is available! [Please update now.](#)

Add New Post

Enter title here

Add Media

Visual Text

Rich text editor toolbar with icons for Bold (B), Italic (I), Underline (U), Bulleted List, Numbered List, Quote, Link, Unlink, More, Undo, Redo, and other editing tools.

Main content text area for the post body.

Path: p

Word count: 0

Excerpt

Text input field for the post excerpt.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

Text input field for trackback URLs.

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Publish

Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

Publish Immediately [Edit](#)

Move to Trash **Publish**

Format

Standard

Aside

Gallery

Categories

All Categories Most Used

Uncategorized

[+ Add New Category](#)

Tags

Add

Separate tags with commas

[Choose from the most used tags](#)



Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Links

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Collapse menu

Screen Options

Help

WordPress 4.2.4 is available! [Please update now.](#)

Add New Post

Enter title here

Add Media

Visual

Text

B I

P

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Publish

Save Draft

Preview

Status: Draft [Edit](#)Visibility: Public [Edit](#) Publish immediately [Edit](#)

Move to Trash

Publish

Format

 Standard Aside Gallery

Categories

All Categories [Most Used](#) Uncategorized[+ Add New Category](#)

Tags

Separate tags with commas

[Choose from the most used tags](#)

3.9

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Links

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Collapse menu

Screen Options

Help

WordPress 4.2.4 is available! [Please update now.](#)

Add New Post

Enter title here

Add Media

Visual

Text



p

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Publish

Save Draft

Preview

Status: Draft [Edit](#)Visibility: Public [Edit](#)Publish Immediately [Edit](#)

Move to Trash

Publish

Format

 Standard Aside Gallery

Categories

All Categories [Most Used](#) Uncategorized[+ Add New Category](#)

Tags

 [Add](#)

Separate tags with commas

[Choose from the most used tags](#)

4.0

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Links

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Screen Options

Help

WordPress 4.2.4 is available! [Please update now.](#)

Add New Post

Enter title here

Add Media



Distraction-Free Writing

Enable distraction-free writing mode, and everything surrounding the editor will fade away when you start typing. Move your mouse out of the editor to reveal everything again.

Dismiss

Text



Publish

Save Draft

Preview

Status: Draft [Edit](#)Visibility: Public [Edit](#)Publish Immediately [Edit](#)

Move to Trash

Publish

Format

 Standard Aside Gallery

Categories

All Categories [Most Used](#) Uncategorized[+ Add New Category](#)

Tags

 [Add](#)

Separate tags with commas

[Choose from the most used tags](#)

p

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

4.1

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Links

Pages

Comments

Appearance

Plugins 1

Users

Tools

Settings

Collapse menu

Add New Post

Enter title here

Add Media

Visual

Text

B I H3 H4 H5 H6 Link Image Paragraph

Word count: 0

Excerpt

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. [Learn more about manual excerpts.](#)

Send Trackbacks

Send trackbacks to:

(Separate multiple URLs with spaces)

Trackbacks are a way to notify legacy blog systems that you've linked to them. If you link other WordPress sites, they'll be notified automatically using [pingbacks](#), no other action necessary.

Custom Fields

Add New Custom Field:

Screen Options

Help

Publish

Save Draft

Preview

Status: Draft [Edit](#)Visibility: Public [Edit](#)Publish Immediately [Edit](#)

Move to Trash

Publish

Format

 Standard Aside Gallery

Categories

All Categories

Most Used

 Uncategorized[+ Add New Category](#)

Tags

Add

Separate tags with commas

[Choose from the most used tags](#)

Featured Image

[Set featured image](#)

4.2

Where WordPress Fails

1. Encourages a waterfall approach to content
2. Content Strategy subject to dev process
3. Content limited to wysiwyg's & metaboxes
4. Every problem looks like a nail when all you have is a hammer
5. Rich relationships are difficult to communicate
6. Distances creators from the users



```

<?php if ($sidebar == 'yes') { ?>
  <div class="pageContent">
    <?php } else { ?>
  <div class="pageContent full">
    <?php } ?>
    <?php if( $headerimg) { ?>
  <div class="container">
    <?php if ($sidebar == 'yes') { ?>
      <div class="nine columns offset-by-one">
        <?php } else { ?>
          <div class="fourteen columns offset-by-one">
            <?php } ?>
          <?php } else { ?>
            <div class="container noBannerContent">
              <?php if ($sidebar == 'yes') { ?>
                <div class="eleven columns">
                  <?php } else { ?>
                    <div class="sixteen columns">
                      <?php } ?>
                    <?php } ?>
                <ul>

                <?php if (have_posts ()) {
                  while (have_posts ()) {(the_post()); ?>

                  <?php
                    $bigimg = get_post_meta(get_the_ID(), 'bigimg', true);
                    $pageSlider = get_post_meta(get_the_ID(), 'pageSlider', true);
                    ?>

                  <li <?php post_class('dd_news_post'); ?>>
                    <?php if( $pageSlider) { ?>

                      <div class="postTitle clearfix">

                      <h1><a href="<?php the_permalink(); ?>"><?php the_title(); ?></a></h1>

```

archive-tribe-articles.php
archive-tribe-knowledgebase.php
archive-tribe-showcase.php
archive.php
category-articles.php
category-crapcrapcrap.php
category-design.php
category-dev_practice.php
category-lifestream.php
category-monkeys.php
category-news.php
category-OMG.php
category-performance.php
category-pickles.php
category-portfolio.php
category-product_updates.php
category-soo_stupid.php
category-systems.php
category-tech.php
category-ugh.php
category-whathappeningtome.php
category-wordpress.php
category-wtf.php
comments.php
config.rb
footer.php

```
1 <?php get_header(); ?>
2
3 <main class="loop-content menu-slide" role="main"
4
5 <?php // Content: Sub-Header
6 get_template_part( '/content/header/sub-header
7
8 <div class="main-content-wrap">
9
10 <div class="content-wrap">
11
12 <?php if ( have_posts() ) : ?>
13
14 <?php while ( have_posts() ) : the
15
16 <?php // Content: Loop Results
17 get_template_part( '/content/T
18
19 <?php endwhile; ?>
20
21 <?php // Pagination
22 tribe_paging_nav(); ?>
23
24 <?php else : ?>
25
26 <?php // Content: No Results
27 get_template_part( '/content/no-re
28
29 <?php endif; ?>
30
31 </div><!-- .content-wrap -->
32
33 </div><!-- .main-content-wrap -->
34
35 </main><!-- main -->
```



 **Andreas Nurbo**

 1 day ago  [Permalink](#)

I think Mashable is decoupled with the admin area for writing etc is WordPress but the frontend is Ruby On Rails.

 Reply



 **Christina Warren**

 6 hours ago  [Permalink](#)

Yup – we are Ruby and JavaScript on the front-end and we use WordPress on the backend. We have an entirely different product that we use for our longform builder, which is one of the advantages of decoupling. We can develop and use new tools for content creation without having to give up our legacy CMS system editorial is comfortable using.

 Reply

<http://wptavern.com/decoupling-wordpress>

TEMPLATES SUCK.

**TEMPLATED THINKING
SUCKS HARD.**

**MODULAR THINKING
IS BETTER.**

“Reid, I know you’re not that smart. Where’d it come from?”

<http://bradfrost.com/blog/post/atomic-web-design/>



~~MODULAR DESIGN~~ NEEDS TO SUCCEED ON THREE LEVELS

1. Visual Language / Aesthetics
2. Technology
3. Content Strategy



VISUAL LANGUAGE

- Design must function as a system
- Start with the smallest units and build up
- Everything is reusable
- Initial deliverables become Pattern Libraries and Frameworks
- Design all the way through your process, but identify how components are assembled to make specific deliverables.
- Design the relationships.



TECHNOLOGY

- Theme needs to be organized, modular, and flexible
- IDs should be a red flag
- You should be able to output Bootstrap or Foundation like frameworks for your projects relatively easily
- Admin User Interfaces that encourage best practices.
- Give them the right tools, not all of the tools.



CONTENT STRATEGY

- Small components come together to form individual pieces of content
The Verge Longform, Velocity Page, Aesop Story Engine
- Relationships between pieces of content can tell larger stories
Snowfall, America The Gutted, Panel Builder, ACF Flex Content
- Content should continually push the abilities of the CMS
Post Formats anyone?
- Stop thinking only in terms of taxonomy. Tell stories.



PARADIGMS

SITE BUILDING

VS

CONTENT CREATION



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Degrees of Change

In a new environment, training lawyers to solve problems together.

Continue Reading >

More Features

In the Driver's Seat: The changing role of the general counsel

July 5, 2013

Closing the Deal: Grads and the Mortgage Settlement

July 5, 2013

Photo Gallery

The Way We Live Now: A Day in the Life

Every January, when the Massachusetts Governor Boston Center Olin Hall Building opened its doors, it became Harvard Law School's hub. Its state-of-the-art learning and living spaces range from the lush to the intimate. These photos capture a glimpse of the building, the build, the light—from dawn to dusk.

[View Gallery](#)

Wit Large Faculty Books

The Balancing Act

Maack Reframes the story of America's Civil Rights lawyers

In 1970, in a Philadelphia courtroom, a defense attorney representing a man accused of murder examined a police officer. There was nothing unusual about this scene, except that the defense attorney, Raymond Pace Alexander '33, was black, and the officer he was aggressively questioning was white. This scene is one of many dramatic moments in the new book by HLS Professor Kenneth Mack '91, "Representing the Race: The Creation of the Civil Rights Lawyer."

Continue Reading >

'A Harmonious System of Mutual Frustration'

Goldsmith points to a robust balance of power and new forms of presidential accountability in the fight against terrorism

As Barack Obama '91 was making decisions of Bush administration policies on terrorism a centerpiece of his campaign for the presidency in 2008, Jack Goldsmith offered a prediction: The next president, even if it were Obama, would not undo those policies. One of the key and underappreciated

Elected vs. Appointed?

Shugart explores the history of judicial selection in the U.S.

Today, about 90 percent of state judges must run for office, and the elections have become increasingly expensive and nasty. Assistant Professor Jed Handelsman Shugart provides historical perspective on judicial elections and other methods of judicial selection in his new book, "The People's

Salving the Wounds

Randall Kennedy has tackled plenty of controversial issues in his five previous books, ranging from interracial marriage to the intersection of race, crime and the law. The Harvard Law professor comes to the defense of affirmative action in his latest book, "For Discrimination." In an interview with the Bulletin, Kennedy described his own evolution on the issue and the impact of the Supreme Court's

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Thought for Food

With more and more people deeply concerned about what they're eating and what it means for our health, the economy, the environment, social justice, and even national security, Harvard Law School has created a new focus on food law.

Continue Reading >

More Features

Destination: Asia

January 5, 2014

In June, a delegation from Harvard Law School led by Dean Martha Mowse embarked on a 15-day, five-stop visit to East Asia and to the fore of fast-moving developments and challenges across the region.

Continue Reading >

One Woman's Woods

January 5, 2014

Victory Gardener

January 5, 2014

The Paper Chase Post-Paper

January 5, 2014

Leading Women

January 5, 2014

From the Desk

Journeys Far and Near

Last summer, HLS alumni and friends welcomed me on my first journey to East Asia. I will never forget the sense of energy, spirit of gratitude, and invitations to learn from leaders in law, academia, business, the judiciary, and government.

Continue Reading >

Martha Mowse is Manges and Helen Chu Dean and Professor at Harvard Law School.

Wit Large Faculty Books

The Long Game

However much presidents want to influence the future through their judicial appointments, the problem, Professor Mark Tushnet writes in his new book, "In the Balance: Law and Politics on the Roberts Court" (Oxford, 2013), "is that things change."

Continue Reading >

Filing Price Fixing

Linda Kaylow '81 seeks to spread the academic debate and to suggest important reforms to legal practice in his latest book, which addresses the law and economics of price fixing. The Harvard Law School professor describes the law prohibiting this practice as "incoherent, its practical reach uncertain, and its fit with fundamental economic principles obscure." And that's just in the first paragraph.

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Patients without borders

Law, ethics, and medical tourism

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More Features

The 'X' Factor: Charting a new course in online education

July 5, 2013

Mr. Sunstein Went to Washington

July 5, 2013

Backing the Future: Economist and lawyer Roger Ferguson '79

July 5, 2013

Obamacare's Point Guard

July 5, 2013

Inside HLS

A Self-Advocate Is Now Also a Legal Advocate

July 5, 2013

As a deaf blind student with very limited sight and hearing, Helen Giroux '13 learned that you must be a self-advocate and come up with creative solutions to the problems you face. If that fails, she says, then the law can be a strong ally.

Continue Reading >

A clear and future danger? Blum explores 'invisible Threats' in national security and law

July 5, 2013

In her essay "Invisible Threats," Harvard Law Professor Gabriella Blum LL.M. '04, '12 D. '09 builds on themes from a recent book project with Benjamin Wittes of the Brookings Institution.

Continue Reading >

Serving Those Who Have Served

July 5, 2013

The Board of Veterans' Appeals of the U.S. Department of Veterans Affairs denies a soldier's claim for disability benefits for an injury that occurred while he was on active duty. But the decision is handed down

Gallery

Navigating the Path of a Life

When you visit the HLS Library, often, Woodford Holmes, Jr., Daniel Balle, parents, the stored glass on a cloudy day opens, to reveal chapters in the life of the former Supreme Court Justice (1841-1895).

[View Gallery](#)



SPRING IS A FUNDING ACCELERATOR THAT SUPPORTS BUSINESS MODEL INNOVATION TO IMPROVE THE LIVES OF GIRLS IN UGANDA.

OUR PARTNERS INCLUDE

BENEFITS FOR ENTREPRENEURS

- Get the benefits of our business model
- Partner with world-class product and distribution designers
- Collaborate with world-class social and digital marketers
- Receive the power of your own brand
- Access to data and business intelligence
- Tap into a network of advisors and partners



WITH AN UNBELIEVABLE TEAM

OUR EXPERTS IN BUSINESS AND BUSINESS DESIGNER FORMED THIS ACCELERATOR FIRST SPRING CAMPAIGN THROUGH



SPRING



ABOUT SPRING

Accelerating women-led businesses whose products and services can reach and support girls in need.

MISSION

Enable ventures to reach 200,000 girls with products and services that enhance their economic empowerment by 2020, with the ultimate goal of reaching 50 million girls by 2030.

Build and communicate an enhanced evidence base on the importance of product markets for girls to stimulate further investment from donors, governments, and the private sector.



SPRING

MEASURING IMPACT

Skilled about counting in girls? Check out the evidence base.

MONITORING AND EVALUATION

SPRING invests in girls' economic empowerment for entrepreneurs and job seekers. We measure the impact of our investments through a rigorous monitoring and evaluation process.

FOLLOW ALONG

SPRING invests in an enhanced evidence base on product markets for girls so that they can stimulate further investment from donors, governments, and the private sector.

We'll share our evidence, lessons, and stories via annual events as well as our website and social media.



PARTICIPANT: VOTO MOBILE

OUR STORY

SPRING is a funding accelerator that supports business model innovation to improve the lives of girls in need. We are currently looking for entrepreneurs who can reach and support girls in need.

FOLLOW OUR JOURNEY

- INTERNATIONAL DAY OF THE GIRL AND BOY (OCTOBER 11, 2014)
- EMPOWERING GIRLS WITH RESEARCH AND SKILLS (2014-2015)
- SPRING JOINS THE 2015 BUSINESS PLAN CHALLENGE (2015)
- WHAT IS AN INVESTMENT? (2015)
- THE CHALLENGED GIRLS FACE IN RWANDA (2015)
- WHAT IS AN INVESTMENT? (2015)
- IF I MAKE AN INVESTMENT, WHAT IS THE BEST WAY FOR THE GIRLS OF RWANDA? (2015)
- THE CHALLENGED GIRLS FACE IN RWANDA (2015)
- EMPOWERING GIRLS WITH RESEARCH AND SKILLS (2014-2015)
- SPRING JOINS THE 2015 BUSINESS PLAN CHALLENGE (2015)
- WHAT IS AN INVESTMENT? (2015)
- THE CHALLENGED GIRLS FACE IN RWANDA (2015)
- WHAT IS AN INVESTMENT? (2015)
- IF I MAKE AN INVESTMENT, WHAT IS THE BEST WAY FOR THE GIRLS OF RWANDA? (2015)
- THE CHALLENGED GIRLS FACE IN RWANDA (2015)

SPRING

OUR PARTNERS INCLUDE



WHY GIRLS?

Entrepreneurs meet the most powerful force for change on the planet.



Girls have enormous potential, and when we focus and invest in them, we can change the world. One well-designed product or service can change a girl's life, giving her the space she needs to learn, the time she needs to work, the ability to launch a business of her own.

By stimulating a new wave of innovative and life-enhancing products for girls, SPRING starts an avalanche effect that impacts consumers, cities, societies.



THE BUSINESS CASE

Giving girls and women the chance to improve their own livelihoods is crucial to end poverty for good. Businesses have a key role to play by using their skills and expertise to provide vital products and services which are key to building prosperous societies.

WE HAVE A SITUATION

What the world has forgotten, the challenge - and the opportunity.

SPRING

WordPress 3.9 is available! [Please update now.](#)

Add New Page

Enter title here

Word count:

Select Layout



Or

Build Your Own

Add Media

Add Form

Visual

Text



Publish

Save Draft

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Publish

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Call to J

Call to A

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Select a Module Type

	Image Gallery Select a post or posts to display		Featured Content Select a post to display
	Links List Select a post or posts to display		Media Table A table displaying audio/video post(s)
	Group List Select content to link to		Content Feed Select a feed or posts to display
	Group Highlight Highlight posts with related content		Hover Highlight Highlight related content
	One Up Content A one column panel containing a WYSIWYG editor		Two Up Content A two column panel for post or WYSIWYG content
	Three Up Content A three column panel for post or WYSIWYG content		Sidebar Select a sidebar to display
	Quote A panel for		Timeline Show timeline with

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Word count: 1067

Last edited by tribe on August 13, 2015 at 11:32 am

Modules ▲

Panel Location

- Above content
- Below content

Panel Options

- Enable Table of Contents

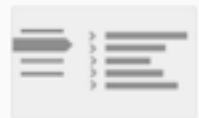
TOC Label for body content

If you've entered text in the body content area above, create label here



Media Tample

Media Table



Link Group Table

Link Groups



Featured Content Panel

Featured Content





TOOLS

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themes



VelocityPage
Pain-free page building for WordPress

ACF

CONDUCTOR

PART TWO

To the Peak

The Times' dialect quiz was the most popular piece of content in the paper's history with more than 21 million pageviews — but projects like that and Snow Fall are not easily replicable. "We have a tendency to pour resources into big one-time projects and work through the one-time fixes needed to create them and overlook the less glamorous work of creating tools, templates and permanent fixes that cumulatively can have a bigger impact by saving our digital journalists time and elevating the whole report. We greatly undervalue replicability." They point out that competitors like Vox and BuzzFeed view innovating with their platforms as a key function and allow them to create products like BuzzFeed's quizzes — incredibly popular, but also easy to create over and over again. "We are focused on building tools to create Snow Falls every day, and getting them as close to reporters as possible," said Quartz editor Kevin Delaney. "I'd rather have a Snow Fall builder than a Snow Fall." (p. 36)

Let's agree to disagree and quietly resent each other.



somee_cards



Q&A

Thank you!

Reid Peifer

reid@tri.be // tri.be // [@reidpeifer](https://twitter.com/reidpeifer)