Mount Sinai Health System Concept 3D Events Calendar

Reference Guide for Posting and Editing Events

Mount Sinai

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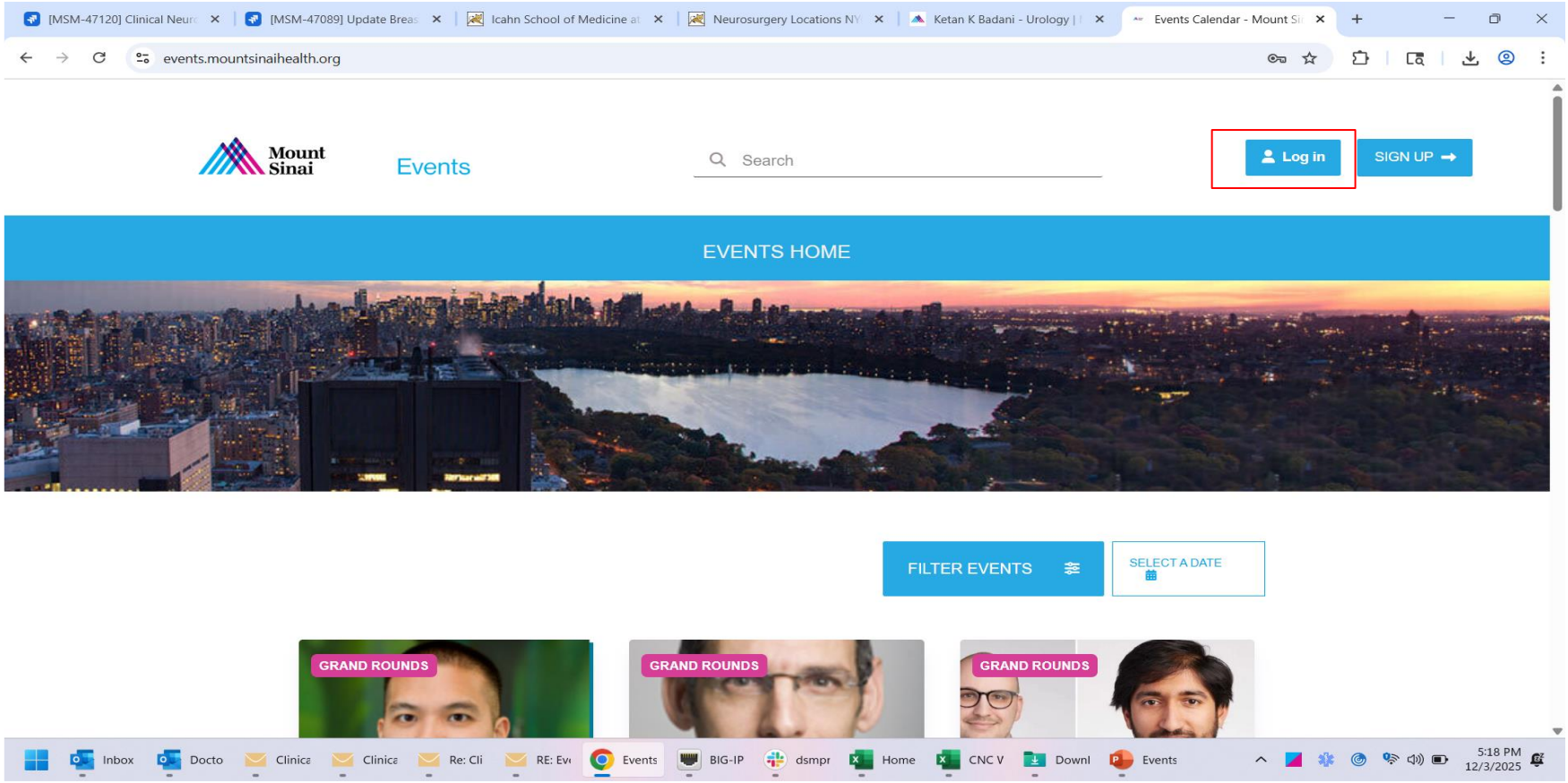
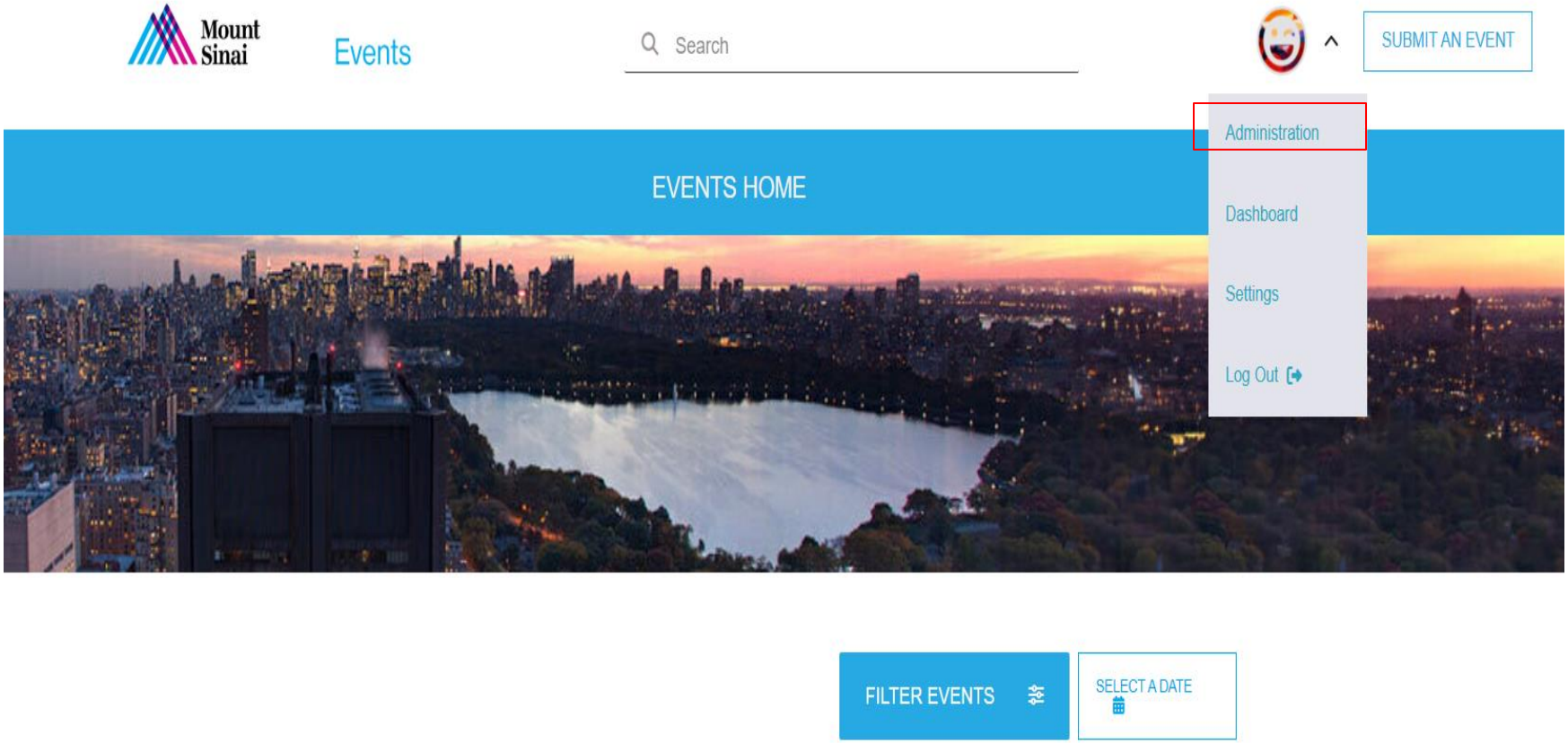
The Basics

Events Calendar url - http://events.mountsinaihealth.org/

To log in, click LOGIN (located at top of the page) and then enter the USERNAME (work email address) and PASSWORD assigned to you by the Digital and Social Media Team.

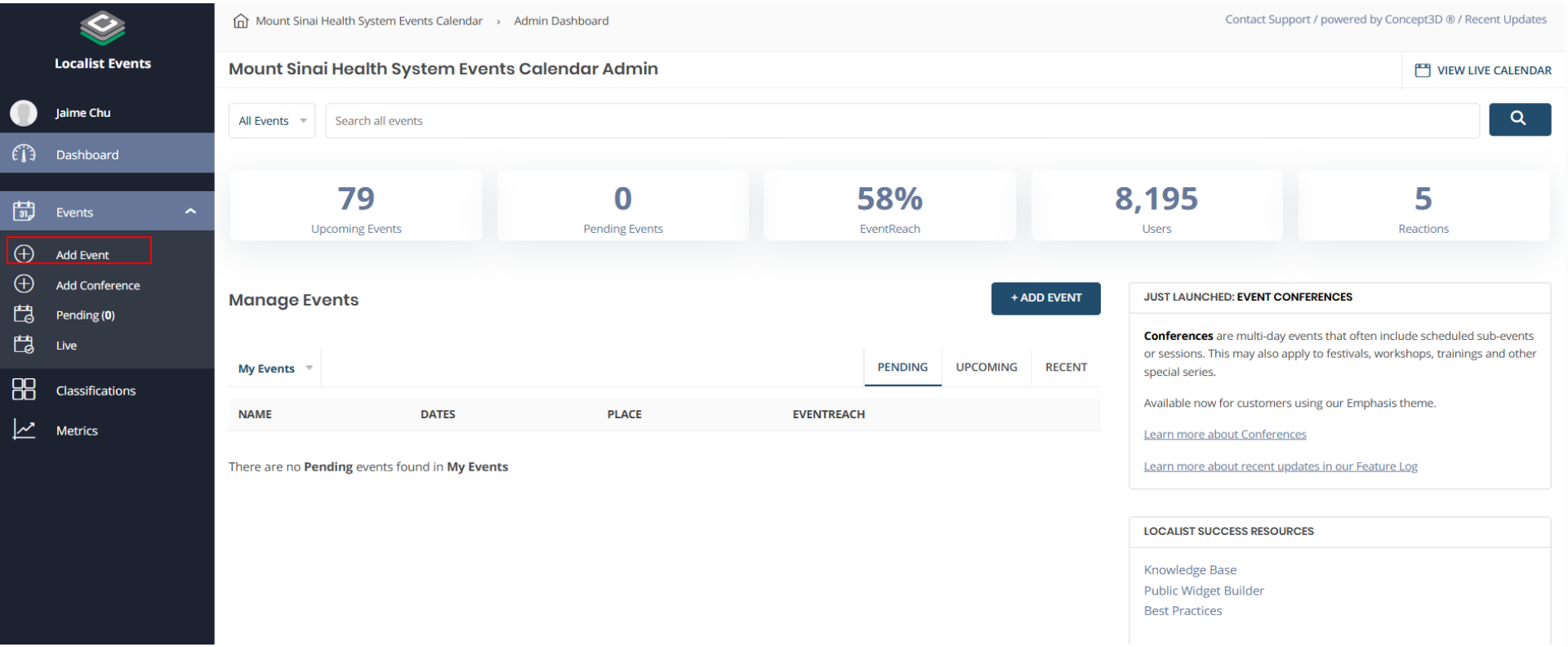


Once logged in, Select the “Administration” link to access the application’s dashboard



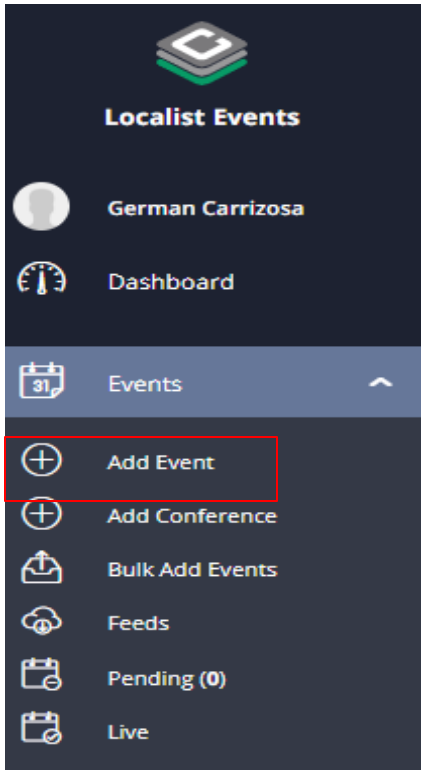
Dashboard

- On the Dashboard's Left side panel, select the "Events" tab to access all event items.
- Select "Add Event" to create a new event.

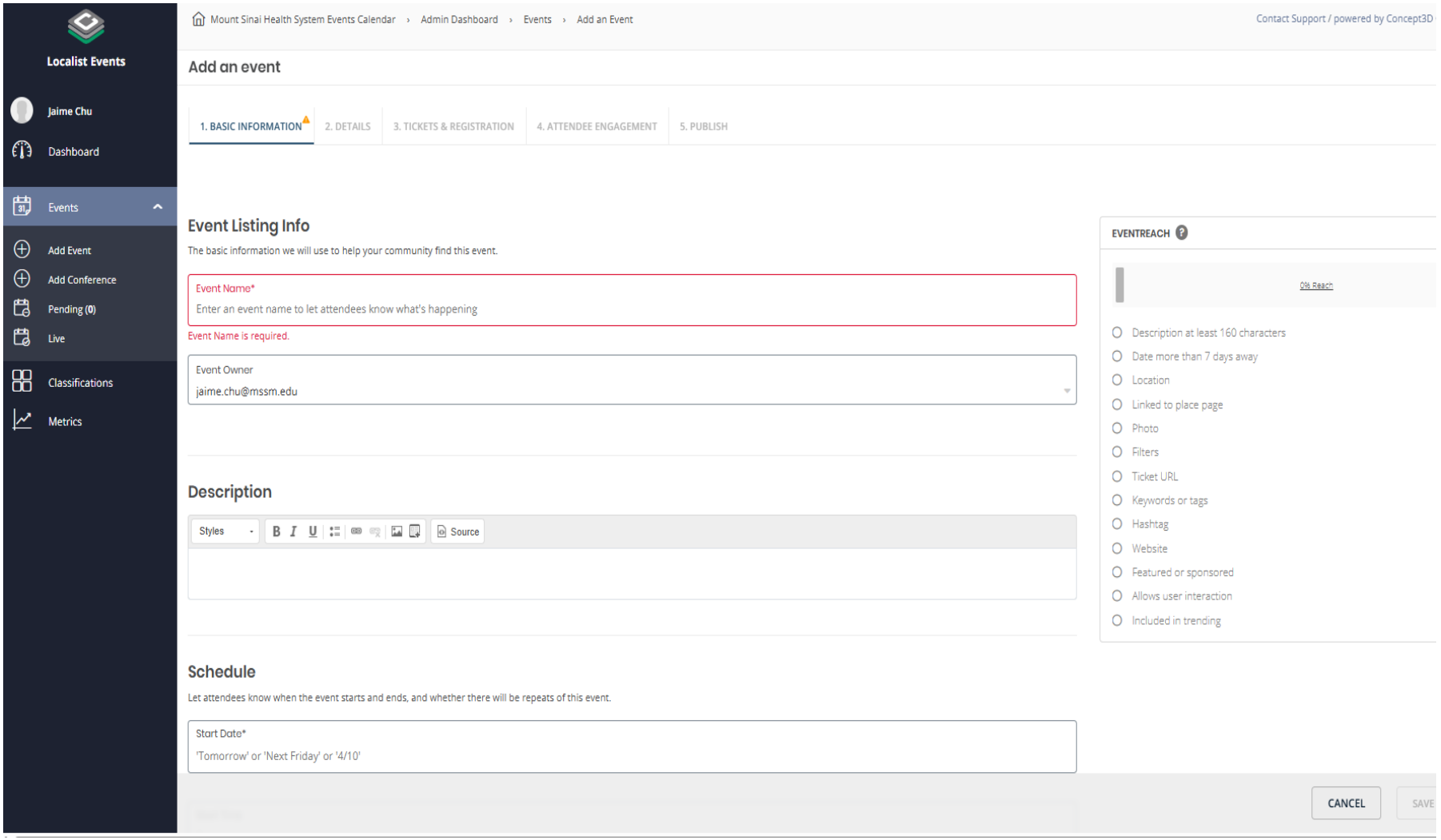


Adding an Event

- An event is anything that is associated with a date, therefore, an Event Name and Date are the minimum requirements when posting to the calendar.
- To create an event, within the Admin dashboard, navigate via Events > Add Event
- Fill in all applicable Event Form Fields and when you're done, click Save Changes.



Fill out all required fields and save the new event.



Event Form Fields

Name: (required) Displayed as the name of the event in the main listing and on corresponding details pages.

Description: No character limit.

Start Date: (required) There are several ways you can enter a date: Oct 3, October 3, 10/3, 10/3/14, etc.

Start / End Time: Use “6pm” etc.

Repeating: By default events are set to never repeat, but you have the option of daily, weekly or monthly.

Event Place: You can either select to manually enter a place name + address or select a saved address.

Room: This can be words or numbers.

Photo: The calendar icon is your default photo image. You may upload a photo or browse previously uploaded photos (this pool is not searchable).

Classifications: Select all filters that apply.

Keywords: (not displayed) Used for SEO purposes or for hidden tagging.

Tags: Groups like events that do not warrant a designated filter, such as “Homecoming”.

Event Website: Can be any website.

Vanity URL: This will give your event a custom URL.

Exclude from Trending: Checking this flag will prevent an event from appearing in the trending list.

Visibility: Events can be visible to everyone, visible only to logged in users or 100% hidden from the calendar.

Sponsored: Posts the event at the top of the trending list.

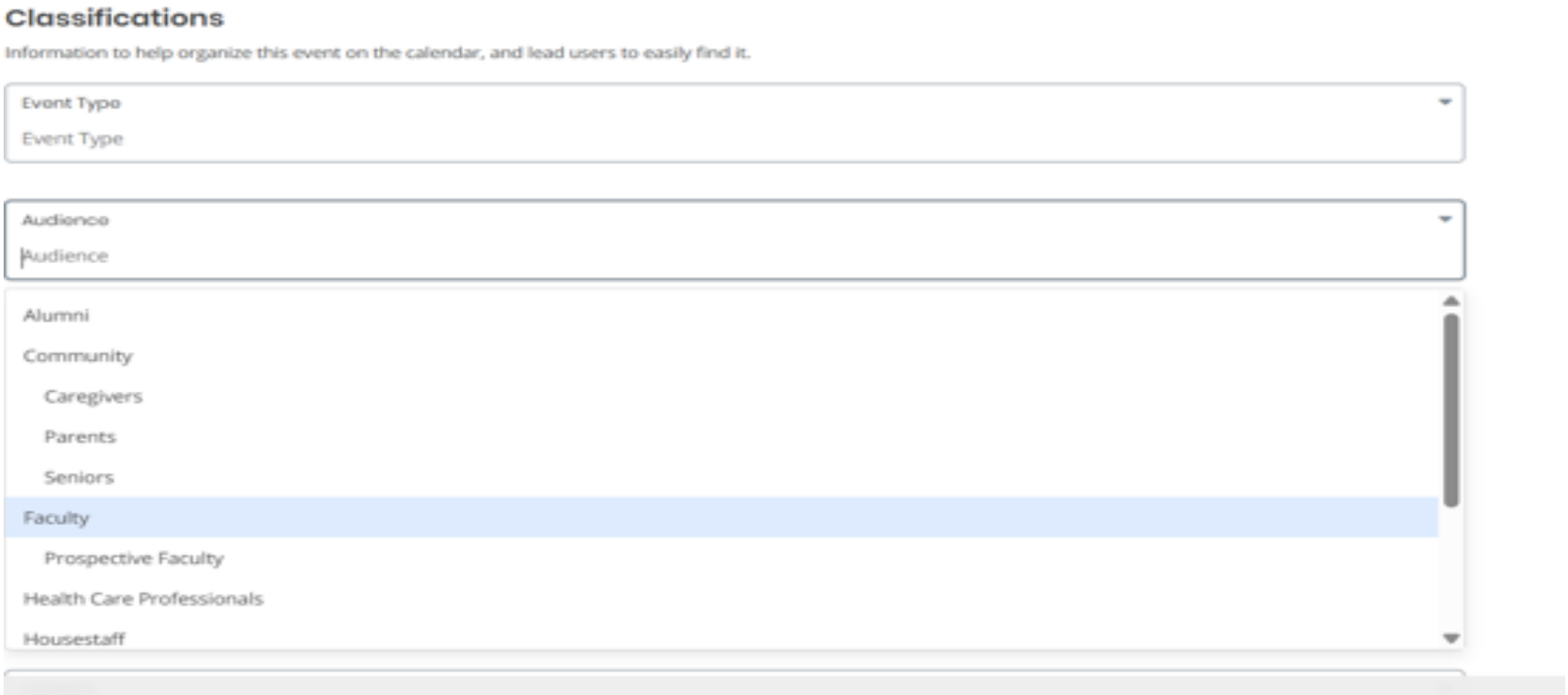
Filters (Classifications field)

- Filters enable you to divide and assign events to various categories.
- There are currently eight (8) filters: Experience, Event Types, Audience, Campus, Education, Departments, Centers, and Institutes, and Groups.
    - The Groups filter is only one not listed within the right rail of the landing page and is currently only applicable to events associated with the nine PhD training areas or multidisciplinary training areas (MTAs).
- When creating your event(s), you may use as many filters as applicable. For example, one event may require several Event Types, such as Academic, Lecture/Seminar, and CME.

Adding Events for Professionals Audience only

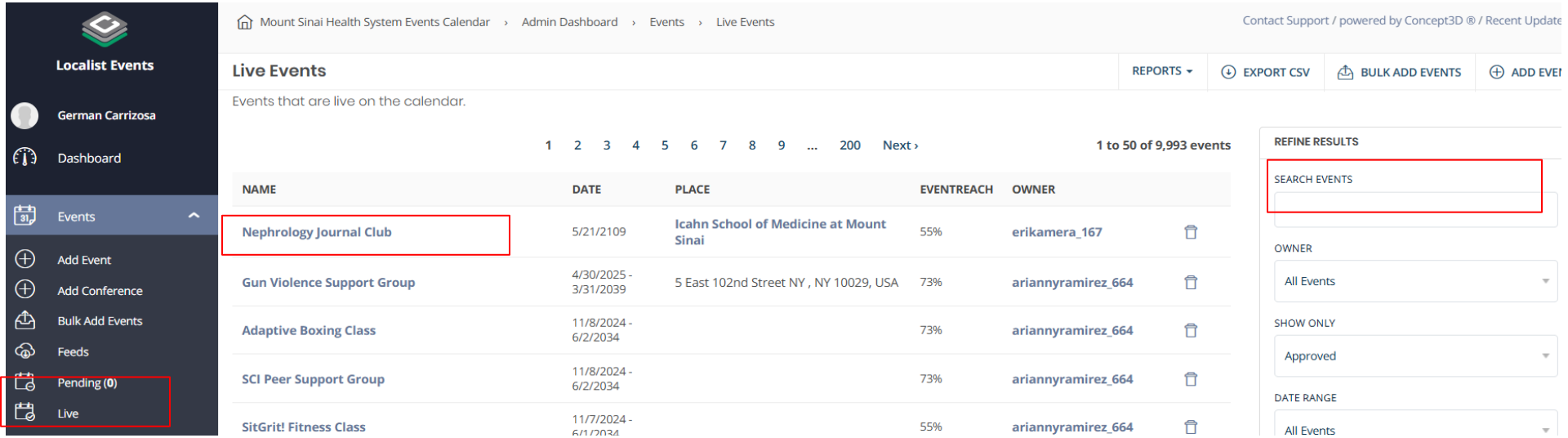
- These events will only show on https://events.mountsinaihealth.org/professionals

- Events will need to be tagged with one of the following Audience tags: Faculty, Healthcare Professionals, Housestaff, Postdocs, Staff, and Students.

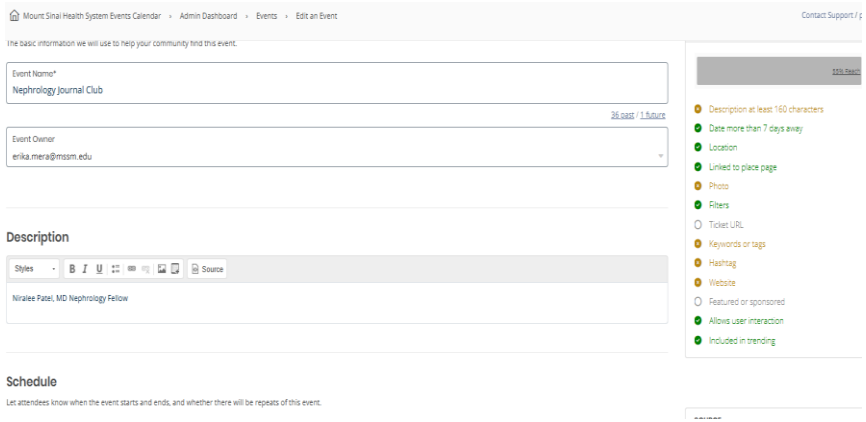


Editing Events

- Once an event has been created, you can edit the event details via Events > Live. Search for the event by scrolling through the event list or using the Search Events field.

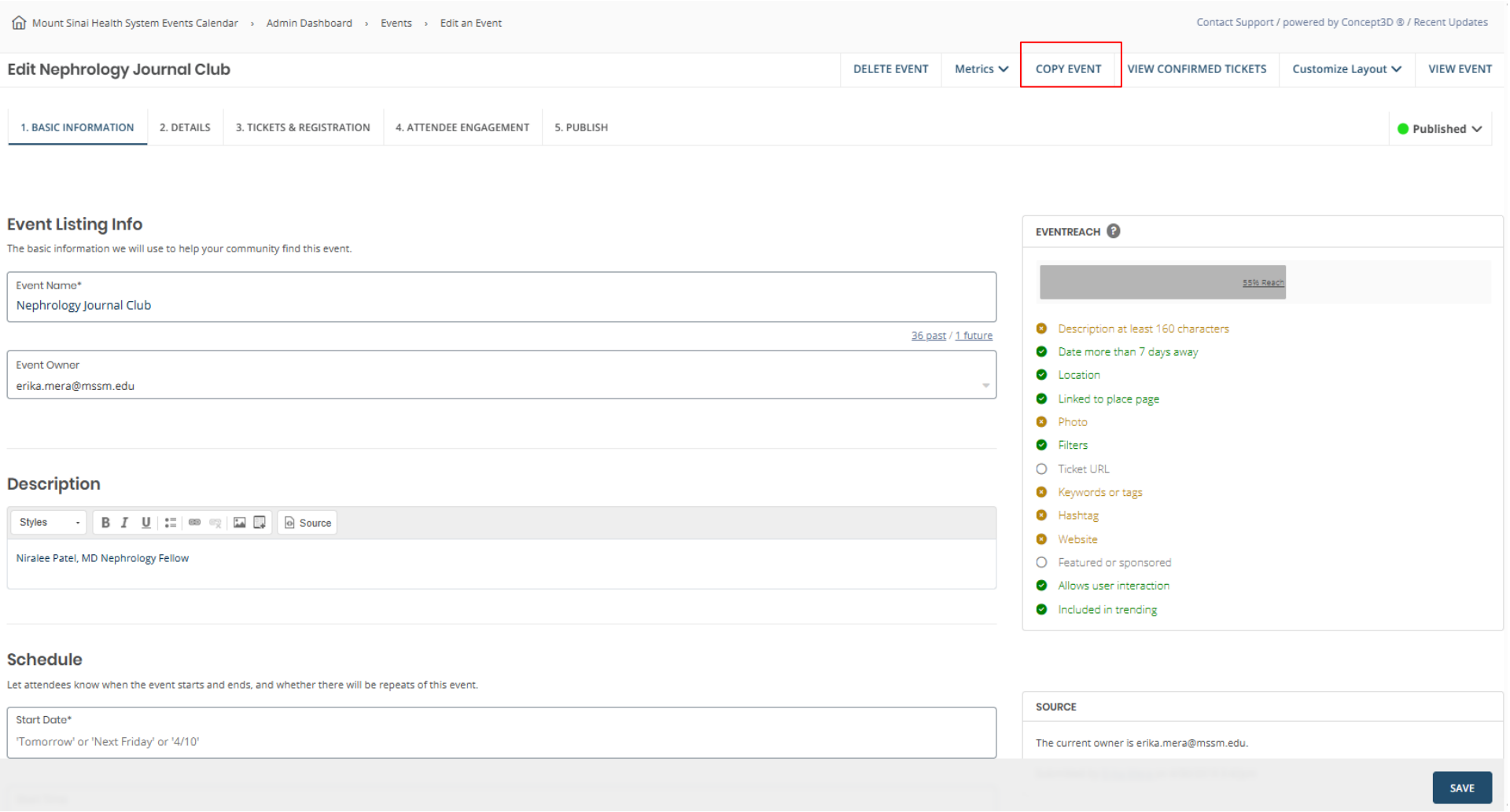


- Click on the event title to access the Editing Event screen to update date, description, filters etc.



Copying Events

- The Editing Event screen can also be used to copy an event.



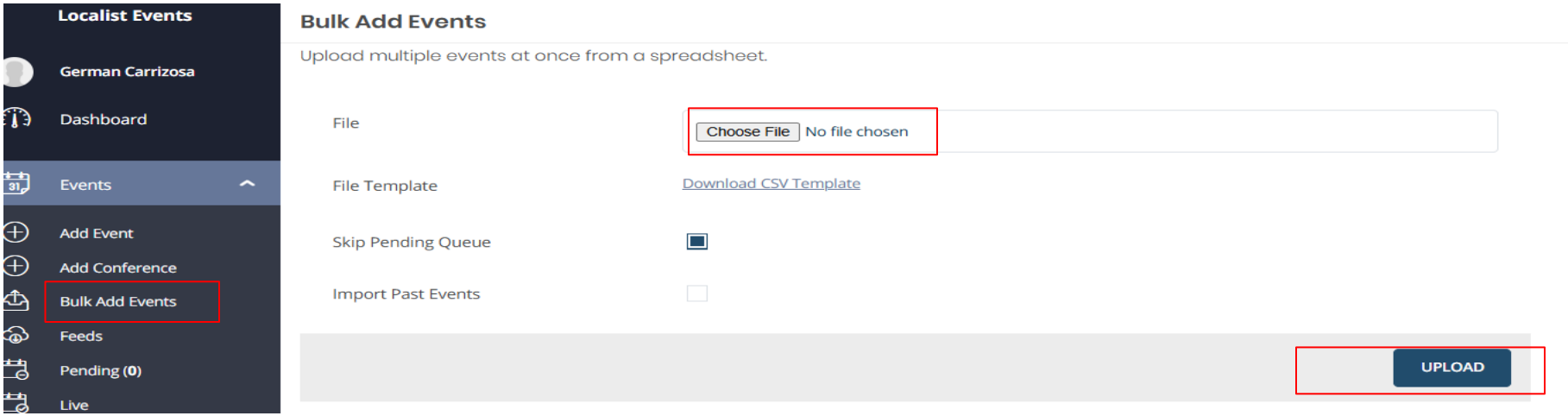
Creating a Fixed Repeating Event

The platform defines a Repeating Event as an event series in which all elements remain constant on a daily, weekly, or monthly basis.

If your event is consistent with this definition, then select the event's frequency from the **Repeating** drop-down menu.

Bulk Event Uploads (Only for Admins)

- Use the Bulk Event Upload feature to upload multiple events at once.
- In the Admin dashboard, select Events > Bulk Add Events, then select **Download CSV Template**. This template is pre-populated with headers that match the filters used in the Add an Event page.



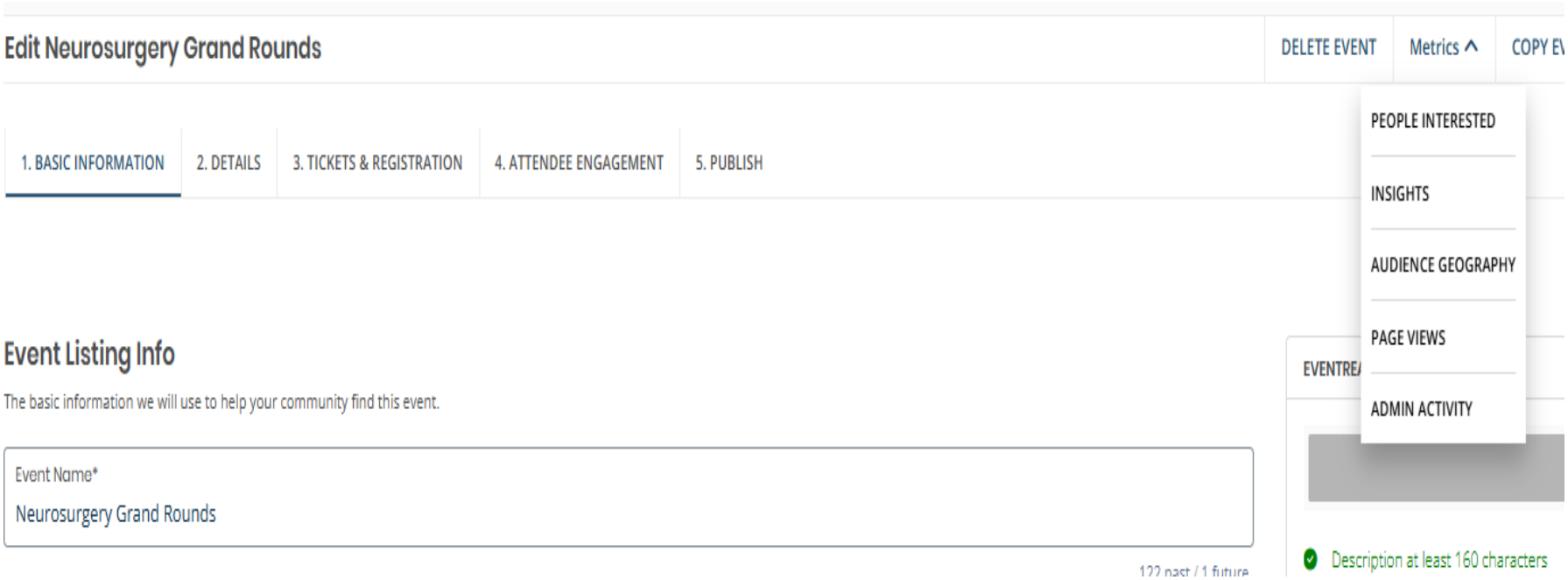
- Please note that you will need to select at least one Event Type, Audience, and Campus and the naming conventions/spellings must be identical to what is listed within the platform.
- Most common bulk event uploading errors include:
  - The headers and/or data is not formatted properly
  - Past events are included, but Import Past Events is not checked
  - An event name and/or start date is not provided

- Please contact the Digital Marketing team at WebFeedBack@mountsinai.org if you need help with this feature.

Metrics

The following metrics are available for each event:

- People Interested
- Insights
- Audience Geography
- Page Views
- Admin Activity



Additional Resources

- Knowledge Base - https://help.concept3d.com/hc/en-us