

Website Events Calendar Policy

Sept. 4, 2014

Mission/Goal

- To provide a central source of information about city government and community events, meetings and entertainment.
- To provide a user-friendly, intuitive online calendar for city departments and associated groups or programs.
- To give city departments, associated groups and programs the tools and information they need to post events in a timely and efficient manner.

Policy

To ensure that citizens are able to find out about city and/or community events in a single location at www.hampton.gov. City departments, offices and associated organizations should post events using the Calendar application on www.hampton.gov.

The calendar is organized so that items can appear on individual department calendars, the main city calendar, or in both areas.

Before - or after - an item has been posted on the events calendar, the webmaster or Website Team – members of the Marketing & Outreach Department – may review the content and make adjustments to ensure it is appropriate and complete.

Guidelines

Question: Who can post an event?

A: Any employee who has been 1) approved by their department manager to create calendar items and 2) trained by the Website Team to post items on the calendar. Once the employee has attended a training session they will be assigned a user ID and password for the administrative side of the website. They can then post events. The Marketing & Outreach staff can - and will - post calendar items for organizations, groups or department's that don't have the ability to post themselves.

Q: What can be posted?

A: Generally, events of broad interest that occur within the physical boundaries of the City of Hampton, events sponsored by a city government office, or events sponsored by a non-profit public organization that is in turn supported by the city or a city entity. The

Website Team reserves the right to determine which events are of broad community and/or civic interest. Some sporting events and regularly occurring public activities may not be eligible for posting.

Q: Who approves calendar items?

A: Department representatives are responsible for their respective posts or events from non-profit groups they work with. However, any post may be reviewed before or after it has been put on the calendar. The City of Hampton cannot confirm every event published on the calendar, and events that appear to be questionable in nature have to be verified with the submitting department and may not be approved for posting. The Website Team will conduct periodic evaluations of the events calendar. Critical changes or corrections to calendar posts, such as dates, times, cancellations and rainouts will be made as soon as possible by Marketing or department representatives.

Q: How is the Event Calendar organized?

A: Events posted by an individual department or office are part of that department's calendar and may also appear on the department's web page. These events can be viewed from the website's home page, from the department's page, or by searching for the topic on www.hampton.gov

Q: What goes on the main calendar

A. Items of "broad" community interest, including items from individual departments, items submitted by city-related groups, and regular meetings or events. This would include, for example, anything from City Council meetings to parenting classes. In all cases, information should be clear, concise and to the point.

Q: What are the rules about using photos or graphics on the calendar

A: Any graphic or photo used on the calendar should be no larger than 250 by 250 (pixels). They should be clear, simple images. They should not be driven by words, and the words they include should convey needed information. Whenever possible, photos and graphics used on the calendar should be downsized BEFORE they are downloaded.

Q: Does an event have to be on the calendar to be considered for use in the electronic newsletters sent out by Marketing?

A: Yes. Most events have to be on the calendar to be considered for promotion in the weekly newsletter for news or events.