



## Posting Events to GeorgiaStateParks.org

- Website & Graphics questions: Amanda Hrubesh, 770-389-7263, [Amanda.Hrubesh@dnr.ga.gov](mailto:Amanda.Hrubesh@dnr.ga.gov)
- Publicity & Media questions: Kim Hatcher, 770-389-7284, [Kim.Hatcher@dnr.ga.gov](mailto:Kim.Hatcher@dnr.ga.gov)
- Programming questions: Ellen Graham, 706-878-4703, [Ellen.Graham@dnr.ga.gov](mailto:Ellen.Graham@dnr.ga.gov)

**You MUST read this entire document before posting any events.**

### Before you add events, set up an account.

- At the bottom of <http://www.GeorgiaStateParks.org> click “Sign In.”
- Go to “Create Account” – Use your office address and e-mail.
- You will receive a User Name and Password via e-mail.
- Contact Amanda Hrubesh 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.

- Do not post events occurring in less than 2 weeks.
- Go to your site’s webpage.
- In the right-hand column, click “Add Event.” You must be logged on to see this link.
- Under “Add Event,” start with “**A Single Day**.” Add more dates on the **NEXT** page.
- **Is your event a series? Do not create a separate event for EACH date if it’s a program series such as weekly hikes.**

## The next page will be the event form.

Fill out all fields. It is helpful to look at the entire calendar on [www.GaStateParks.org/events](http://www.GaStateParks.org/events) first to see examples from other parks.

The screenshot shows a web browser window titled 'Add Event | Georgia State Parks'. The URL in the address bar is 'gastateparks.org/net/calendar/editnew.aspx?frequency=1&p=8&terminatedate=1%2f1%2f0001+12%3a00%3a00+AM&startdate=5%2f14%2f2015+12%3a00%3a00+AM'. The page has a header 'Select a Park' with a dropdown menu. Below it, there are several input fields: 'Presenter: Reynolds Mansion on Sapelo Island', 'Location: Reynolds Mansion on Sapelo Island (8)', 'Event Location: Reynolds Mansion on Sapelo Island', 'Event Title: [empty]', 'Short Summary (Intro Paragraph): [large text area with placeholder '350 characters remaining' and a checked checkbox 'Include summary as the intro paragraph on event's detail page.']", 'Additional description for event's detail page: [large text area]', 'Event Status: Active', 'Event Phone Number: [empty]', 'Event Link (optional): [empty]', 'eNews Placement: Exclude from eNews', 'Event Level: Park's Calendar Only', and 'Parking Fee: \$5 Parking' with a note 'Example: \$4 - \$6 Leave blank if no fee'. A 'Submit' button is located in the top right corner.

### When hosting several events on the SAME day or weekend, group them as ONE program. Do not list each individually.

- Example: If you host a Wildflower Weekend with walks, a book signing and crafts, post only one event as "Wildflower Weekend," then list details in the description.

### Is your event a series?

- If a program repeats each week or month (such as a monthly hike) post ONE event. For the date, choose "A Single Day (which may repeat)" and enter the first date. On the next screen, add additional dates.
- Give an overview in the "Short Summary" box. Put all dates and details in the "Additional description" box.
- If unsure how to enter a series, call Kim Hatcher at 770-389-7284 first.

### Event Title

- Create a title that grabs attention and clearly says what the program is about. If posting for a statewide/national event such as National Trails Day, give it a unique

title, followed by the occasion. Example: Hike Cloudland Canyon – National Trails Day. This avoids our calendar showing 40+ events all titled National Trails Day.

- Do not use ALL CAPS or exclamation points in the title.

### Short Summary

- Do not use ALL CAPS or exclamation points at the end of every sentence.
- Be specific and creative in describing what visitors will see and do. List “the fun stuff” first. Remember that your event is competing with hundreds of other events for attention. If it’s for children, what age group is best?
- List minor details or the event sponsor last.
- Enter one paragraph (no hard returns).
- Omit details that are repeated in the other field boxes, such as price, phone, park name or date.
- Proof for spelling, grammar, correct times, etc. Be professional in your writing because you’re representing the DNR. Events with the most interesting descriptions are included in monthly calendars sent to statewide media.

### Additional Description Field

This is for extra details that don’t fit in the short summary. Visitors only see this if they click on the event title. In most cases, you won’t need to fill this out.

### Dates and Times

You can add more dates here. Be sure to include times. If you don’t know them yet, wait to post your event.

The screenshot shows a user interface for entering event dates and times. At the top, it says "One or More Days". Below that is a form with fields for "Start Date" (set to 5/14/2015), "Begins" (set to 6:00 AM), and "Ends" (set to AM). There is a "Remove" button next to the ends field and a "Add Additional Dates" link below the begins field.

### Event Phone Number

Use this format: 404-123-4567 (dashes, not periods or parenthesis)

### Parking Fee

Parks waiving the ParkPass fee should select “No Parking Fee.” Historic Sites will always select “No Parking Fee.”

### Event Fee Description

Never say “Regular admission charged.” Follow this format sample: \$2-\$4. Do not include “per person.” For simplicity, this format does not make distinctions between “adult” or “child” fees; it just shows a range. Leave blank if the program is free. Do not include vendor fees.

**Before selecting “Continue,” proof carefully.**

**Make all changes before clicking “Continue.”**

The next page you see is a summary of your event. You've finished and can return to the homepage. The event then goes to Kim Hatcher's email for approval. Once approved, it will show up on the website.

- Larger events and those most likely to attract overnight guests will be posted on the main calendar ([GeorgiaStateParks.org/events](http://GeorgiaStateParks.org/events)) and the park's webpage.
- Smaller events may be listed only on the park's webpage.

## Frequently Asked Questions

### **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. "Guided Songbird Hike" or "Birds of Prey" are better titles.

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

Events may be edited to ensure consistency with the division's calendar format and to avoid typos, misspellings, etc.

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

The Marketing & Communications Unit selects 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 considered for inclusion, your event must be listed at least 3 months in advance.

Parks are responsible for promoting their events. In addition to posting flyers at the park, share them in the community as well (hotels, welcome centers, churches, etc.)

Sites are also encouraged to email calendar listings to local media. Sample formats are posted online under Staff Resources.

Many media outlets no longer employ staff to enter events on their websites. Parks are encouraged to post events on local news websites.

updated December 2016