



## Posting Events to GeorgiaStateParks.org

- Website questions: Linda Patrick, 770-389-7263, Linda.Patrick@dnr.state.ga.us
- Publicity questions: Kim Hatcher, 770-975-4223, Kim.Hatcher@dnr.state.ga.us
- Junior Ranger & Programming questions: Cindy Reittinger, 770-389-7279, Cindy.Reittinger@dnr.state.ga.us

### BEFORE YOU CAN ADD EVENTS, YOU MUST SET UP AN ACCOUNT FOR YOURSELF.

- At the bottom of <http://www.GeorgiaStateParks.org> click "Sign In."
- "Create Account" – Use your office address and e-mail.
- You will receive a User Name and Password via e-mail.
- Contact Linda Patrick to have your website access level increased to "staff" and to change your password if you would like a new one. Once you receive a confirmation, you will be able to add events.

### ADD EVENTS TO THE CALENDAR:

- Post events only if you know the date, time and details. Wait to post if you don't have all information yet.
- **Post events at least 2 weeks in advance.**
- Log on with User Name and Password.
- Go to your park's webpage and click "Add Event" on the right.
- Date -- In most cases, start with "A Single Day." You can add additional dates later. When adding dates to an existing event that has NOT YET occurred, do not accidentally delete upcoming dates. The event description will be the same for all dates.
- You'll see the screens below:

The screenshot shows the 'Add Event' page for Georgia State Parks. The URL is <http://gastateparks.org/net/calendar/editnew.aspx?frequency=1&p=63&terminatedate=1%2f1%2f0001>. The page includes fields for Presenter, Location, Event Title, Short Summary, and Additional description. Several callout boxes provide instructions:

- A box near the top right says: "Use dashes: 404-123-4567 (not periods or parenthesis)".
- A box in the middle right says: "Do not use ALL CAPS or quotation marks. If event has occurred in the past, find the title and add additional dates. Do not create a new event each time."
- A box in the bottom center says: "Grab their attention with the event description. What will people do or see? What age group? List the most interesting details first. This is the main description shown online and in press releases, so proof your writing. Avoid exclamation points and ALL CAPS. See more tips below."
- A box at the bottom left says: "Optional: where to meet, what to bring, schedules, etc. This will not show in the main calendar of all events, but will show when they click the event."

**Parking Fee:** \$5 Parking    **Event Fee Description:**   
Example: \$4 - \$6 Leave blank if no fee.

**One or More Days**

**Start Date:** 12/17/2013    **Begins:** 11:00 AM    **Ends:** AM Remove  
**Add Additional Dates**

**Select one:**  Junior Ranger Program Calendar  
 Park Volunteer Project Calendar  
 State Park and Historic Site Calendar

**Select all that apply:**

- Archery
- Biking
- Boating
- Camping
- Civil War 150th Event
- Disc Golf
- Dog Walking
- Family Fun
- Fishing
- Geocaching
- Get Outdoors Event
- Golfing
- Handicap Accessible
- Hiking
- History

**Fee – In general, follow this format:**  
\$7 (not \$7.00 or \$7 per person) Leave blank if free.  
Historic Sites -- List your range (child – adult).  
Example: \$3.50 - \$7. Never say “regular admission fee.”

**Post events at least 2 weeks in advance.** Last-minute events may not be approved.  
If your event is more than one day but times are different for each day, add the first date/time and “Submit.” Then click “Add Dates.” You can list times for each day.  
If you don’t know the time yet, but expect to add it later, wait to post your event.

### Tips for Smaller Programs or Frequent Programs

- If a program repeats each week (such as a hike every Monday) create just one event. For the date, choose “A Single Day” and add more dates later. DO NOT create a new event for each hike.
- When hosting two or more smaller programs on the same day or weekend, group them as one listing. Do not list these small programs individually.
- Use descriptive event titles. “Bird Walk, Nature Crafts and Campfire” is better than “Monday Programs.”
- You can put times in the Short Summary if they fit. Otherwise, list them in the Additional Description.  
Example: Saturday programs include nature crafts at 10 a.m., a guided hike at noon, old-fashioned games at 2 p.m. and a campfire sing-a-long at 8 p.m.

### Short Summary

- List “the fun stuff” first. Remember that your event is competing with hundreds of other events for attention. Effective titles and descriptions are important. Think of how you would describe the event to someone who has never heard of your park.
- Proof for spelling, grammar, correct times, etc.
- Avoid exclamation points and ALL CAPS.
- Write just one paragraph, using complete sentences.
- Omit information repeated in the other fields, such as location or date.

### Additional Description

- Optional. Event sponsors (such as Friends), schedules, meeting locations and other details go here. Visitors see this when they click the event title.

### Proof your work. Make final changes before clicking “Continue.”

- The event goes to Kim Hatcher’s email for approval. Allow at least 3 days for events to show on the website.
- Larger events are posted on the main calendar (GeorgiaStateParks.org/events) AND your park’s webpage. Events posted at least 3 months in advance are usually included in calendar listings sent to media by the Marketing & Communications Unit.
- Smaller events are listed only on the park’s webpage.

## **Frequently Asked Questions about Posting Events to GeorgiaStateParks.org/events**

### **How are events publicized?**

The Marketing & Communications Unit copies events from our website and sends them to magazines 3 months in advance. This same calendar is sent to newspapers and social media outlets 1 month in advance. To be included, your event must be listed at least 3 months in advance. Please notify the Marketing & Communications Unit if an event is cancelled.

Many media outlets no longer employ staff to enter events on their websites, but will often allow you to post events yourself. Use the same description as on our Division's website. Sites are also encouraged to email calendar listings to local media. Sample formats are posted online under Staff Resources.

### **How can I write enticing event titles and descriptions?**

Visitors see your event as just one listing in a calendar of hundreds of events. Be specific about the things visitors will see and do. Use active verbs and descriptions that make people want to attend your event. Example: "Make owls from pinecones that we'll find in the park" is better than "Make crafts to take home." "Listen to bluegrass under the stars" is better than "Come see a concert." Give your event a title that lets people know what to expect. "Birding Program" could mean a guided hike to see songbirds or a raptor demonstration with owls and hawks. "Songbird Hike" or "Birds of Prey" are better titles.

### **Why is the description limited in size?**

The website calendar is used in many ways, so brevity and consistency are important. Because the calendar is sent to media, it must follow standard formats. Space is limited, so brief descriptions are best.

### **Why was my event edited after I posted it?**

Events are edited to ensure consistency with the Division's calendar format, and to avoid typos, grammatical errors, misspellings, etc.

Contact Kim Hatcher to ask about posts on Facebook and Twitter.

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