

**Create a profile in the CNY Arts Directory that provides information about regional artists, venues and organizations in a simple to use, comprehensive online directory that links to your website and social media. Your profile also gives you access to post your events to the regional online events calendar at [gotocnyarts.org](http://gotocnyarts.org).**

**Use the Directory to:**

- Make it easier for potential patrons & other organizations to find you online.
- Search for potential collaborators and partners for projects.

**Promote Your Events:**

- Extend your promotional reach by posting your events/programs on [gotocnyarts.org](http://gotocnyarts.org).
- Your posted events listed on the website will be marketed throughout CNY Arts six county region.
- [gotocnyarts.org](http://gotocnyarts.org) is now mobile friendly, making searching easier for people looking for events on-the-go.
- Be on 2 calendars with only one submission (currently only Onondaga County-based organizations and artists).

To get started, please visit [cnyarts.org](http://cnyarts.org).

To register your organization or group or as an individual artists, hover over the directory tab in the navigation bar.

**➤ If your organization is already listed in the directory and you need your user login information and password, please contact Matthew De Bellas @ [mdebellas@cnyarts.org](mailto:mdebellas@cnyarts.org)**

A drop down menu will appear. Select **Create a Profile** or click the **Register Today** button in the lower left of CNY Arts homepage.

Select your **county**

Select a profile **type** (Artist or Organization/Venue).

**Go through Steps 1 through 4 and enter the appropriate information.**

Step 1

Please submit a photo or logo. The image dimensions must be **250x250 px**. Please use a **.jpg or .png** file.

**Category** - Choose one or two categories that best describe your work or organization.

**Tags** – Here you can be very specific about your organization or work by creating keywords that best describe your work or organization (ie abstract painting, social justice, children’s theatre).

#### Step 2

Email Address – by checking the box, your email will be visible to the public. Do not check the box if you want your email to remain private.

➤ Use an organizational email like [info@myartsgroup.com](mailto:info@myartsgroup.com) rather than your personal work email. This way others in your office can have access to the account/profile.

#### Step 3

Copy and paste the **ENTIRE URL** from your website and any social media sites you have on this tab.

➤ **Examples:** <https://www.facebook.com/youFacebookraccountname>  
<https://twitter.com/YourTwitterHandle>

#### Step 4

Confirm.

Make sure that you have a **green ✓** on all your tabs.

If you see a **red X** on any of your Profile tabs, you forgot a required field or the information you provided is invalid.

Once you have registered, your profile will be reviewed by a CNY Arts administrator. We make every effort to review your account within **24 hours** of your registration.

After you create your profile you will be at your dashboard.

**Your Dashboard** is your *command center* where you can edit your profile at any time and submit events to the calendar.

You should be at this page:

The screenshot shows the CNY Arts website dashboard. At the top, there is a navigation menu with links for GRANTS, PROGRAMS, EVENTS, DIRECTORY, BLOG, DONATE, ABOUT, CONTACT, LOGIN, and SEARCH. Below the menu is the CNY Arts logo and the tagline "connecting arts, culture, and community". A user greeting "Hello, Matthew" is visible in the top right corner, with links for "Dashboard" and "Logout". The main content area is titled "Your Dashboard" and shows a progress bar with four steps: 1) Account Information, 2) Tell Us About Yourself, 3) You, on the Internet, and 4) Confirm. The current step is "Step 1 of 4: Account Information". Below this, there is a message: "Your login credentials. Your name and email address will be visible to the public, both in your profile as well as any posts made by you." The form includes fields for "First name\*" (Matthew), "Last name\*" (De Bellas, CNY Arts, Inc.), and "Email/Username\*". There is a checkbox for "Check if you would like your email address to be visible to the public. This will allow visitors to contact you directly." Below this is a section for "Profile Photo" with the text "No profile photo uploaded" and a "Browse..." button. The "Password" and "Confirm Password" fields are also present, with the password field showing a series of asterisks.

If you are not, click on the dashboard link under where it reads “**Hello, Your Name**”. This will take you to your **Dashboard**.

➤ Notice how your password appears to have more characters than you entered. This is not the case. The system places empty characters as a security feature.

### Submitting Events

You can now start adding your events to the calendar by clicking on the Blue tab located on left side of your dashboard (beneath the CNY Arts logo).

Click **Create a new event** and fill in the fields.

### Events Form

Required fields are indicated by an \*. However, you should provide as much information as possible for visitors. Below are instructions and suggestions for filling out fields in the event form. **To be considered as a FEATURED EVENT, you must provide a complete listing with the appropriate file format images.**

**Description** - Include a description of your event. You can link to other web pages in your description as well. For example, you can link to the webpage of an artist you're featuring.

➤ If you copy the description straight from your website, clear the formatting and paste as plain text. You can use text edit programs in your computer systems (i.e TextEdit for Macs, Wordpad for Windows).

**Venue** – Each event is tied to a venue in the drop down menu.

➤ If you do not see your Venue listed, scroll all the way to the end of the drop down for venues and select **Add a Venue**. You will be prompted to fill in your new venue.

**Primary and Additional Categories** – You can only assign one major category to your event. However, you can choose as many additional categories from the drop down menu. If you want to include a secondary category that is not listed, send email to [mdebellas@cnyarts.org](mailto:mdebellas@cnyarts.org).

**Submitted Name/Email** – Please enter your name (not your organization's name) and your email. This information is not visible to the public.

**Cost** – Enter price or Free.

If your event has various ticket prices, please enter it as a range.

➤ **Examples:** \$12 - \$22

\$22/adults, \$15/seniors, \$12/student.

**Ticket Link** – Include a link for online ticket purchasing, if applicable.

**Event Images** – Your listing looks much better with an image associated with your event. This can be a unique image for each event or your organizational logo.

**Image must be resized to the following dimensions:**

Main Image: 200x200 pixels

Thumbnail Image: 70x70 pixels

Your Events Images must be a **.jpg** or **.png** file.

➤ Visit [gotocnyarts.org](http://gotocnyarts.org) to view events for examples.

➤ Please do not submit a PDF file.

**Contact Name/Phone/Email** – Enter event contact information.

Please use the following format when entering phone number: 315-123-1234.

**Website** – Enter the link to a specific webpage about your event, if applicable. Or enter the link to your organizational website.

**Facebook/Twitter** – Include an event specific Facebook page or event specific Twitter account. Or you can include your organizational/artist Facebook page or Twitter account.

Copy and paste your social media links using the following format:

Facebook: [www.facebook.com/NAME](http://www.facebook.com/NAME)

Twitter: twitter.com/name (**do not use @username**)

➤ **Copy & Paste the exact URL and past into field.**

**Exception Date** – Select to indicate specific dates or holidays that your event is not running.

**Multiple Times** – If your event has multiple times, check the box and include them in the text box.

➤ Example: Saturday, March 16 @ 2pm & 8pm  
Sunday, March 17 @ 2pm  
Friday, March 22 @ 8pm

**Start Time/End Time** – You must enter a numerical value for each field: \_\_:\_\_:\_\_ A/P M.  
Example: 08:00 PM or 12:00 PM.

Submit your event by clicking on **Create Event** button. Your event will then be submitted to an approval queue for review.

➤ If you are unable to fill out the events form completely, click on **Create Event** at the bottom of the page. Although this will send your event to the approval queue, this can act as a save feature for editing later. Always remember to click on the **Create Event** button to save changes. You can edit your event at anytime.

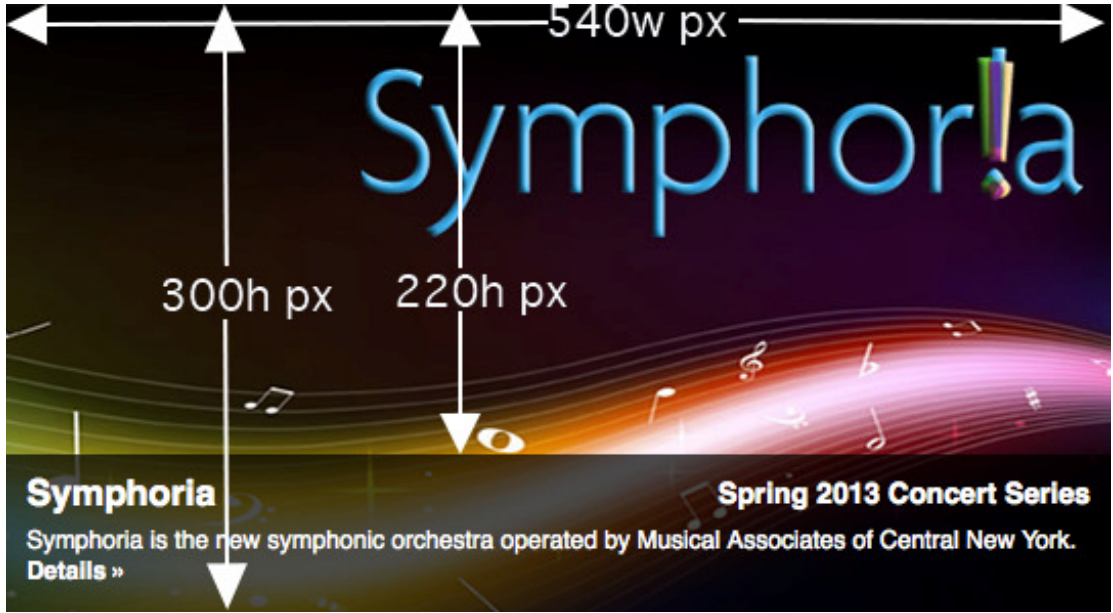
We will make every effort to approve your events within 24 hours.

➤ Only events that take place within the following counties will be listed on the calendar: Onondaga, Oswego, Cortland, Madison, Herkimer and Oneida. Your event must be art, culture or heritage related.

### **Event Photo Carousel**

You may submit a photo *for consideration* for the Photo Carousel.  
The dimensions are 540w x300h pixels.

➤ Please be aware of the transparent overlay



➤Email your **images, press releases and event announcements** to:  
[mdebellas+events@cnyarts.org](mailto:mdebellas+events@cnyarts.org).

If you have any questions or need assistance, please email Matthew De Bellas,  
Marketing Manager at [mdebellas@cnyarts.org](mailto:mdebellas@cnyarts.org).

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**Help spread the word about the calendar**

You can copy and paste the following in your newsletters:

**GotoCNYArts.org is Your Source for Information on Arts and Entertainment in CNY.** Theater, music, arts exhibitions, film and more! All the information you need about Central New York's rich and diverse arts, cultural, heritage and entertainment offerings is now in a simple-to-use centralized online events listing at [gotocnyarts.org](http://gotocnyarts.org).

**Share and Connect with GotoCNYArts.org on the Web!**

Facebook: [facebook.com/gotocnyarts](https://www.facebook.com/gotocnyarts)

Twitter: [twitter.com/gotocnyarts](https://twitter.com/gotocnyarts)

When you tweet about your specific events, consider using these #hashtags: i.e. #cny, #cnyevents, #getoutCNY, #DanceCNY

**Sample Tweet**

Stay up-to-date on all the great Arts & Cultural events happening throughout #CNY  
[@gotocnyarts](https://twitter.com/gotocnyarts) #cnyevents