TRUE / SLANT

Using images in blog posts

This is a document about how best to use images in your blog posts. It contains examples of mistakes that are commonly made when bloggers insert photos into their posts, and will show you how to avoid them.

1. Photo is too big

Incorrect:
The photo is so large that it distracts the reader from what you've written.

Correct:
The photo size is now in balance with the text.

2. Photo too wide for the blog's format

Incorrect
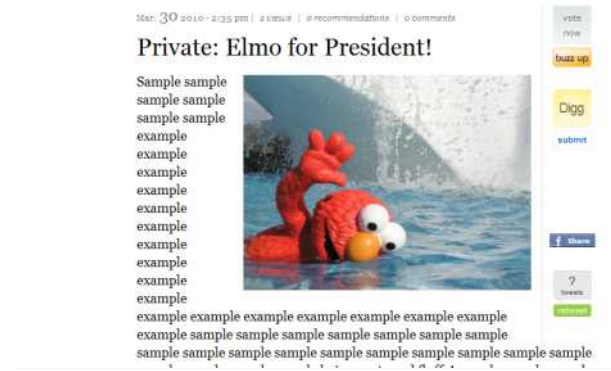The photo is so large that it overlaps the social media buttons.

Correct:
The photo is now small enough to fit within the margin at the top of the post and does not cover the social media buttons.

3. Photo squishes text

Incorrect:
The photo is so large that it squishes the wrapped text into an odd-looking column.

Correct:
The photo is smaller or is portrait instead of landscape and does not squish the wrapped text.

4. Photo is unaligned

Incorrect
Photo is not "aligned" to the center, left, or right.

Correct:
Photo is aligned right, left or center. To do this, click the "align right/left/center" button when inserting the photo. Or, after you've inserted the photo, click on the photo once, click on the button that comes up in the top left corner of the photo, and select the appropriate alignment option.

5. Photo hides story grab marker

Incorrect:
The photo obscures the quotation marks in a story grab or block quote.

Correct:
Align the photo to the right instead of the left so that it doesn't obscure the quotation mark setting your quoted text apart from what you've written.
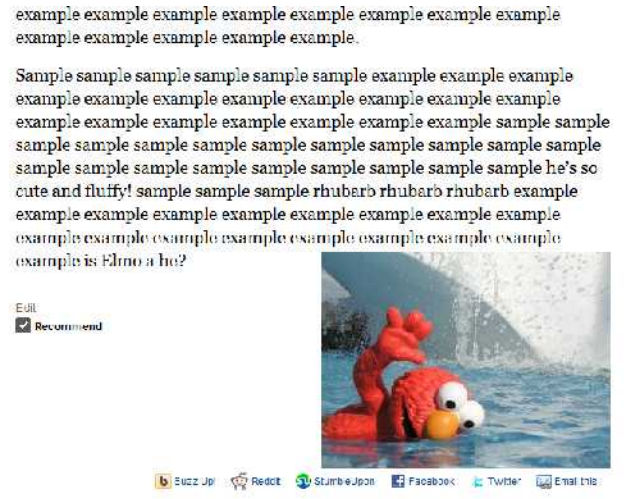
6. Photo placed at end of post

Incorrect:
The photo is at the bottom of the post.

Correct:
The photo should be a supplement to your story, not an afterthought. Include it in the body of the post.

7. Photos interrupt each other

Incorrect:
The photos are too close together, making wrapping impossible.

Correct:
Place the photos apart (or make them smaller) so that the text can wrap around them.