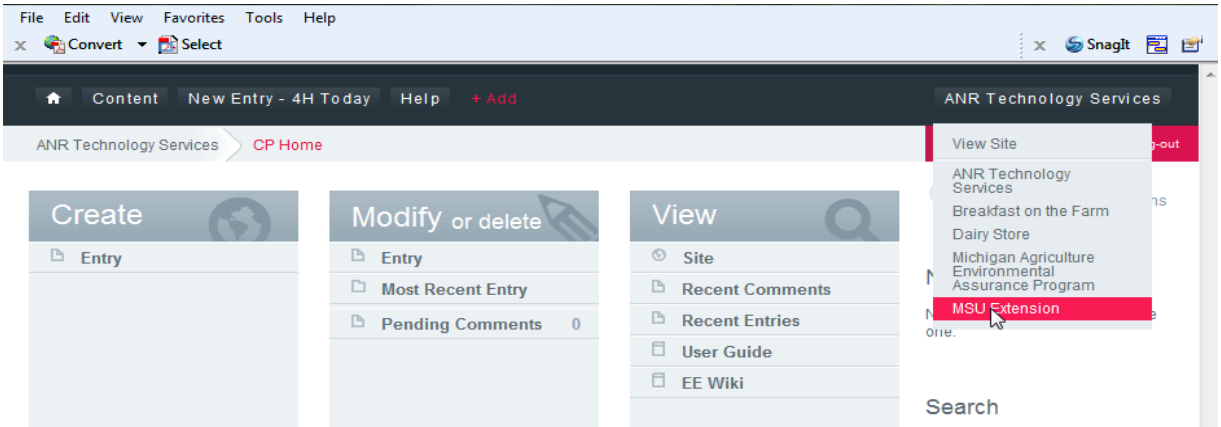
Posting Event to Calendar

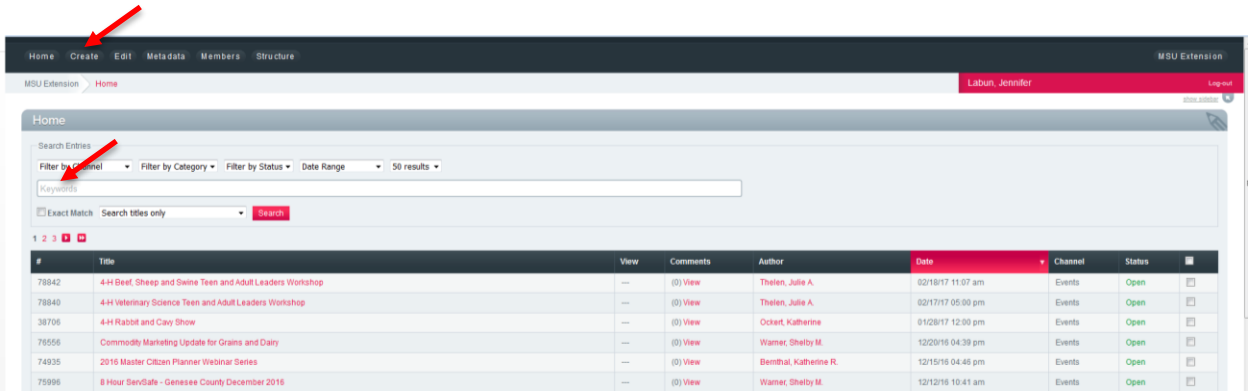
Expression Engine is used for posting an event:
https://expeng.anr.msu.edu/admin.php?S=0&D=cp&C=login

This system will require your ANR username and password to log in.

In the screen's to right corner, make sure you see **MSU Extension.** If you see **ANR Technologies** hover over **ANR Technology Services** and select **MSU Extension**.

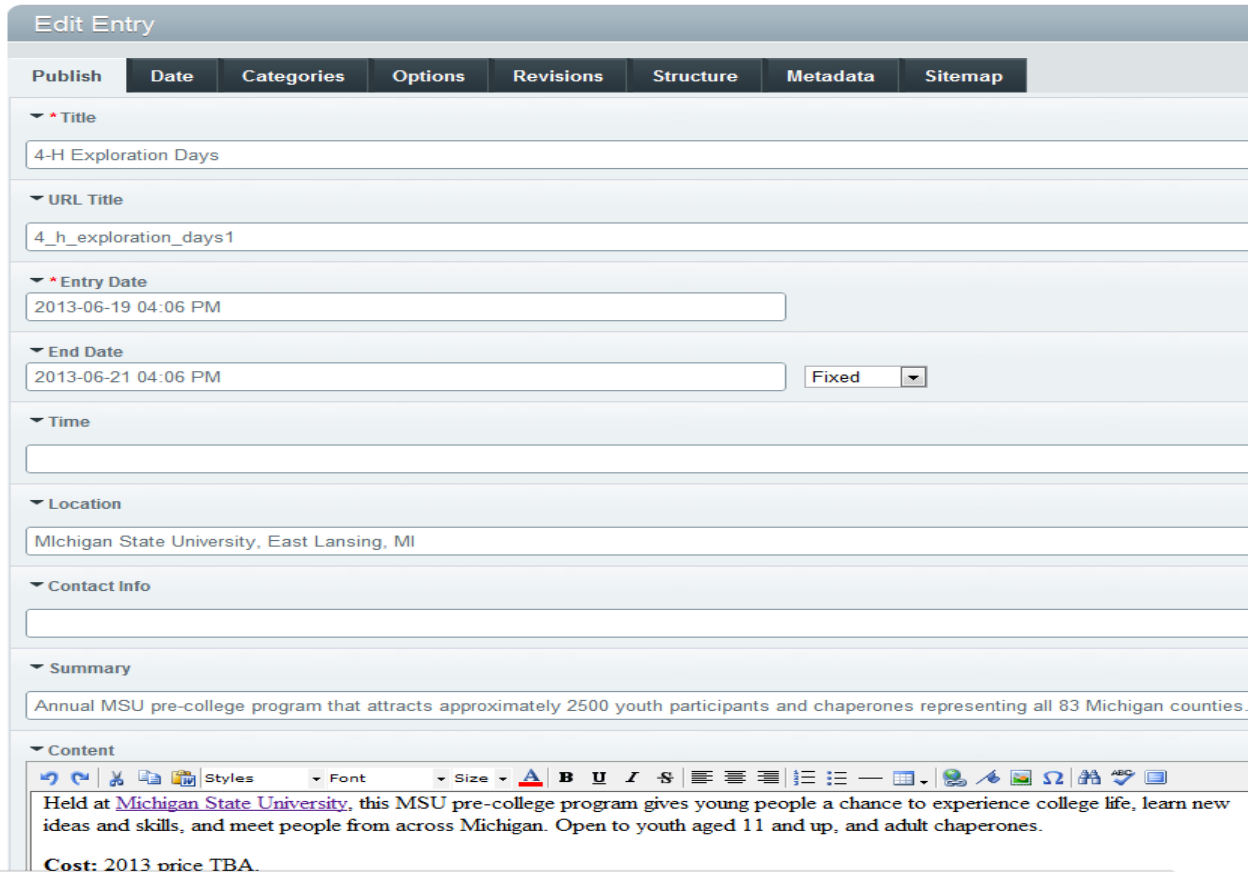


- Before posting, do a search for the title in **Key Words** to determine if the event has already been posted (this can be part of the title and it will display any matches in date order)
    - If an event exists and it is over one year old click on the title and follow the steps below to update the post. (This will help promote your event faster as search engines are already aware of the exiting URL created by Expression Engine)
    - If the event exists and the dates are the same it may have already been submitted so click on the title. If the information is identical follow the steps below to make minor edits.
    - If the event does not exist click **Create > Events** in Expression Engine.



PUBLISH TAB

This tab contains the program information.



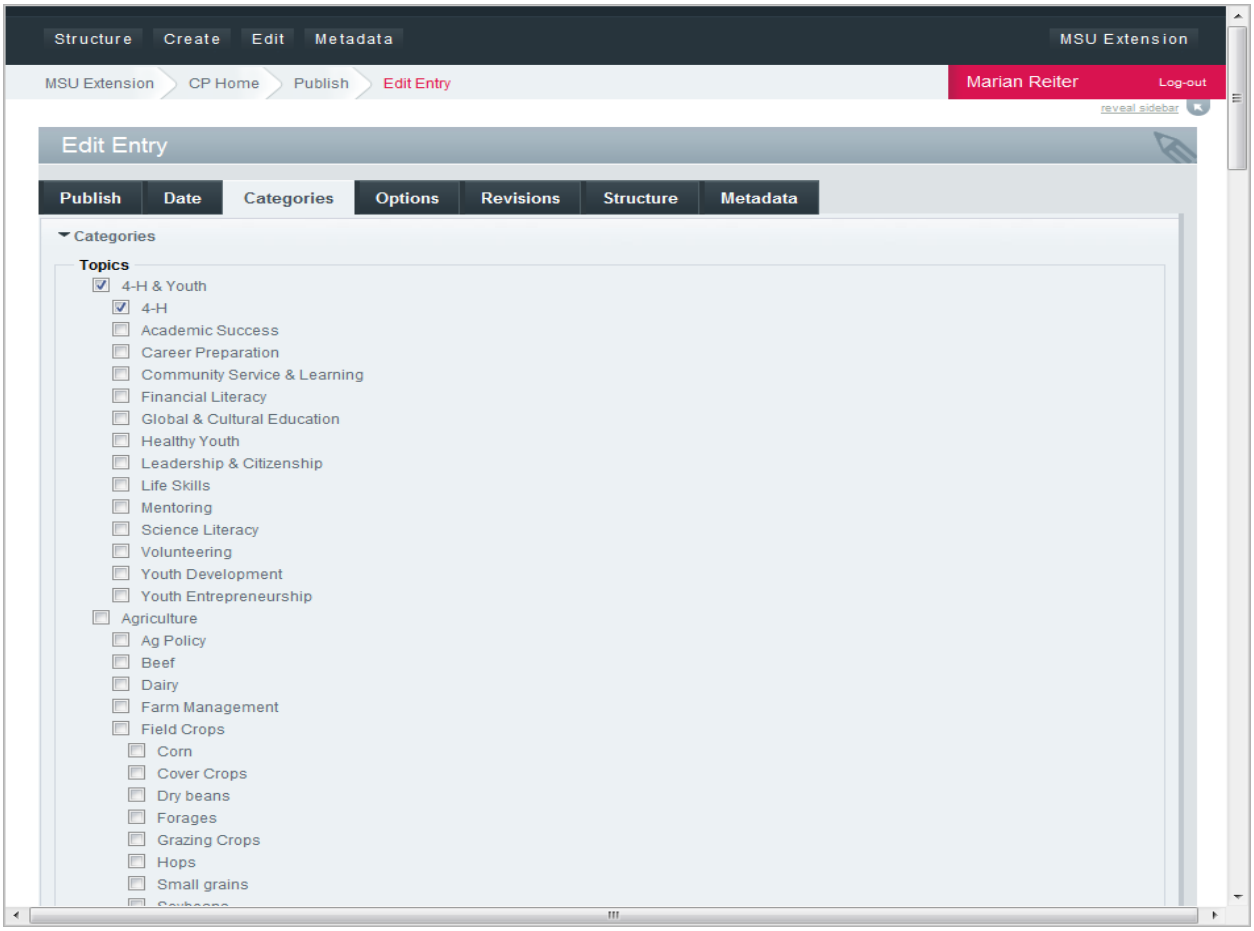
- Title is what will appear on the calendar. Title should be typed using upper and lower case style, "How to Select or Evaluate Your Financial Services Provider." If the title contains an acronym, make sure the acronym is in all caps, "Diabetes PATH."
- Entry Date is the day of the event or the first date of a series.
- End Date is the last date of a series. Do not add End Date if the event is a one day affair.
- Time should be listed in AP style, 10 a.m. – 3:30 p.m., 9:30 a.m. – noon, 1 – 3 p.m. Keep this short. Any time discrepancies such as a registration time or agenda should be outlined in the Content section.
- Location is the geographical location of the program, Kent County MSU Extension Office, 123 Ball Street, Grand Rapids, MI 12345. Any descriptors such as a room or directions should be addressed in the Content section.
- Contact Info is to list the one or two contacts for the program, Jennifer Labun, 517-884-7351, sibsonje@msu.edu.
    - Do not include words such as "or", "at"
    - Separate names by a semi-colon ";"
- Summary is a short teaser about your program. There is a character limitation here so short and to the point.
- Content is the important details about the program, who, what, when, where, how and any other details a potential registrant might need to know.
    - If you will be using acronyms in the content section spell out the acronym the first time Diabetes Personal Action Towards Health (PATH).
    - If you have a series be sure to use AP style for months.

Jan.	April	July	Oct.
Feb.	May	Aug.	Nov.
March	June	Sept.	Dec.

- Registration Link is for URLs of events running through the ANR Event Services Events Management System. No other URLs should appear here.

CATEGORIES TAB

This tab is how your event gets marketed on the various program and county websites within the MSU Extension page.



Topics

- Select the topics pages relevant to your program.
- Do not select the Master Gardener category unless the event is master gardener training.

Counties

- Check one county only.
- This should be the county or primary county of where the program is happening.

Certifications:

- Leave blank unless your program is part of a certificate program.
- Do not select the Master Gardener certification unless the event is a master gardener training.

Programs:

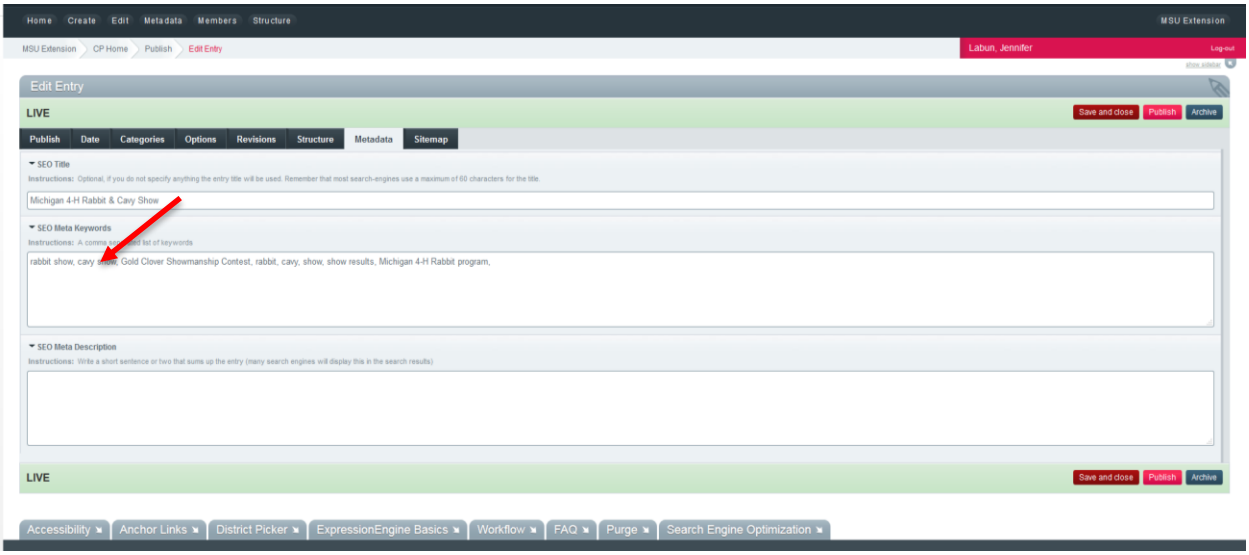
- Select the program pages relevant to your program.

Target Counties

- Select the counties you want your program marketed to including the county that was selected in the Counties section.

Metadata Tab

This tab helps people find your program when doing Internet searches.



- SEO Meta Keywords is where you would enter keywords people might search on an Internet browser.

Publish Event to Calendar

Click on **Submit for Approval** to send the event to ANR Event Services for final approval to publish the event listing.