

# Posting Events to [GaStateParks.org](http://GaStateParks.org)



## To begin, you must set up an account.

- At the bottom of [www.GeorgiaStateParks.org](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 [Ben.Chambers@dnr.ga.gov](mailto:Ben.Chambers@dnr.ga.gov) to have your 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.

Log in and go to your park’s web page. Click Events button (on right). Scroll to the bottom. Click Add New Event. Below is the next screen you’ll see.

The screenshot shows a web page titled "Add Event". At the top, there are three navigation links: "Our Events", "Calendar", and "Search Events". Below the title, a red message reads: "You must read the instructions (found under Staff Resources) before posting events." A yellow callout box points to the "Start Date" field, which includes a calendar icon, two dropdown menus for hours and minutes, and an AM/PM selector. Another yellow callout box points to a dropdown menu labeled "Does not repeat", with the text "Select 'Does not repeat' even if there are more dates." A blue "Continue" button is located below these fields. At the bottom of the form, a note says: "You may add additional date patterns by clicking 'Add Dates' after saving your event." To the right of the form, a yellow callout box contains instructions: "Enter first date. Add more dates on next screen. If event repeats throughout the day, list first start time, then the ending time for the LAST program." Below it, another yellow callout box contains: "Do not post last-minute events on the website. They must be at least two weeks in advance. Only events posted three months in advance will be included in calendars sent to magazines and newspapers."

Our Events   Calendar   Search Events

## Add Event

You must read the instructions (found under Staff Resources) before posting events.

When does your event occur?

Start Date:  Start Time:  End Time:

Repeats:

Select "Does not repeat" even if there are more dates.

Continue

You may add additional date patterns by clicking "Add Dates" after saving your event.

Enter first date. Add more dates on next screen. If event repeats throughout the day, list first start time, then the ending time for the LAST program.

Do not post last-minute events on the website. They must be at least two weeks in advance. Only events posted three months in advance will be included in calendars sent to magazines and newspapers.

## This is the top of the next screen.

Tip: If entering a statewide event such as National Trails Day, give it a title specific to YOUR event, not simply National Trails Day. This prevents duplication among all the parks. It's okay to put National Trails Day AFTER the title. (Example -- Avian Loop Hike: National Trails Day)

The screenshot shows a web form for entering an event. At the top, there is a banner with a park scene background. On the left, a dropdown menu says "Select a Park" and a search bar with "Zip Search:" and a "GO!" button. On the right, a blue "Submit" button is visible. Below the banner, the form fields are arranged as follows:

- Participating Group:** A dropdown menu showing "Fort Morris Historic Site".
- Presenter:** Fort Morris Historic Site
- Location:** Fort Morris Historic Site
- Event Location:** A dropdown menu showing "Fort Morris Historic Site".
- Add a new event or reuse an existing event at this location:** A text input field containing "New Event".
- Event Title:** An empty text input field.
- Event Phone Number:** An empty text input field.
- Event Link (optional):** An empty text input field.

Two yellow callout boxes provide instructions:

- A box pointing to the "Event Phone Number" field contains the text: "Required. Don't repeat # in description."
- A box pointing to the "Event Title" field contains the text: "Creative is good, but make sure your title isn't so creative that readers don't 'get it.' Don't use ALL CAPS, but do capitalize most words. (Ex: Beginner Archery for Women)"

## Writing an effective description (1 of 2)

Tip: Your listing is a reflection on the Georgia Department of Natural Resources, so be professional. Proof your work for spelling and grammar. Listings that don't follow instructions may be deleted without notice.

Event Location:

Fort Morris Historic Site

Add a new event or reuse an existing event at this location:

New Event

Event Title:

Event Description. Required. Limit 350 characters:

350 characters remaining

Include event description as the intro paragraph on event's detail page

You are competing with every other event happening that day, so your description should make people enthusiastic about your program. **Start with what visitors will see and do.** Be specific. Ex: How long is the trail and what plants will they see? What age group? Are dogs welcome? What kinds of crafts will they make? Are staff dressed in period clothes?

Write for an audience that is new to your park, not for “regulars” or volunteers. Many Georgians are newcomers who may not realize we have both mountains and beaches in our state.

Don’t repeat your park name or event title here. Our web system will automatically put these at the beginning of your listing. (Ex: Don’t start with “Come to Hart State Park for our Pioneer Day.”)

If you want participants to register, end the description with this: **Register in advance.**

There is no need to repeat the phone number here for registration. Our web system will put it at the end for you.

## Writing an effective description (2 of 2)

Tips: Don't click "enter" after each sentence. The description should be one paragraph. Don't use exclamation points instead of periods. Spell out "and" instead of using "&." The less an editor has to change, the more likely they'll include your event in their calendar.

Event Location:  
Fort Morris Historic Site

Add a new event or reuse an existing event at this location:  
New Event

Event Title:

Event Description. Required. Limit 350 characters:  
  
350 characters remaining  
 Include event description as the intro paragraph on event's detail page.

Use this box for additional event details. Optional.

Readers see this box only if they click on your event. It's a good place to put schedules or lists of what to bring.

Remember that the words you use are what make it exciting, not punctuation. **Why should you avoid exclamation points and ALL CAPS?** Because our event calendar is sent to writers who usually follow AP Style. If journalists have to spend time editing our events, they may simply delete them. Write professionally and proof your work because you represent DNR.

If you want to include **sponsors**, include this toward the end of the description or even in the second detail box. Remember that visitors are attracted to your program because of what they'll see and do, not the sponsor.

## Fees.

Tip: All fees must be written in the same format for consistency throughout the calendar.

Do not say “regular admission charged” because the average reader does not know your fees.

Parking Fee: \$5 Parking Event Fee Description:   
Example: \$4 - \$6 (not \$4.00 or \$4 per person)  
Leave blank if no fee.

One c Historic Sites change this to No Parking Fee.

Start Date: 3/7/2017 5:00 PM - 11:00 PM Remove Add Additional Dates

Always follow this example.

Historic Sites list their child rate - adult rate. Never say “per person” because that’s implied, but you can say “per family.”

Select one:

- Junior Ranger Program Calendar
- Park Volunteer Project Calendar
- State Park and Historic Site Calendar

Select all that apply:

- AmeriCorps Event
- Archery
- Biking
- Boating
- Camping

## You're almost done.

Tip: If your event spans numerous days (such as a temporary exhibit) it may be best to add it to your website text rather than the calendar. Call the Marketing Unit at 770-389-7284 for advice.

Parking Fee: Event Fee Description:

\$5 Parking ▾

Example: \$4 - \$6 (not \$4.00 or \$4 per person)  
Leave blank if no fee.

One or More Days

Start Date: 3/7/2017 Ends: 5:00 PM ▾ 11:00 PM ▾ Remove Add Additional Dates

Select one:

- Junior Ranger Program Calendar
- Park Volunteer Project Calendar
- State Park and Historic Site Calendar

Select all that apply:

- AmeriCorps Event
- Archery
- Biking
- Boating

Add as many dates as you need. If you have three hikes on the same day, post only one day, then enter the first hike starting time and last hike ending time. Don't duplicate dates just to add individual times. You can put the actual times in the description.

You're almost done. Yay! **Proof everything carefully for spelling and grammar.** Select the appropriate boxes here. Once you click Finished, your event will be pending approval by the Marketing Unit. Once approved, most events will show on your park's webpage and the main calendar ([www.GaStateParks.org/events](http://www.GaStateParks.org/events)). Smaller events may be posted only to your park's webpage.

