ArtsCapeCod User Guide

Last Updated: Mar 28, 2022

Introduction

ArtsCapeCod.org is a website built and maintained by the Arts Foundation of Cape Cod to support and promote the rich cultural landscape of the region.

A comprehensive online destination for residents and visitors seeking information about events, artists, local businesses, and attractions, ArtsCapeCod.org gives a complete picture of the Cape's diverse and never-ending artistic and cultural offerings.

- Event listings for more than 2,000 events on Cape Cod each year.
- Profile listings for artists, organizations, and businesses.
- Classifieds provide an outlet for audition notices, calls to artists, job openings, and community announcements.
- Public art directory with information about outdoor, accessible art nearby.
- Venue listings with the ability to contact and book available spaces.
- Post updates or relevant local arts news with a complimentary blog space.

This user guide provides information on how to create and manage your account, artist and organization profiles, venue information, and post events. It also offers ArtsCapeCod best practices to ensure that your events and pages get noticed.

Best Practices

To get the most out of your Arts Cape Cod experience, we're providing you with this handy cheat sheet that will ensure your event(s) will get the most exposure possible!

- **Online Tutorials** – We encourage you to visit our web designer [Artsopolis' YouTube channel (click here)](). Here you'll find several easy-to-follow tutorials on how to navigate the Arts Cape Cod website when submitting an event, classified, artist profile, venue profile, or organizational profile. While the examples they use are not the Arts Cape Cod website, the platform is the same.

    o Please note that Arts Foundation Creative Exchange (CEX) members get featured in the weekly *It's On!* E-newsletter (with over 8,000+ subscribers!). Contact AFCC Staff at [info@artsfoundation.org]() to learn more about how you can become a member.

- **Use Interesting, High-Quality Photos** – Photos are the first thing our visitors see when searching our listings. Make sure yours are visually appealing. Photos with people in them tend to do better. Remember, without a photo, we can't approve your event. The specifications for images are: no larger than 2.93 mb in size with a required minimum of 400 x 400 pixels.

- **Event Names** – Event titles shouldn't be lengthy and don't need to include the name of the hosting organization unless it's critical to your event. Your organization will always be included in the event description.

- **Virtual/Online Events** – Since the pandemic, a new category for virtual/online events has been created. If you check this off, users will see your event is virtual. You don't need to include this in the title unless it's critical to your event.

- **Event Descriptions** – Include important details up top (date/time/location, who is performing/teaching, cost to attend, links to purchase tickets/register for a class, how people can engage in your event). Descriptions should be more than one sentence, but shouldn't be a novel. Look through other events to see which ones read well on the screen and capture your attention.

- **Proper Grammar** – Make sure you're event descriptions read well and don't include lots of spelling mistakes, poor grammar, and incorrect punctuation. With thousands of visitors to our site each month, you want to put your best foot forward.

- **Use the Tools at Your Disposal** – If your text is long, break it up with tools on the site. Bold certain words. Make sure to hyperlink website urls. Properly space your event description out so it's not all one long paragraph that can be difficult to read.

- **Check Formatting** – If you're pasting your event description from Word or another website, the formatting may not transfer correctly to our website. Make sure you preview the event before you submit it.
- **A Second Edit Always Helps** – You can always edit your event once it is live to make sure it is easy to read and looks good on the page.

Creating A User Account and Logging In

- Go to the homepage of the calendar site.
- Click "Register" at the top of the page by hovering over the "Submit An Event" button to create your new user account.
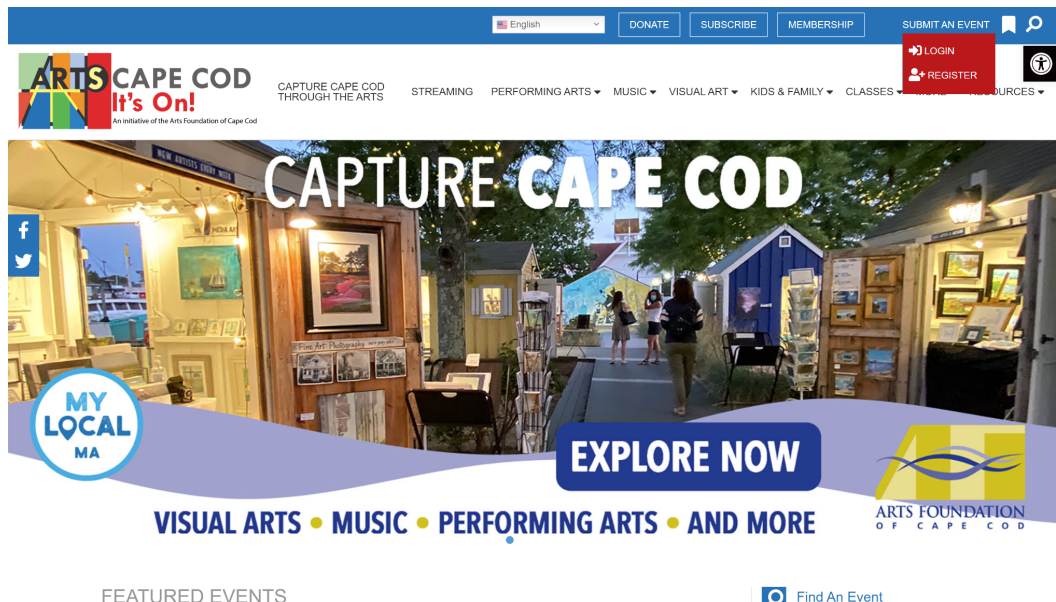
- This will bring you to the registration page, where you will need to fill out your name, email address, and requested username and password. Please note: When creating your new account, please do NOT use an email address for your new username. Only lower case letters (a-z) and numbers are allowed; no spaces. Thank you!

- Once you have registered/created your account you will then be taken to a "success" page. From there you can click on the link provided or click "Login" in the top right corner of the page to access your new account.

- Once logged in you'll be on the main account dashboard. From there, you will have several options on the left column, including Events, Organization, and Venue.

Profiles

Organization – The Organization Profile form allows you to post your org description, address, contact info, web, blog, and social media links, plus tag your organization type.

Venue – The Venue Profile form allows you to post your venue description, address, contact info, parking, public hours, admission, web, blog, and social media links, accessibility, plus tag your venue type.

Artist – The Artist Profile form allows you to post your bio, web, blog, and social media links, plus tag your artistic discipline, style and mediums.

Once you have completed and saved your profile form it will then be submitted to the AFCC administrative panel for review and approval. Once your profile has been approved by the site's content management team it will show up to the public in the appropriate directory and search result pages. You can come back at any time to add/edit/remove information from your profile form by logging in and re-saving your changes.

Organization Profile

If you are an arts or cultural organization, then you should select "Organization" from the left navigation to add your profile to the Organization Directory.

PLEASE NOTE: If your organization already exists on the site, please email the site administrator at info@artsfoundation.org, which is also mentioned on the Login page so we can associate your new user account to the existing org profile. Multiple users may be associated with an organization.

Artist Profile

If you are an individual artist (visual, performing, literary, film, etc.), you should select "Artist" from the left navigation to add your profile to the Artist Directory.   By posting your artist profile you allow cultural organizations, venues, etc. to tag you in upcoming events that you are involved in.

The artist profile is the main point for tourists visiting the site to connect directly with you, access your personal website, and view your work. Make sure it is up-to-date!

Adding Photos

You will be prompted to upload a 'primary' image and also have the opportunity to add additional gallery images.

- All images MUST be at least 400 x 400 pixels in BOTH directions and .jpg, .png, or .jpeg format only.
- Each image should not exceed a file size of 1.46 megabyte (mb).
- Image file names must NOT contain spaces between words, question marks, exclamation points, apostrophes, quotation marks, or most other symbols (hyphens and underscore marks are OK).
- Our system automatically rejects images with bad file names.

To upload a primary image, click on the Upload Image button. This will open

After uploading a primary image, you can now click on the Gallery tab and begin uploading additional images. These gallery images will display as thumbnails near the bottom of your organization profile page.
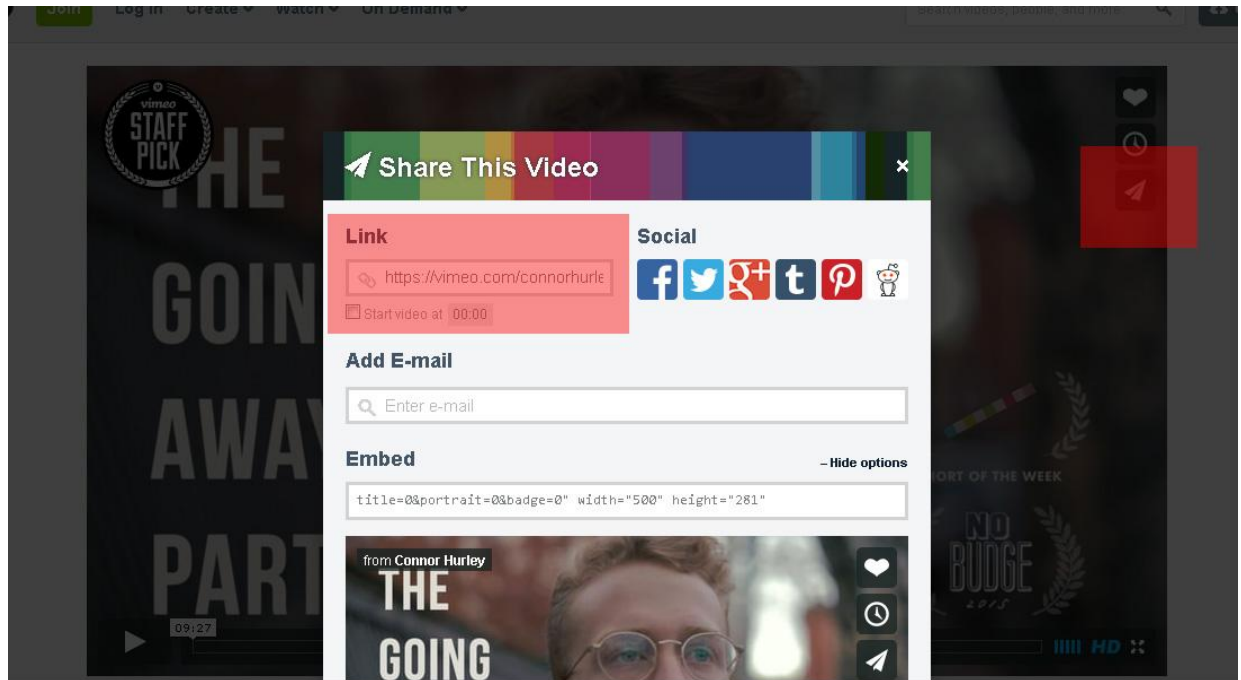
Adding Video

We accept the "share" links provided by YouTube and/or Vimeo. We do not accept any other video service links or embed code at this time. To add video to your profile simply copy and paste the share link provided by these services. See screenshot examples on the next page.

YouTube share link example:

Vimeo share link example:

Adding Audio

To add audio to your profile we accept audio "embed" code from various services, including SoundCloud, Zing, CD Baby, and audio URLs with the ".mp3" file extension.

SOUNDCLOUD sample:
<iframe width=100% height=166 scrolling=no frameborder=no src=https://w.soundcloud.com/player/?url=https%3A//api.soundcloud.com/tracks/119685767&color=ff5500></iframe>

ZING sample:
<iframe width=600 height=168 src=http://mp3.zing.vn/embed/song/ZW6ZFADU frameborder=0 allowfullscreen=true></iframe>

MP3 file extension sample:
"http://www.stephaniequinn.com/Music/Rondeau.mp3"

CD BABY sample:
<iframe title="Store Widget" src="http://www.cdbaby.com/widgets/store/store.aspx?id=CsfSGWXefhFmksmRIJNx9A%3d%3d&type=ByCustomer&c1=0x000000&c2=0xE0E0E0&c3=0xCCCCCC&c4=0x666666&c5=0x333333&c6=0xFFFFFF&c7=0xFFFFFF" width="100%" height="575px" frameborder="0″ scrolling="no"></iframe>

Once you've saved your audio embed code or links your profile's audio section should appear something like this:
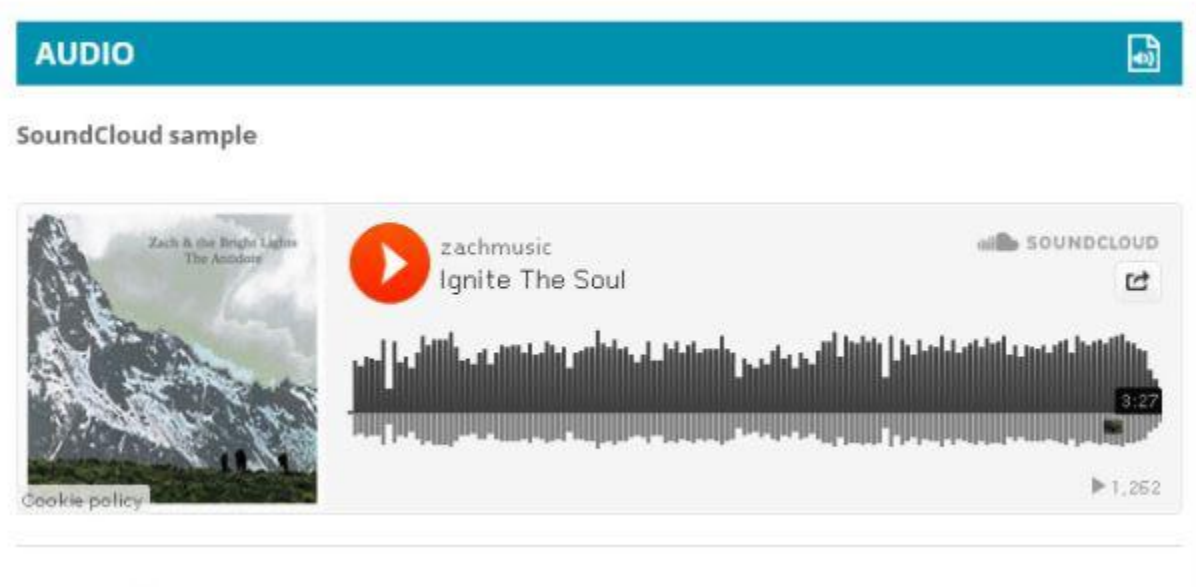
Posting Events

You can post an unlimited number of events to your account.
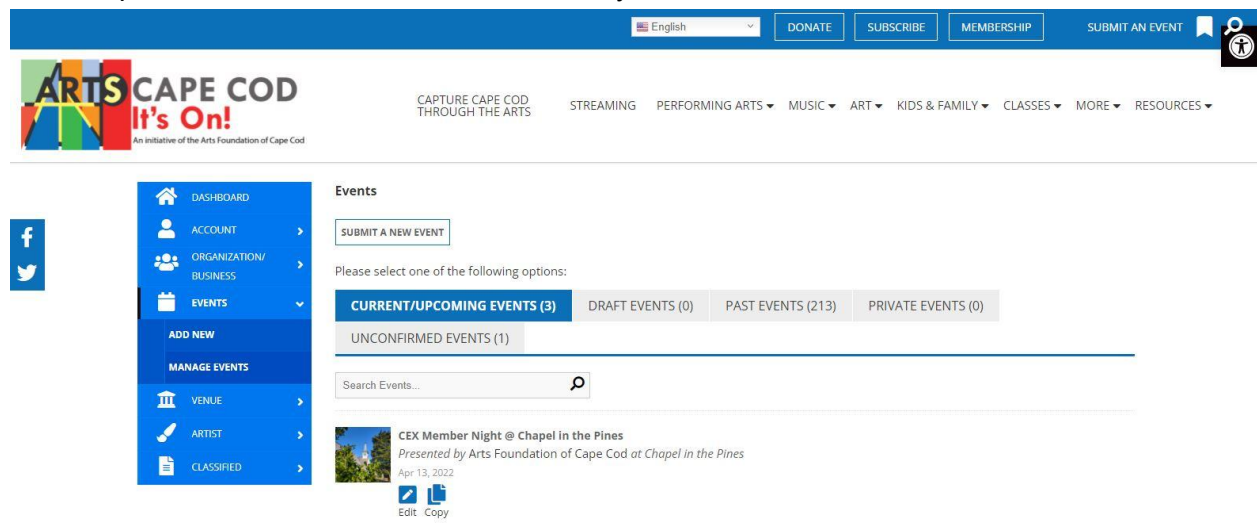
Event postings should include at least one photo or graphic. You can also include additional gallery images and videos (YouTube or Vimeo). As with other listings, your submitted events will be reviewed. Once approved, they will be added to our website for public viewing.

During the event submission process, you can select the presenting organization and venue from drop menus that will save you time from having to re-enter that information each time you post a new event. You can also add "secondary" organizations if the event is being co-presented with another group.

Presenting Organization/Business (*)

Please select the presenting organization/business of your event from the following drop menu.

Arts Foundation of Cape Cod ⌄

ADD CO-PRESENTER

Don't see your organization/business in the drop menu?

ADD NEW ORGANIZATION

Venue/Location Info (*)

Please select the venue/location of your event from the following drop menu:

Online/Virtual Space ⌄

Don't see your venue/location in the drop menu?

ADD NEW VENUE

Category Type

Select a Primary category type first:

You will also be asked to provide the individual date and start time info for your event. This is a critical piece as this information is used both in our search function and our sharing of event listings with other community partners.

Please do not use ALL CAPS in your titles or listings – thank you! Also – a title is not the place for a description – keep your titles short and sweet! You can give more info in your description and add promo copy to the Summary field.
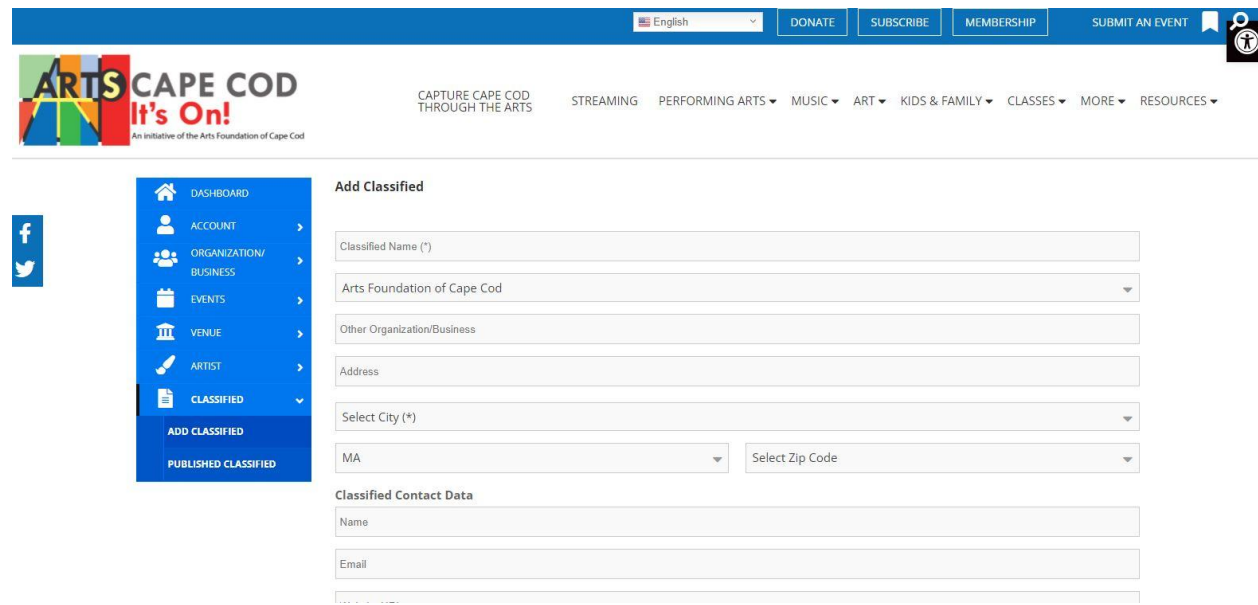
Double-Check!

Once posted, you can log back in to edit your listings if you need to add/edit/delete any information from the listing, including adding additional images and video.

If an event is postponed or canceled due to the pandemic or unforeseen circumstances, please add "postponed" or "canceled" to the event title. Those seeking information on your event also need to know if it has been rescheduled.
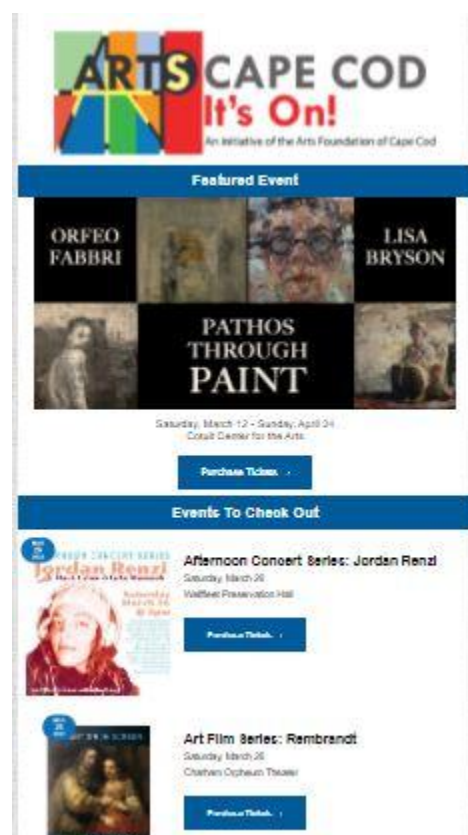
Classifieds

You may post opportunities within the cultural community to our Classifieds Directory that fit within the following categories: Auditions, Calls for Artists, Jobs, Items for Sale/Free or Rent/Share, and Volunteer opportunities.
If your listing does not fit into one of these categories, we also offer a "Miscellaneous" category.

It's On! weekly e-newsletter

The Arts Foundation of Cape Cod collates a list of top arts and culture events posted on ArtsCapeCod into a weekly e-newsletter. The newsletter has a reach of 8,000+!

Each Wednesday an AFCC staff member drafts a list of events happening from Thursday-Thursday. If your event is on a coming Saturday, please make sure you post the event on ArtsCapeCod by Wednesday morning in order to be featured in that week's *It's On!* e-newsletter.

You can sign-up for the *It's On!* newsletter on our homepage: https://artsfoundation.org/

CEX Member Benefits

AFCC Creative Exchange Members get featured in the *It's On!* weekly e-newsletter and on the AFCC's and ArtsCapeCod social channels.

Homepage Spotlights

Want greater publicity for your event? We are now offering homepage spotlights to CEX members! Send us a **2048×850px** high-quality photo for your upcoming event and we will post it on the ArtsCapeCod homepage slider for 3 weeks before your event.

Contact

If you have any additional questions please reach out to AFCC staff at info@artsfoundation.org

ArtsCapeCod.org is grant funded by the Massachusetts Cultural Council's Adams Arts Program, and supported by contributions to the Arts Foundation of Cape Cod from generous arts enthusiasts. Click here to learn more about the Adams Arts Program.