



## Events Posting Guidelines and Tips

Before you post an event, check it is not already on Discover Frome. We try to find and post events as soon as we can to give them as much exposure as possible. If you have any issues with an event we have posted, please email us at: [info@frometowncouncil.gov.uk](mailto:info@frometowncouncil.gov.uk)

### **Create a new event**

To create a new event, click on “Events” in the left sidebar and then “Add New”, or scroll over the + icon on the header bar and select “Event” from the drop down. You must be logged in to do this.

### **Title and URL**

Enter the event name in the designated box. The URL will generate automatically after a short period of time. However, you may want to consider:

- Shortening the url for an event with a long name
- Adding the date into a url for an event which has previously occurred (e.g. on a yearly event, add the year)

You can do this by clicking on the event button next to the permalink.

### **Event Description**

This should contain a description of the event, and any relevant details for those wishing to attend.

- Avoid posting details which will be available elsewhere on the listing, notably event times, price, venue or organiser contacts, event websites
- Ensure content is appropriate for the audience, and do not post offensive language or excessive promotion of alcohol
- Do not post images in this section.

### **Time and Date**

Details of the date and time of the event, and whether it is recurring

- Times are based on a 24-hour clock and the date format is YEAR-MONTH-DAY
- If there is no defined end time, estimate or set it to be the same as the start time.
- If your event happens more than once, schedule additional dates by clicking “schedule multiple events”.

## Location and Organiser

- Use saved venues or organisers where one exists. When looking up a venue organiser, watch out for variations in the name (e.g. “the” at the beginning of a name). Typing a single keyword is the most effective way of finding a specific venue or organiser.
- If the venue and the organiser are the same, leave the organiser blank.

## Event Website

Enter the website for the event, the specific page for the event on the venue/organiser website, the webpage where tickets can be bought, or the Facebook event page.

## Event Cost

This should be filled in with the currency symbol and price of the event

- Leaving the space blank will hide this on the event posting
- Filling in zero will cause the event to display as free
- Concessions can be added in parentheses (e.g. 10(5) if an event is £10 with a £5 concession). This will display as a range.

## Tags

- Events should be tagged with “Upcoming Events” (being mindful of capital letters) to appear on the “What’s On” section on the Discover Frome homepage
  - Please do not tag long-running events with this as it blocks other events in this period from appearing on the Upcoming events section of the homepage

## Categories

Select categories for your event. You can add the event into multiple categories.

- Please do not create any new event categories
- You **MUST** select either the “Discover Frome” or the “Frome Community” category.
  - Discover Frome indicates events may be of interest to visitors or the wider area
  - Frome Community is for events targeted at the local community.

## Featured Image

An image for this event should be uploaded here, and will appear at the top of the post and as a thumbnail on the main events calendar page.

- Avoid excessively small or very low-quality images
- Event flyers (containing details other than the title) should be avoided. Relevant images without text are preferable