



Serrano Park Community News

Event Calendar

The most effective way to reach our community, is currently proven to be through distributing fliers door to door. However, the fastest, cheapest, and easiest, way to inform our community of news and event changes is with an email Newsletter. By diligently supporting the SP Community Event Calendar and helping us to keep the site information accurate and current, we can build interest and trust into our website and Newsletter. The more interest we build, the larger our subscriber list will get. If we work together on this, we can make the Newsletter and website the primary sources for our community news and information, thus improve community communication and eliminate the need for fliers.

Other Committees and even the Board of Directors, have need for various website features such as articles, blog posts, reference document postings, and such, and the Event Calendar is not an important feature to them. However, the SP Social Committee is primarily event oriented, and a proper online event calendar system is essential for communicating online event postings and changes. Thus, the SP Community Event Calendar was added as a feature to the serranopark.org website primarily for use by the SP Social Committee, but also for the SP community in general.

Purpose

The primary purpose of the SP Community Event Calendar is to share community-wide meetings and events occurring throughout Serrano Park. SP Community events must support a community-oriented, or educational interest. Events that promote a specific religious or political agenda are not accepted.

Members of the community may submit event information for inclusion on the Community Calendar if that event meets following criteria:

- Organized or funded by an HOA Committee, homeowner, or resident
- The event is open to the entire SP Community
- The event occurs within the boundaries of the SP Community (There may be some limited exceptions.)
- The event promotes positive community relations, information, or discussions.
- The event is not religious, political, or commercial in nature.

Features of the SP Event Calendar

- Creates and maintains an event webpage for each event
- Creates and maintains upcoming events list on every webpage
- Creates and maintains an event calendar webpage
- Publishes an even calendar that supports calendar app subscriptions (ical)
- Maintains past event archive list
- Creates calendar blocks that can be embedded in webpages
- Can link to ticket sales (not currently used)



Serrano Park Community News

Event Calendar

Requirements for Posting Events

As with all online event calendars, this one requires proper information and maintenance.

To post an event, we need the following:

- Event title
- Date & time
- Location
- Fee, if any, including how and when it needs to be paid
- Registration requirements, if any
- Contact page URL for more information. (If one is not available, please provide an email address and we will create a contact page. We do all we can to shield email addresses from web bots.)
- Contact name, email, and phone number (For our use only, will not be posted.)
- Event and/or sponsor website URL
- Short event description (used in event lists, posts, and calendar subscriptions)
- Simple graphic representing the event. (optional) This is used like a logo and displays as a small photo with the short description.
- Long event description and details (used on the event page and creating news articles)
- Graphic(s) (optional) to be included on the event page
- Any additional links, such as ballot pages, and Eventbrite URLs
- We recommend that all event posters and fliers include a QR code linking your Event page.

It is important to submit changes to the text to keep the event page accurate as the event evolves. Even after the event is over, an event summary, contest results, and photo galleries can be added. This information can be posted to the Newsletter and website blog, informing the community as to the event's success and promoting participation in future events.

Please email the complete event information to: admin@serranopark.org

Please be very specific with requested changes. If the information supplied is not complete and detailed, it creates far more work for us.



Serrano Park Community News

Event Calendar

Entering and Managing Events

Events posted to this website must follow certain rules to work properly. This section attempts to show how events work and why information must be properly maintained.

Event Pages are the heart of managing events. The information entered on this page maintains a calendar database that is used by a lot of things. When used properly all published information related to this event should reference the Event webpage. The website, newsletter, and event calendar, all automatically link back to this page. These pages frequently have galleries, budgets, and results posted for future reference. It is very important to keep these event pages up to date and accurate since they can be publicly accessed at any time.

Reference – for more information:

Events on the website are managed by using a WordPress plugin:

“The Events Calendar” (free version), <https://wordpress.org/plugins/the-events-calendar/>

