



Instructions for Listing on the New SparkOC.com!

Ver. May 2017

Thank you for using SparkOC.com! We're Orange County's exclusive platform for listing arts, culture, and STEAM-education-related events, classes, organizations, venues, and individual artists. Whether you are new to using this service or have listed with us in the past, you will find that our 2017 upgrade makes it simpler than ever to create dynamic listings for our many thousands of unique viewers.

These instructions will hopefully give you a jumpstart on the new process. Remember, before you begin, have the following key elements handy:

- Your SparkOC.com username (we'll talk next about creating one if you haven't yet.)
- Your event's name, presenting/producing organization(s), dates/times, admission cost(s), location, and a brief description.
- A link to an official website or ticket sales listing (if available)
- A photo or graphic, at least 400x400 pixels, to represent your listing (if available)

Now, let's begin!

1. Registering as a User

Even if you used SparkOC.com in the past, if you have not registered since our 2017 upgrade, you will likely have to re-register. Begin by going to <http://www.sparkoc.com>.

Next to the banner in the upper-right, you will see a link marked "Register". Click here.



You will be presented with the following form to fill out:

New Account

New to www.sparkoc.com? Don't have a login? Sign up now... It's FREE and anyone can join!

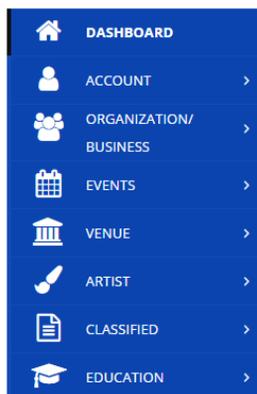
- ✓ **Bookmark** your favorite events, organizations and venues
- ✓ **Post** reviews on events
- ✓ **Create** and update your profile

Once you have filled out the form, a confirmation e-mail will be sent to the address you provide. You can then use your username to login at <http://www.sparkoc.com/login>.

This will take you to your User Dashboard!

2. The User Dashboard

Here is the page you should see after logging in.



Welcome to your dashboard nthurkettle!

You can manage your individual artist profile, organization or business profile, post and edit events, bookmark your favorite listings, and more. To return to your dashboard at any time, click "My Account" in the upper right corner.

If this is your first time submitting an event, you will need to create an organization or business profile, or if you are an artist, you will need to create an artist profile. You can do all of that using the links in the tool bar above.

Click the "CREATE NEW EVENT" button below to get right to it, but if it's your first time, please read on below for directions and helpful info.

BEFORE GETTING STARTED:

Note what browser you are using. Chrome or Firefox are preferred; Internet Explorer is not.

Note that your event needs to be reviewed and edited* (as needed) by our staff.

Please allow 3-4 business days for your event to post to the site.

*SparkOC.com reserved the right to edit graphics, images, and submission text for grammar, style, and accuracy without prior notification to the event submitter.

The user dashboard allows you to register new organizations, post classifieds, add performance/meeting venues, and other options. Primarily, though, it is where you can add events. So click the “Create New Event” button and get started!

3. Event Page 1

ENTER EVENT DETAILS

* Required

Event name (*)
Title may not exceed 100 characters, including spaces.

Summary: A short, promotional summary of your event (1 sentence)

Description: A more in-depth explanation of your event (1-2 paragraphs)

Add Media

Visual Text

On this page are boxes for your event’s name, type, a short summary, a longer description, the presenting organization(s), admission & ticket information, the venue(s), accessibility details, and any media you wish to add to enliven the listing. Every box marked “*” must be filled before you can move to the next page.

One tip is to try and avoid redundant language in the “summary” and “description” boxes – better to treat them as two distinct chances to hook the viewer, rather than somewhere to cut and paste. You also don’t need to spend a lot of time in the Description listing the dates and times of the event. You will be able to do that much more effectively on the next page!

4. Event Page 2

The screenshot shows a three-step process: 1. Enter Event Details, 2. Enter Dates & Times (highlighted), and 3. Preview & Submit. Below the process flow is a blue header for 'DATES AND TIMES'. On the left is a navigation menu with options: DASHBOARD, ACCOUNT, ORGANIZATION/BUSINESS, EVENTS (selected), VENUE, ARTIST, CLASSIFIED, and EDUCATION. The main content area is titled 'Dates' and contains two input fields for 'Start day (*)' and 'End day (*)', each with a calendar icon. Below these is a row of checkboxes for 'Days of the week(*)' including Sun, Mon, Tue, Wed, Thu, Fri, and Sat. A 'SAVE DATES' button is located at the bottom right of the form.

Once you have input the dates (and days of the week) of your event, new boxes will appear below, asking for the start and end time of your event. If you used our old platform, you recall that our system asked for a start time and duration, and generated the end time accordingly. Here things have changed, and should save you all that calculating – just enter the start time and end time and you are good to go!

Please note - if your event happens over multiple days, and has different start/end times on different days, you may need to delete and re-enter the appropriate times on individual days. Just hit the “X” button on any individual calendar entry to delete the time you have input and input the correct one. You can also use this feature to add additional performances on individual days.

5. Event Page 3

Last, you will be taken to a preview of your listing – this is your chance to check for typos and make sure that all the details of your event are accurate.

If everything looks good, then hit that “Submit” button!

6. After submitting

After submitting, your event is placed in the review/approval queue for our admins. We may make some minor corrections or stylistic clean-ups; but primarily the review is to make sure the listing is appropriate for our mandate – meaning that it is an event, available to the public, which is expressly related to arts, culture, and/or STEAM education. A promotional/sales event that happens to feature live music is not likely to be approved; nor will a fundraiser for a charity unrelated to our areas of interest.

When your event goes live on SparkOC.com, a confirmation will be sent to the e-mail address of the submitter.

Hopefully this all makes sense. If you ever have any questions, you are free to e-mail me at nthurkettle@artsoc.org. I'm happy to help you with the process and fill our site with exciting, enriching activities for the people of Orange County!

Thanks, and I look forward to working with you!

Nicholas Thurkettle
Program Assistant
Arts Orange County

