



Posting Events to GeorgiaStateParks.org

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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.

A screenshot of the "Add Event" form on the Georgia State Parks website. The page has a green header with a "Select a Park" dropdown menu and a "ZIP SEARCH" field. Below the header, the selected park is "Reynolds Mansion on Sapelo Island". There are tabs for "Details", "Individuals", "Events", and "Attachments". The "Events" tab is active, showing "Our Events", "Calendar", and "Search Events" links. The "Add Event" section has a heading "When does your event occur?". Under this heading, there are radio button options: "A Single Day (which may repeat)" (selected), "Saturday and Sunday", "Friday, Saturday and Sunday", "Monday, Wednesday and Friday", "Tuesday and Thursday", "Monday through Friday (all weekdays)", and "Other consecutive date range". To the right of these options are input fields for "Start Date:" (5/14/2015), "Start Time:" (6:00 AM), and "End Time:" (AM). Below these is a "Repeats:" dropdown menu set to "Does not repeat". A blue "Continue" button is at the bottom of the form. At the very bottom, a note says "You may add additional date patterns by clicking 'Add Dates' after saving your event."

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 first to see examples from other parks.

The screenshot shows a web browser window with the URL gastateparks.org/net/calendar/editnew.aspx?frequency=1&p=8&terminateddate=1%2F1%2F0001+12%3a00%3a00+AM&startdate=5%2F14%2F2015+12%3a00%3a00+AM. The page is titled "Add Event | Georgia State Parks". It features a "Select a Park" dropdown menu at the top left, a "Submit" button at the top right, and a "DP SEARCH" button. The form is divided into two main columns. The left column contains fields for "Presenter" (Reynolds Mansion on Sapelo Island), "Location" (Reynolds Mansion on Sapelo Island (8)), "Event Location" (Reynolds Mansion on Sapelo Island), "Add a new event or reuse an existing event at this location" (New Event), "Event Title", "Short Summary (Intro Paragraph)" (Displayed in event list. Limit 350 characters. Required), "Additional description for event's detail page", "Parking Fee" (\$5 Parking), and "Event Fee Description" (Example: \$4 - \$6 Leave blank if no fee). The right column contains fields for "Event Status" (Active), "Event Phone Number", "Event Link (optional)", "eNews Placement" (Exclude from eNews), and "Event Level" (Park's Calendar Only).

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

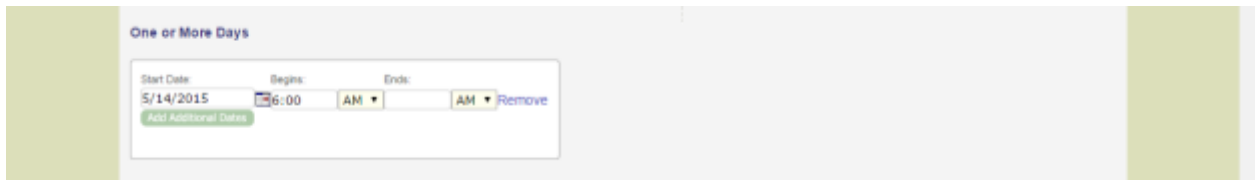
- Do not use ALL CAPS or exclamation points at the end of every sentence.
- Be specific and creative in describing what visitors will see and do. List “the fun stuff” first. Remember that your event is competing with hundreds of other events for attention. If it’s for children, what age group is best?
- 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.

A screenshot of a web form titled "One or More Days". It contains a table with three columns: "Start Date", "Begin:", and "End:". The "Start Date" column has a date picker set to "5/14/2015" and a green "Add Additional Dates" button below it. The "Begin:" column has a time picker set to "6:00" and a dropdown menu set to "AM". The "End:" column has a time picker set to "AM" and a "Remove" button. The form is set against a light gray background with olive green sidebars.

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) 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.

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