CREATING AN EVENT
on the new shared CCE Association Websites (May 2014)
Tutorial #9, online at: http://www.screencast.com/t/FNGQjyDs
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This tutorial covers how to add or edit an event on your new local association website. EVENTS include CLASSES and WORKSHOPS, and can be promoted on the new website in a number of places and in ways that help make your site look active and interesting:

1. On the EVENT CALENDAR
   From any page on the site click on “EVENTS” in the upper navigation bar. Events display in chronological order and “disappear” from the list when their date passes.

   NOTE: Events that recur can be “revived” and updated. Go to CONTENT > EVENTS, find the past event by name, then EDIT it to update the date and details and it will reappear on your Calendar. Don’t forget to also update your Spotlight and Masthead information!

2. In CALENDAR SIDEBARS across the site

3. On the Homepage MASTHEAD

4. In SPOTLIGHTS on Home & Landing Pages
OVERVIEW: Let’s look more closely at an individual event entry Here’s the listing for our Annual Spring Garden Fair and Plant Sale. This has all the features you’d find on a regular page. At the top you have a BANNER / SLIDESHOW. There are SIDEBARS on the right and left, which you can use for photos, logos, text, uploaded documents, and you have the option of having a CALENDAR in the right sidebar.

Your MAIN CONTENT is in the center of the page. FEE is the cost of your event; If you don’t enter an amount, the word “Fee” won’t show up either. I like to put in “FREE” if it is, so there’s no question.

LEARN MORE is where you can link to more detailed information that is on your site or elsewhere. On Tompkins, we have a section under “Gardening” called “Gardening Events” where we have a page that tells more about the Plant Sale. CONTACT is who you call/email with questions about the event, and LOCATION generates the GOOGLE MAP at the bottom of the page.

-2-
Let’s look at the back end of this calendar entry. We’ll go to ACTION > EDIT. Again, this has all the same features you’ll find on other pages.

Choose a short title that won’t wrap to 2 lines.

You can either type in or cut-and-paste your content from elsewhere. Any unseen code that comes with the text is automatically stripped out for you by the site, except for links which should come over intact from your original source.

Editing bar above this box lets you style the text, insert photos, make links and more!

Add a separate entry for each DATE your event occurs. For a camp-out running from Friday to Sunday, for example, you’ll need to enter 3 Dates and sets of times for Friday, Saturday & Sunday here.

This next box controls where your event will appear on other pages on the site. There are check boxes for each of the PROGRAM AREAS that you set up in Tutorial #4. If you check a box here, your event will show up on the sidebar calendars of any page within that PROGRAM AREA. Here at Tompkins we might have 3 or more events in a single day so we use this feature a lot to keep the events relevant to the page they appear on, but if you are a smaller association with fewer events, you might want to check all the boxes so that your sidebar calendars will be nice and full on your Interior and Landing pages.
The checkbox at the top of this box lets you include an events calendar in your right sidebar.

There are 3 LEFT & 3 RIGHT SIDEWARS that hold text, images, documents, embedded videos, etc. on the sides of the event page.

In either set of SIDEWARS you can choose an icon to appear in your heading (there are more choices coming).

Choose a short title that won’t wrap to 2 lines.

Same formatting and styling conventions apply as for the main body content, above.

NOTE: </> allows you to edit the html code in the Body, if you have that skill.

In the (3) RIGHT SIDEWARS you can choose a color background within the site palette on which you can write in white text.

For example, you could choose the blue background and the “thumbs up” icon for a box that presents your Facebook page link.

NOTE: Photos don’t always work successfully with background colors, you’ll have to experiment.
The addresses you enter in “Location” are saved and populate this dropdown menu, so you can choose from saved locations on the dropdown, or you can type in a new one. [Site Administrators can also go to SITE > LOCATION to populate this dropdown]

“Contact” also has a dropdown menu, which consists of your staff list, in alphabetical order by last name. If you are partnering with another agency to put on an event, you can enter contact information for a non staff member in the lines below.

The Search Engine Optimization box allows you to customize how the page is described in search engine / Google results or when you share it on a social networking site so it’s worth taking the time to fill this in. Use short text that covers the who-what-where details you’d include in a press release.

The BANNER makes your event visually interesting. The 1st photo in the slideshow will appear on the EVENTS page so always enter at least 1 photo. Captions provide useful information, and if you don’t enter one, you’ll get an empty grey box under your photo in the slideshow. You can have as many slides as you want by clicking “Add Another Photo” but be sure to delete any that you don’t use (X at upper right) or you’ll get a blank space in your show.
The MASTHEAD dropdown enables you to feature your event at the top of your HOME page. You set the heading and the text here, and then the site manager can choose it from a dropdown menu when he or she is editing the HOME page. Choose a short title that doesn’t wrap to 2 lines, and include the who-what-when-where information that your visitors will want to see.

ALWAYS build a SPOTLIGHT for every event, page or resource you create. Spotlights give you or your Site Manager a LOT of content to feature on the HOME and LANDING pages across the site. Keep your title short so it doesn’t wrap to 2 lines, and to use who-what-where information in your body text.

To be consistent, choose the same image for your first banner photo, your masthead, and your spotlight in order to visually “brand” your event for visitors and make it easier for them to find & identify on the site.

Once your Event is published, the site creates a URL for it. You can then go back into “edit” and see this URL alias box at the bottom of the page. This box lets you create a short web address to use in print or on the radio. Whatever you add will follow your home url: for example http:ccetompkins.org/_________

SAVING and PUBLISHING are done at the bottom of the page. The Site Administrator can publish the page immediately however a CONTRIBUTOR can either “Save Draft” or “Send for Review”. To find your “Draft” Event to finish it later, go to CONTENT > EVENTS, find your Event on the list, and click EDIT.
When a Contributor chooses “Send for Review” the Site Administrator is notified that there is content to review and publish.

When a contributor sends an event for review, the Site Administrator will see a red flag over the eye in the top black bar, with a number indicating how many items need review. The Site Administrator clicks on that eye, and can then review and publish the events.

Your published event will be live on the site until its date passes and it “expires”. It will still exist under Content, so if this is an event or workshop that you offer annually or more often, you can find and update it the next time you need it -- just go to Content > Events and “Edit”.

This concludes the tutorial on how to add an Event to the new Shared Web Platform.