



How YOUNG PEOPLE CAN BUILD

BIG IDEAS WITH WORDPRESS



OLIVIA BISSET

lemonadecode.com



lemonadecode.online

ABOUT ME

- Home-Schooled & Traditional Schooling
- WordPress User For 4 Years, Started When I Was 10
- WordCamp Miami Volunteer For 3+ Years
- Into Python, JavaScript, Raspberry Pi

**WHAT DO
YOUNG
PEOPLE
WANT?**

Young people
want their voices
to be heard



Young people
want to do
projects that
schools can't
afford to do



Young people
want to become
entrepreneurs



Young people
realize they
need to make
a name for
themselves.

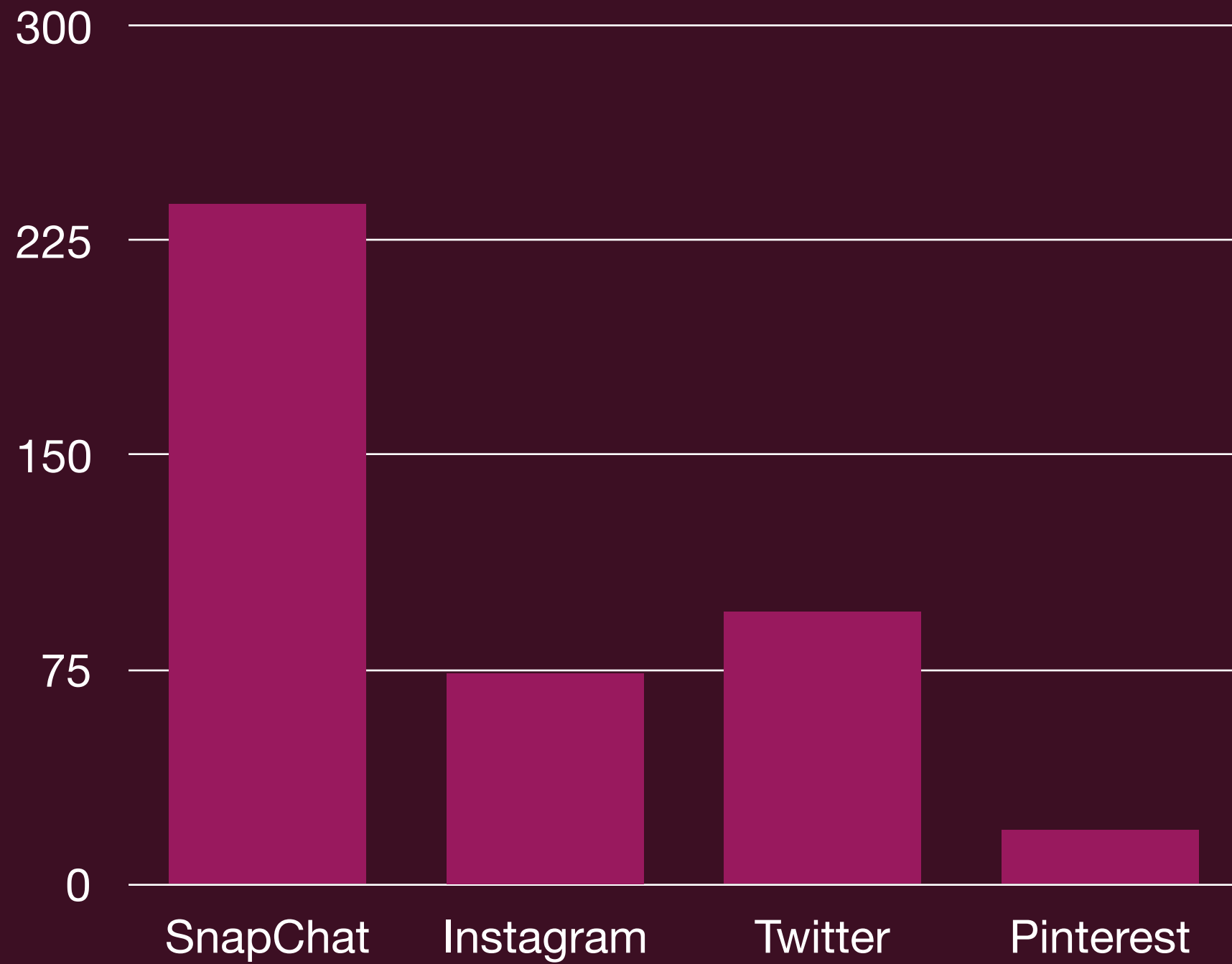




SOCIAL MEDIA



Users (Under 28 Years)



The Problems With Social Media As Your **Only** Platform

PROBLEMS WITH SOCIAL MEDIA AS YOUR ONLY PLATFORM

“Cookie Cutter” Format

PROBLEMS WITH SOCIAL MEDIA AS YOUR ONLY PLATFORM

“Cookie Cutter” Format



Very Little Control + Limitations

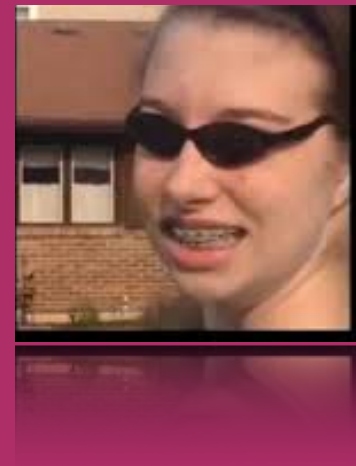
You can only do so much with them

PROBLEMS WITH SOCIAL MEDIA AS YOUR ONLY PLATFORM

Popular apps and networks can close down.

PROBLEMS WITH SOCIAL MEDIA AS YOUR ONLY PLATFORM

Popular apps and networks can close down.



Vine: 200 million monthly users

Still shut down. Many young people lost exposure, had to find ways to save content, etc.

PROBLEMS WITH SOCIAL MEDIA AS YOUR ONLY PLATFORM

Trust Issues: Privacy, Advertising and Tracking

PROBLEMS WITH SOCIAL MEDIA AS YOUR ONLY PLATFORM

Trust Issues: Privacy, Advertising and Tracking



PROBLEMS WITH SOCIAL MEDIA AS YOUR ONLY PLATFORM

Trust Issues: Privacy, Advertising and Tracking



Facebook: Sells Your Data

Caught selling the phone numbers (from the two-factor authentication) to companies

<https://www.engadget.com/2018/09/28/facebook-two-factor-phone-numbers-ads/>

“If you aren’t paying for something, then **YOU are the product.”**

**Young people, like
everyone else, should
have the right to control
their own content.**

A WEBSITE!

**WHY
YOUR OWN
SITE?**

WHY YOUR OWN SITE?

- Today it's easy and cheap to get your own domain name and hosting
- You are in control of your own content
- Better privacy for you and your site users

WHY WORDPRESS?

WHY WORDPRESS?

- **Popularity:** 32%+ of the web runs on WordPress
- **Top sites use it:** Vogue, Disney, and Angry Birds use WordPress for their sites
- **Ease Of Use:** Kids can use it

WHY WORDPRESS?

- **Community:** Meetups, WordCamps, and also great online support!
- **Flexibility:** Wix & SquareSpace limited to certain kinds of sites while WordPress is flexible for many sites

SOME EXAMPLES

SCHOOL CLUB

To reach all of the members of your club

The screenshot displays a web interface for a school club. The main section features a calendar for November 2018, with days of the week (Sun to Sat) and dates (1 to 30). A mouse cursor is hovering over the date 21. The calendar is set to 'Month' view. To the right of the calendar is a sidebar with the following sections:

- ABOUT**
The Friends of Rachel club is a club that is made in memory of Rachel Joy Scott. [Click Here for More!!!](#)
- PAST EVENTS**
[October 2018 Meetup](#)
[September 2018 Meetup](#)
- A search bar with the text "Search ..."
- RECENT COMMENTS**
• oliviabisset on [The Kindness Tree](#)

At the bottom of the calendar, there are navigation links: « 2017, < OCT, NOVEMBER 2018, DEC >, 2019 » and a "Subscribe" button with a RSS icon.

Contact: you are able to reach everyone in your schools club and in other schools

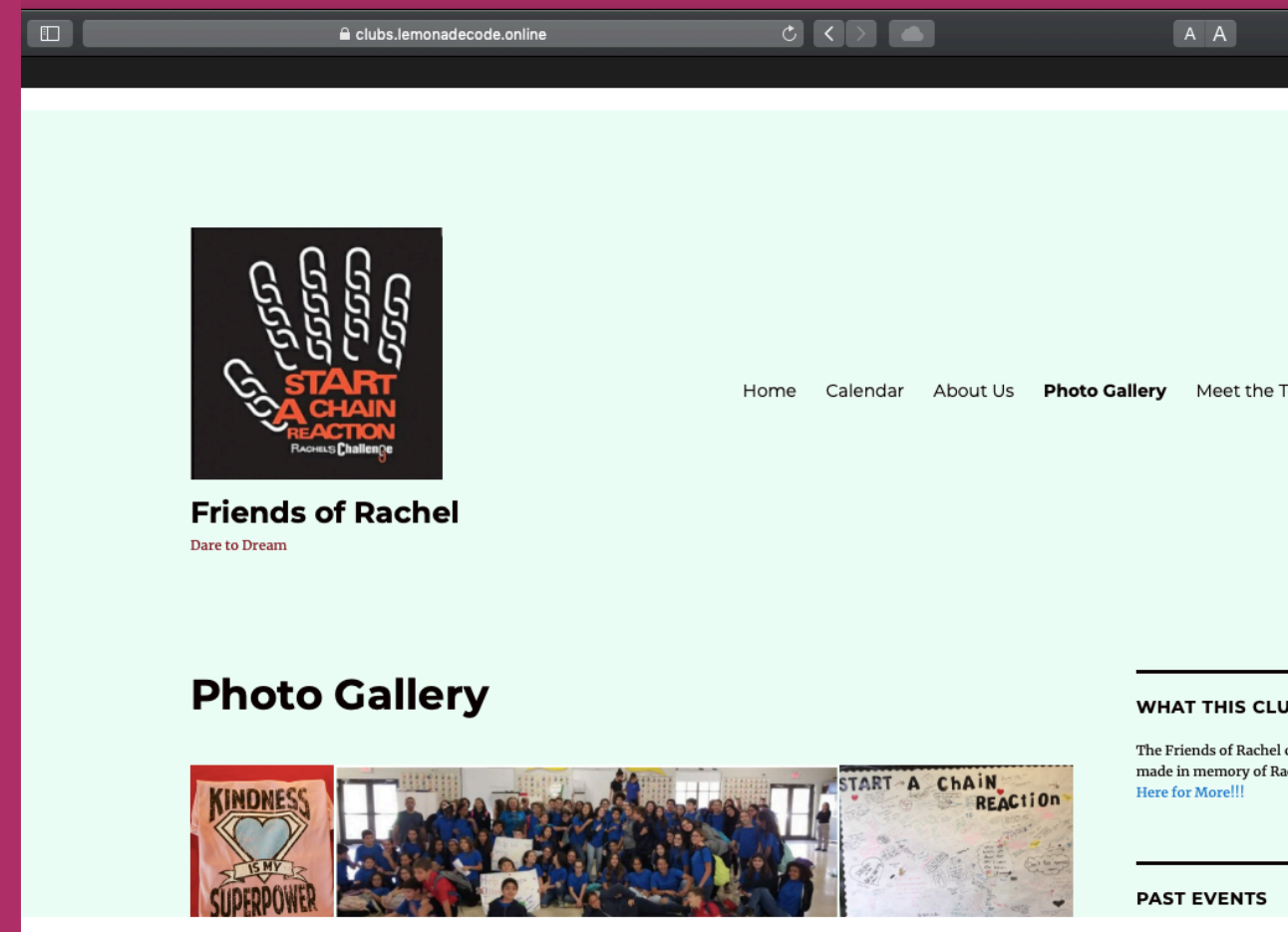
Flexibility: you could use this for more than one club in your school

SCHOOL CLUB

To reach all of the members of your club

Plugins Used:

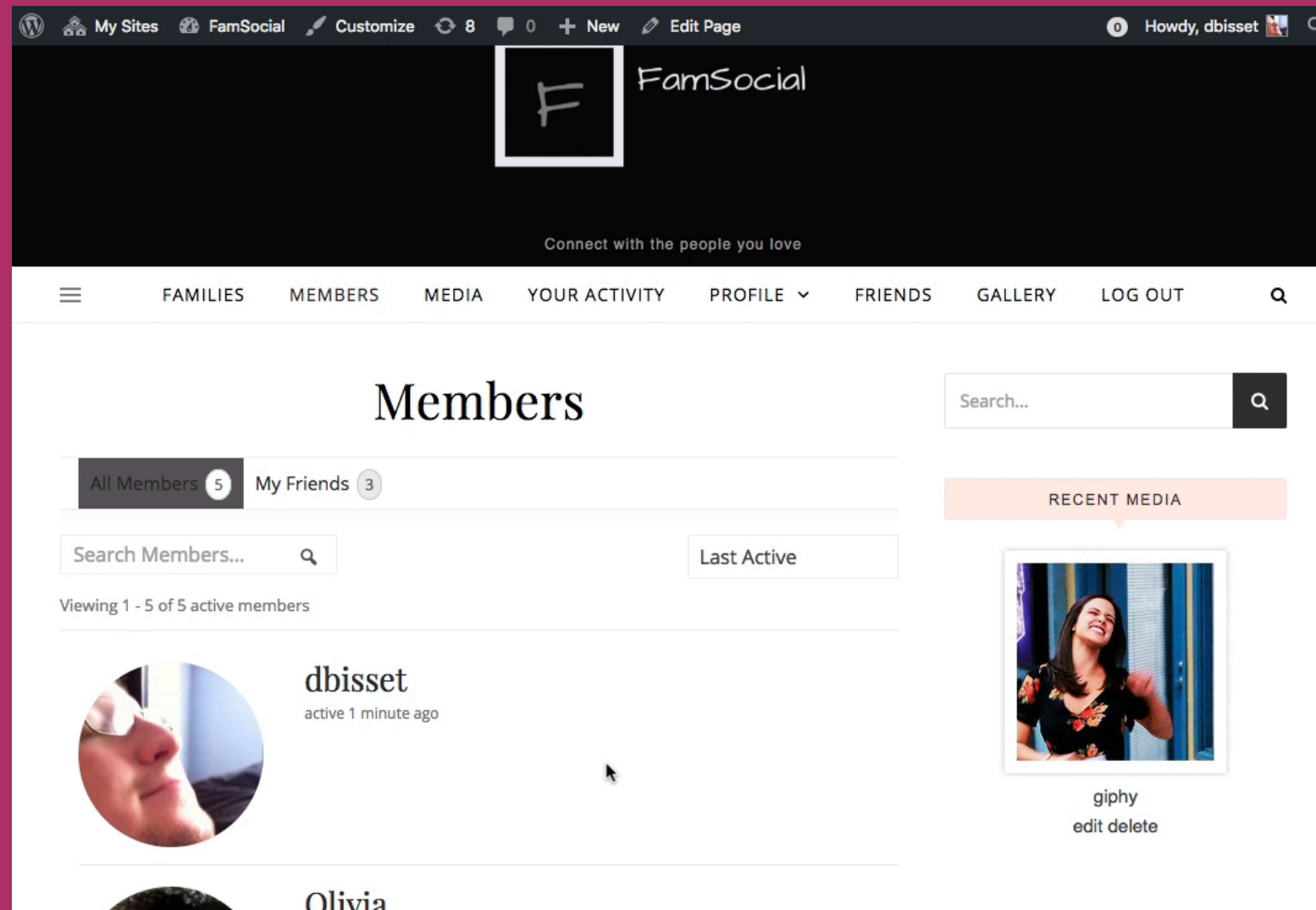
- **Envira Galleries + Album Addon**
 - <https://wordpress.org/plugins/envira-gallery-lite/>
 - <https://enviragallery.com>
- **All-In-One Event Calendar**
 - <https://wordpress.org/plugins/all-in-one-event-calendar/>
- **WPForms Lite**
 - <https://wordpress.org/plugins/wpforms-lite/>
- **Gutenberg**
 - <https://wordpress.org/plugins/gutenberg/>



club.lemonadecode.online

FAMILY “FACEBOOK”

Private and secure network for clubs, family, friends, companies



Control: BuddyPress allows you to message, & share photos with people that you trust like family

Privacy: You control who has access to the site. Accounts must be pre-approved.

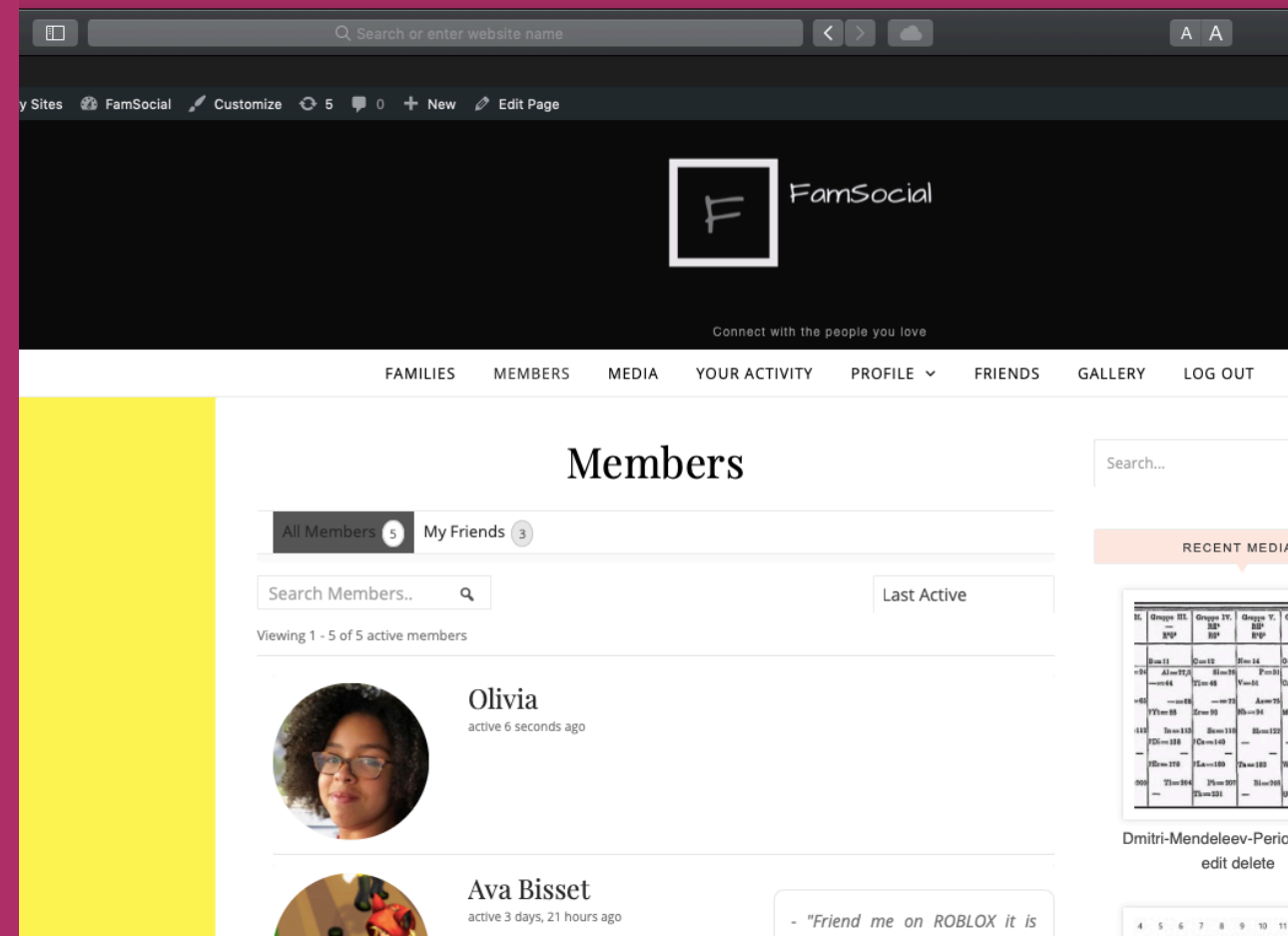
social.lemonadecode.online

FAMILY “FACEBOOK”

Private and secure network for clubs, family, friends, companies

Plugins Used:

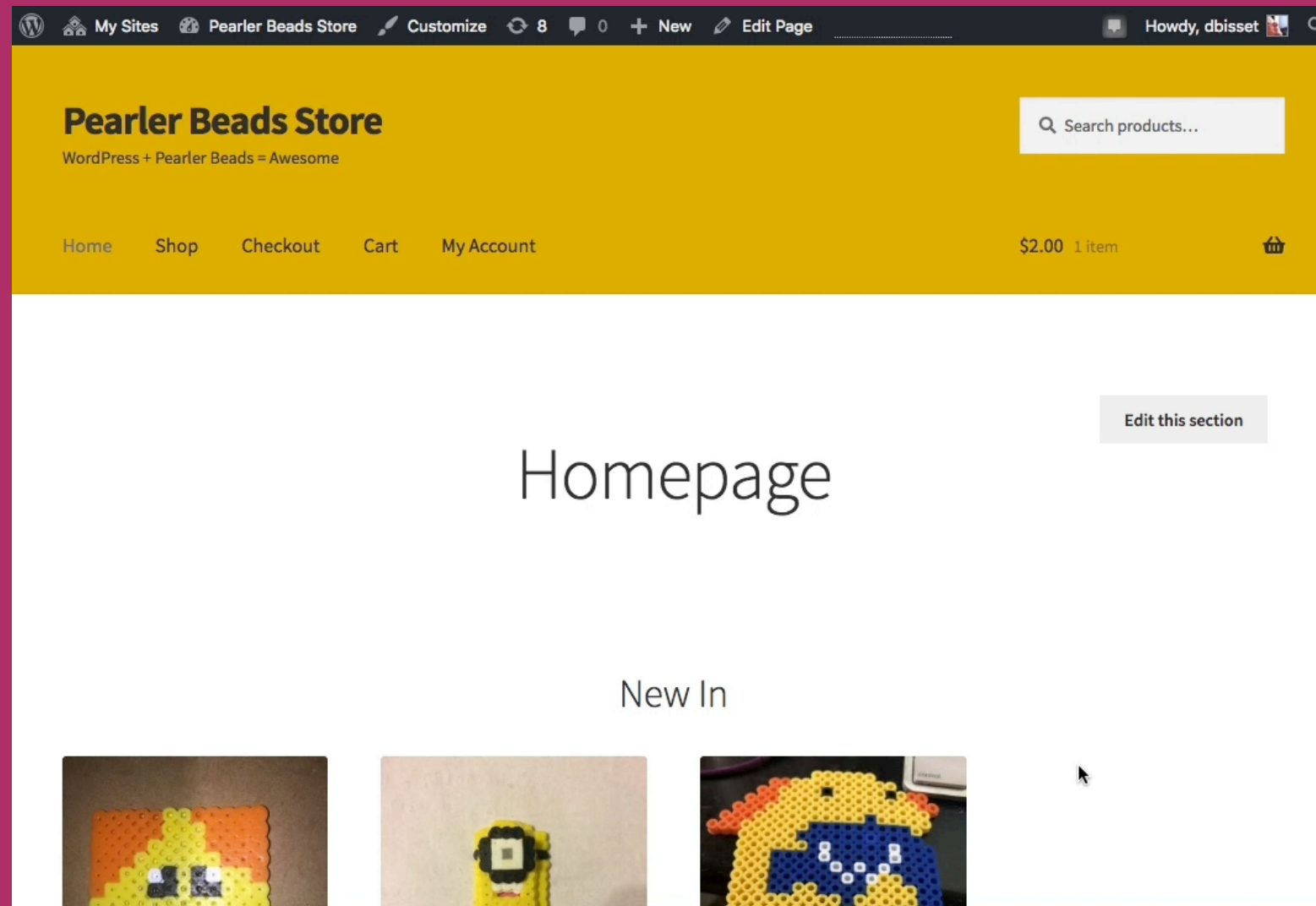
- **BuddyPress**
 - buddypress.org
- **BuddyPress Lock**
 - <https://wordpress.org/plugins/lock-my-bp/>
- **BuddyPress Simple Events**
 - <https://wordpress.org/plugins/buddypress-simple-events/>
- **MediaPress**
 - <https://wordpress.org/plugins/mediapress/>



social.lemonadecode.online

ONLINE STORE

To sell your own creations, easy and online



Desire: Young people want to be able to make \$\$\$ online & WordPress makes it easy.

Accessibility: They are able to sell, get the information, and ship with the site

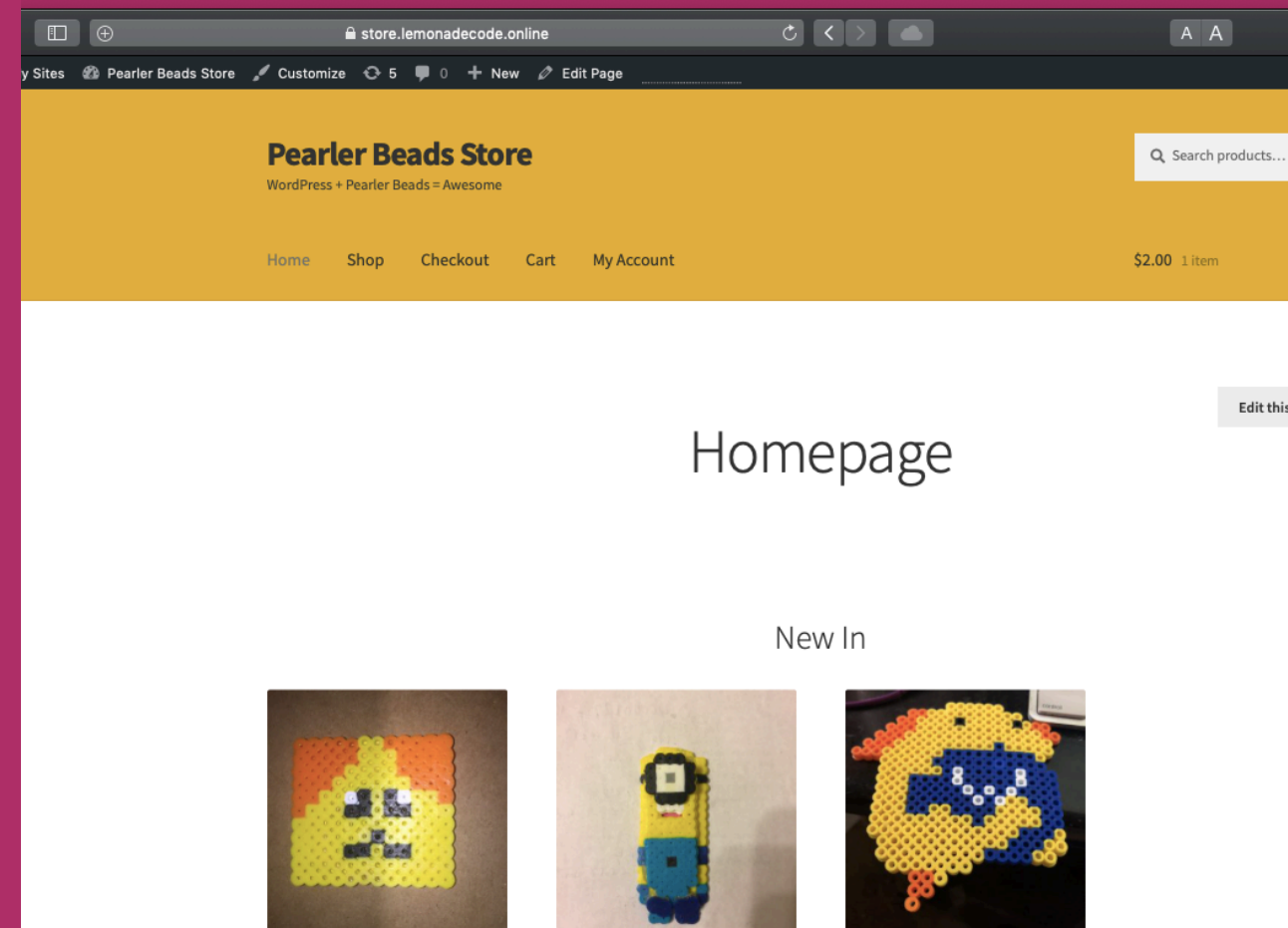
store.lemonadecode.online

ONLINE STORE

To sell your own creations, easy and online

Plugins Used:

- **Jetpack**
 - <https://wordpress.org/plugins/jetpack/>
- **WooCommerce**
 - <https://wordpress.org/plugins/woocommerce/>
- **WooCommerce Services**
 - <https://wordpress.org/plugins/woocommerce-services/>
- **Homepage Control**
 - <https://wordpress.org/plugins/homepage-control/>



store.lemonadecode.online

**YOU CAN GO AND
BUY SOME NOW!!!**

(Free Shipping!)

store.lemonadecode.online

TIPS AND TRICKS

- **Be Secure:** Use strong passwords. Get a security plugin (Sucuri, Restrict Content Pro).
- **Be Restrictive:** Restrict certain pages to trusted, logged in members (membership plugins, BuddyPress Lock, etc.)
- **Use Caution:** Be careful of what you share!

RESOURCES

Domain Names

hover.com

namecheap.com

WordPress

wpbeginner.com

wordpress.tv

wptavern.com

Misc.

producthunt.com

httpsiseasy.com

 **Twitter**

@codeorg

@wordpress

@steamcamprocks

FEEDBACK, QUESTIONS, AND LINKS

Slides

lemonadecode.com/wcorl2018

Demos

lemonadecode.online

Give Me Feedback!

davidbisset.com/contact/

lemonadecode.com/contact/

Twitter

@dimensionmedia

@apcalculusabbc

@FndnExcellence

A grey tabby cat is sitting upright on a light-colored floor, facing the camera. Its front paws are held up near its eyes, and its hind legs are also held up near its chest, creating a prayer-like or 'thank you' gesture. The cat has a calm expression. The background is a plain, light-colored wall.

THANK YOU