

PARTNER ACTIVATION GUIDE

CTVISIT.COM CONTENT MANAGEMENT GUIDE FOR TOURISM PARTNERS



IDEAS **DO** **STAY** **EAT** **EVENTS** **REGIONS** **SEASONS** **MAP** **SIGN UP** **SEARCH**

SHORTCUT TO SPRING

Connecticut spans just 110 miles from east to west. And 70 miles from north to south. But across our diverse yet compact regions, you'll find everything you need to both unplug - and recharge!

HIGHLIGHTS **ACTIVE ADVENTURE** **REST/RELAXATION** **ARTS/CULTURE** **FAMILY FUN** **HISTORY**

Take Me Out to the Ballgame in Connecticut

What's New in Connecticut

VIEW ALL THE LATEST NEWS

EMPOWER Leadership Sports & Adventure Center

Mystic Aquarium

Foxwoods Resort Casino

Deals & Packages

Foxwoods Rewards Card Discount

Delamar Romance Southport

Spa Day Westbrook

Upcoming Events

April 5 Justin Willman: Magic in Real Life Tour

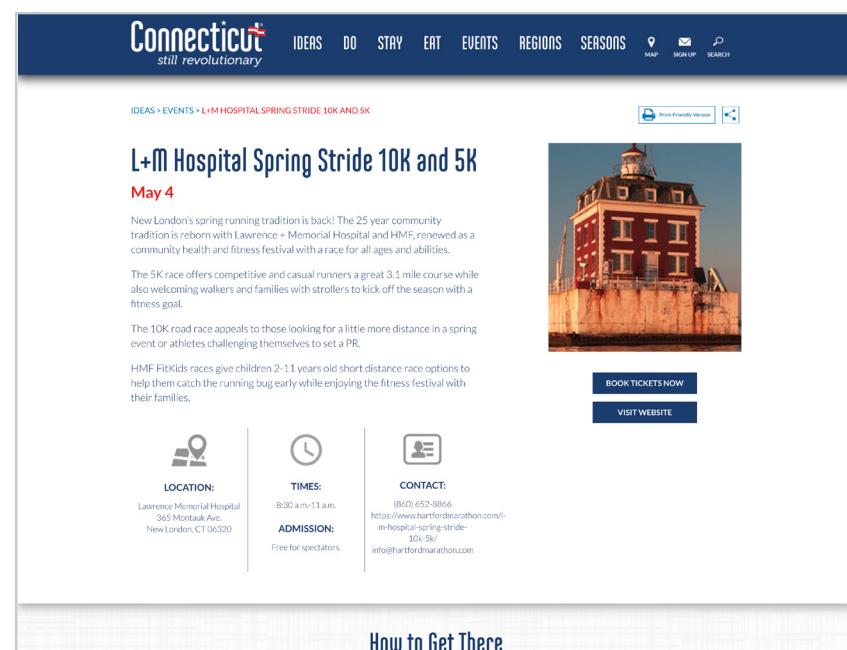
April 5-7 Rock of Ages

April 6 9th Annual Plunge at the Park

April 6 American List Society

April 8 46th Annual Cherry Blossom Festival

SEE ALL EVENTS FOR THIS WEEKEND



IDEAS > EVENTS > L+M HOSPITAL SPRING STRIDE 10K AND 5K

L+M Hospital Spring Stride 10K and 5K

May 4

New London's spring running tradition is back! The 25 year community tradition is reborn with Lawrence + Memorial Hospital and HMFR as a community health and fitness festival with a race for all ages and abilities.

The 5K race offers competitive and casual runners a great 3.1 mile course while also welcoming walkers and families with strollers to kick off the season with a fitness goal.

The 10K road race appeals to those looking for a little more distance in a spring event or athletes challenging themselves to set a PR.

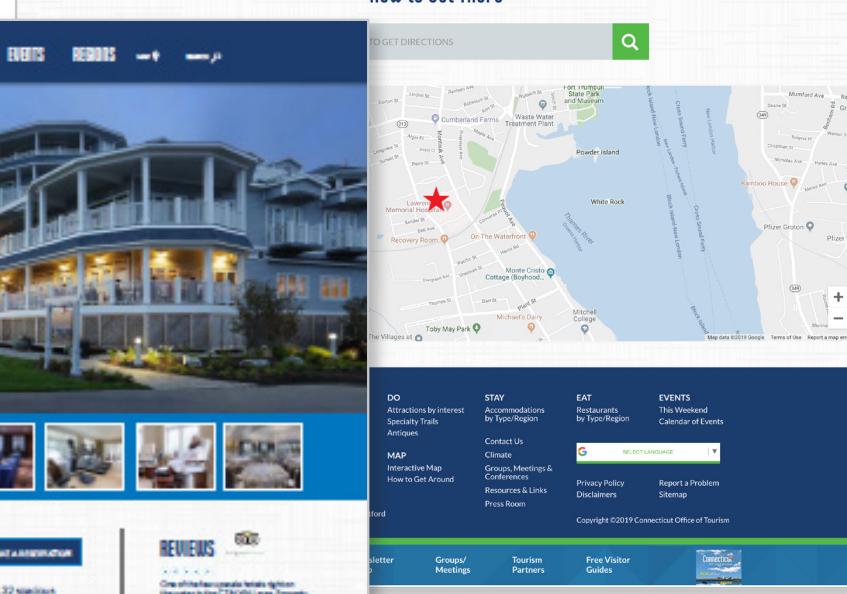
HMFRkids races give children 2-11 years old short distance race options to help them catch the running bug early while enjoying the fitness festival with their families.

LOCATION: Lawrence Memorial Hospital
365 Montague Ave
New London, CT 06320

TIME: 8:30 a.m.-11 a.m.

ADMISSION: Free for spectators.

CONTACT: (860) 452-9866
<https://www.hartfordmarathon.com/l-m-hospital-spring-stride-10k-5k/>
info@hartfordmarathon.com



TO GET DIRECTIONS

Madison Beach Hotel

Visit Our Website **Make a Reservation**

LOCATION: 91 W. Wharf Rd, Madison, CT 06443

AMENITIES: Bay, Pool, Children, Pet Friendly, Business/Facilities for Events, ADA Compliant, Business Center, Bar/Lounge, Restaurant, Conference Room, Fitness/Facility, Breakfast, Meeting Facilities, Pet Friendly, Groups, Wellness, Pet Friendly.

CONTACT: (860) 248-1426
madisonbeach@madison.com

REVIEWS

One of the favorite hotel options in the CT DMV area. Property seems to have been recently renovated.

Visited during fall season. My mom has stayed here a few times and she loves it. The room was just stay. Cleaned every and every time we got here for more light away.

The room and more were great but the room was just stay. Cleaned every and every time we got here for more light away.

The night was the Madison Beach Hotel. The room was the same as the room we stayed at the weekend.

DEALS & PACKAGES

Foxwoods Rewards Card Discount

Delamar Romance Southport

Spa Day Westbrook

Upcoming Events

April 5 Justin Willman: Magic in Real Life Tour

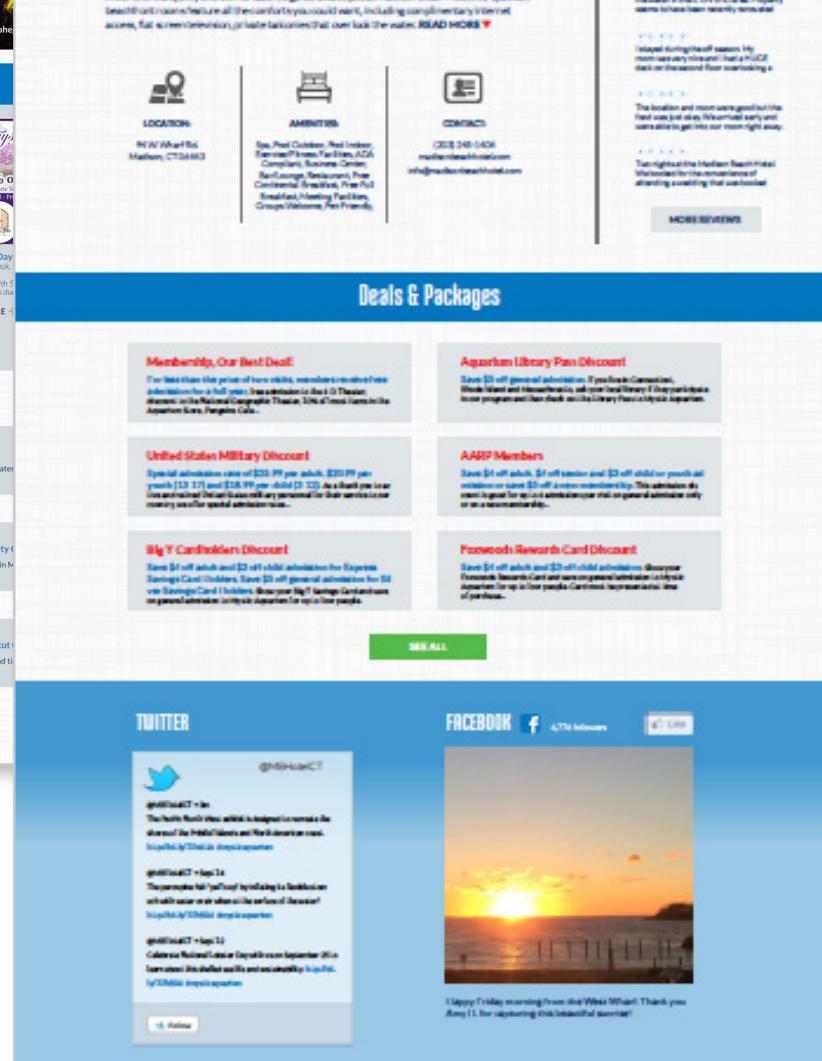
April 5-7 Rock of Ages

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SEE ALL EVENTS FOR THIS WEEKEND



TWITTER

@CTVisitCT

The Twitter feed is a great way to connect with the diverse list of visitors and the diverse range of tourism partners. It's a great way to keep up with the latest news and updates from the tourism industry.

Facebook **47K+ Followers**

Facebook **47K+ Followers**

Instagram **1.2M+ Followers**

Instagram **1.2M+ Followers**

Twitter **1.2M+ Followers**

Twitter **1.2M+ Followers**

LinkedIn **1.2M+ Followers**

LinkedIn **1.2M+ Followers**

Version 2.0

April, 2019

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The Connecticut homepage features a large banner with the tagline "TRAVEL LESS. EXPERIENCE MORE." Overlaid on a background image of small islands in the ocean. Below the banner, a section titled "See ideas based on interest" includes links for Highlights, Active Adventure, Relaxation, Arts/Culture, Family Fun, and History. A "Deals & Packages" section shows three examples: "Mi Beviglia's Restaurant" in Simsbury, "Copper Beach Inn" in Litchfield, and "Bethel & Woodbury" in Bethel. At the bottom, there's a "Upcoming Events" section with three event cards and a "SEE ALL EVENTS FOR THIS WEEKEND" button. The footer contains links for various regions and a "Tourism Partners" link, which is highlighted with a red box and an arrow pointing to it.

A whole new look...completely re-engineered.

The first thing you'll notice when you land on CTvisit.com is that the entire experience has been completely re-invented, with a prime focus on you — our tourism partners. The site launches with an inspirational background video focusing the core tenants of our brand — so many diverse things to do, all so close to you (and each other).

As you scroll down the page, you're met with a variety of ideas of things you can do, see and experience — all organized by area of interest (whether you're looking for an active adventure, family fun, arts and culture, or something different), by navigating through these main tabs, you'll get a series of travel ideas all curated to drive more activity to your destinations.

Further down the page you'll see a variety of different deals and packages that are being featured right from the homepage, as well as upcoming events not-to-be-missed throughout the state.

Regional flavor.

In addition to the State's main site experience, we've also completely overhauled all of the regional experiences as well. By simply going to the regions tab in the main navigation, visitors could also experience the site if they know exactly where they are looking to go.

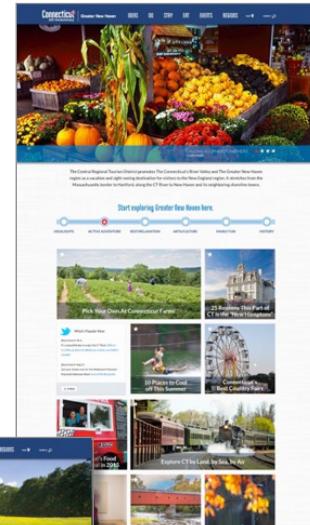
Mystic Country



River Valley



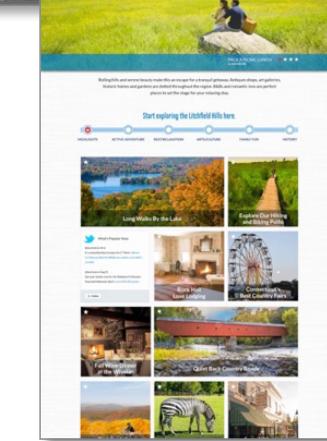
Greater New Haven



Litchfield Hills



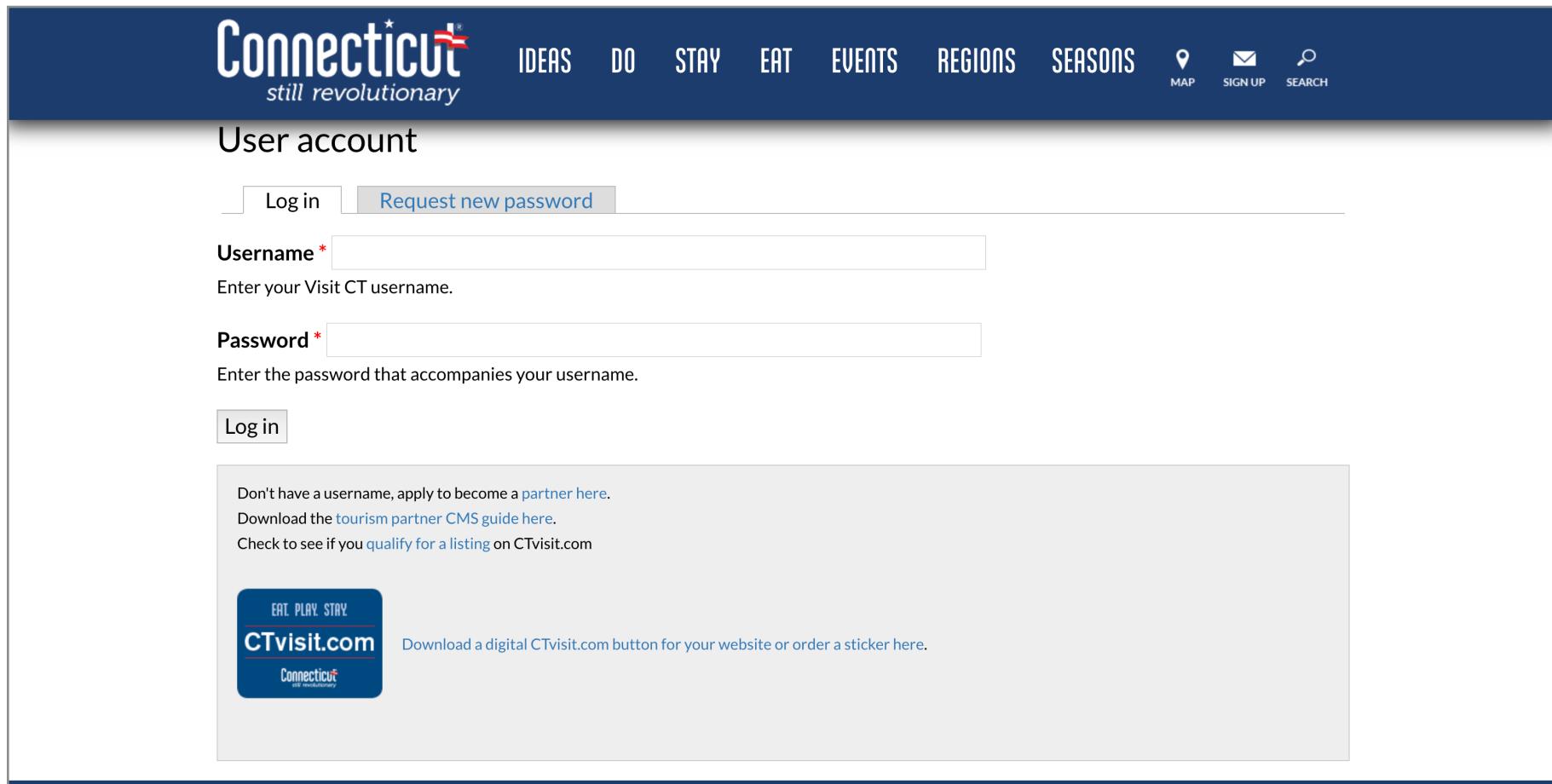
Fairfield County



While the regional sites will provide a very distinctive and unique experience to the visitor, make no mistake, the new CTvisit.com will act as a "best-of" for all regions, creating a more unified view of our state PLUS providing the distinct regional views.

And remember, to make things as easy on you as possible, we've even added a link pinned to the footer for your access. Use this link often to login to the CMS tool to keep your listings, events and deals as updated as possible!

Login at: <http://www.ctvisit.com/user>



User account

[Request new password](#)

Username *
Enter your Visit CT username.

Password *
Enter the password that accompanies your username.

Don't have a username, apply to become a [partner here](#).
Download the [tourism partner CMS guide here](#).
Check to see if you [qualify for a listing](#) on CTvisit.com

CTvisit.com
EAT. PLAY. STAY.
Connecticut
still revolutionary

Download a digital CTvisit.com button for your website or order a sticker [here](#).

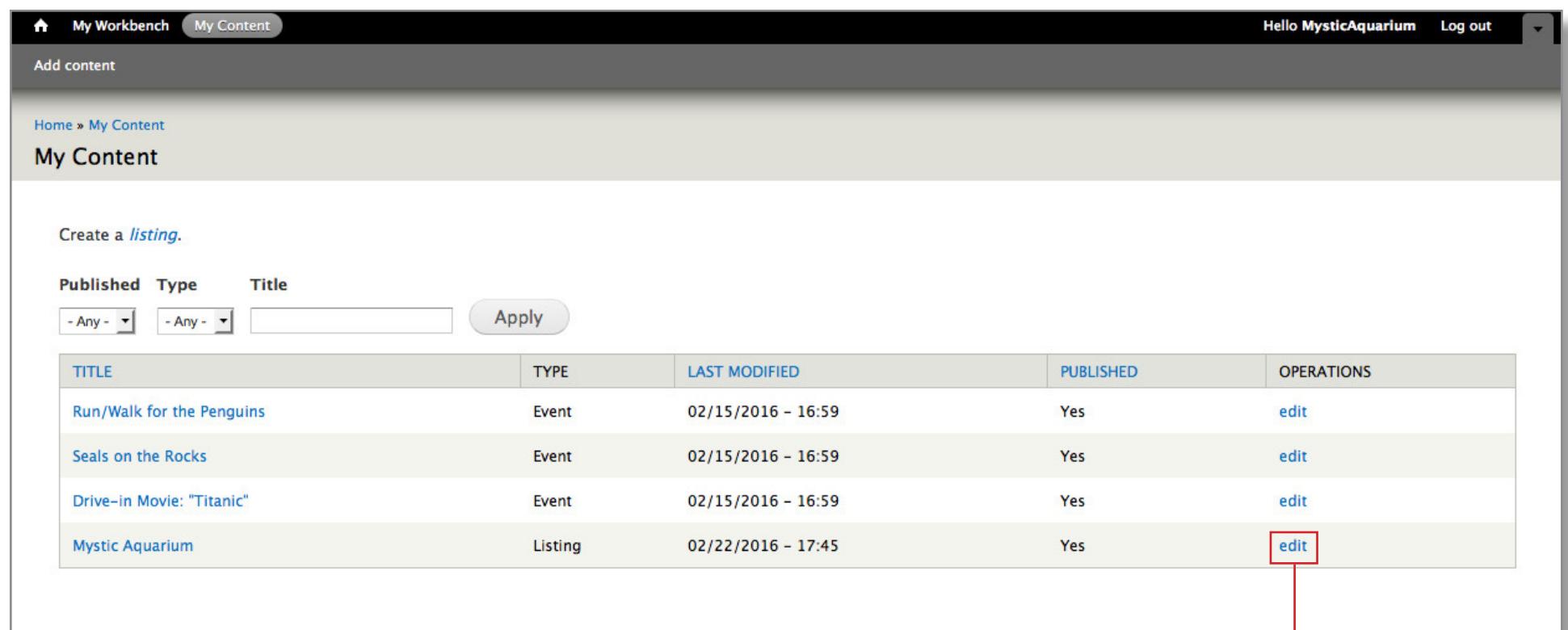
If you already have a listing on CTvisit.com

If you're currently a tourism partner and have a listing on CTvisit.com, simply click on the "Tourism Partners" link in the footer of CTvisit.com or go directly to <http://www.ctvisit.com/user>. Enter in your username and password credentials to get started. If for some reason you can't remember your username or password, click on the "Request new password" tab at the top of the screen and follow the prompts provided.

If you would like to apply for a free listing on CTvisit.com

Great! Simply visit the same link, <http://www.ctvisit.com/user> and click on "Don't have a username, apply to become a partner here." We'll ask you to provide some basic information about you, the organization you represent and what access you'd like to have for managing your destination. Once you've been approved, you'll be contacted via email with the appropriate credentials to login to begin administering your content.

Any questions, please don't hesitate to reach out to us! You can email Jean Hebert at (Jean.Hebert@ct.gov) or call at 860.500.2375



If you're an existing user with CTvisit.com, as soon as you've logged in you should see a screen that looks just like this. It provides a full content listing of all of the different types of content tied to your listing. The title column explains what the name of the content is, the type column will identify whether it's a listing or an event and the additional columns provide a view for you as the administrator of where and when the content was last touched (and whether it is live on the website).

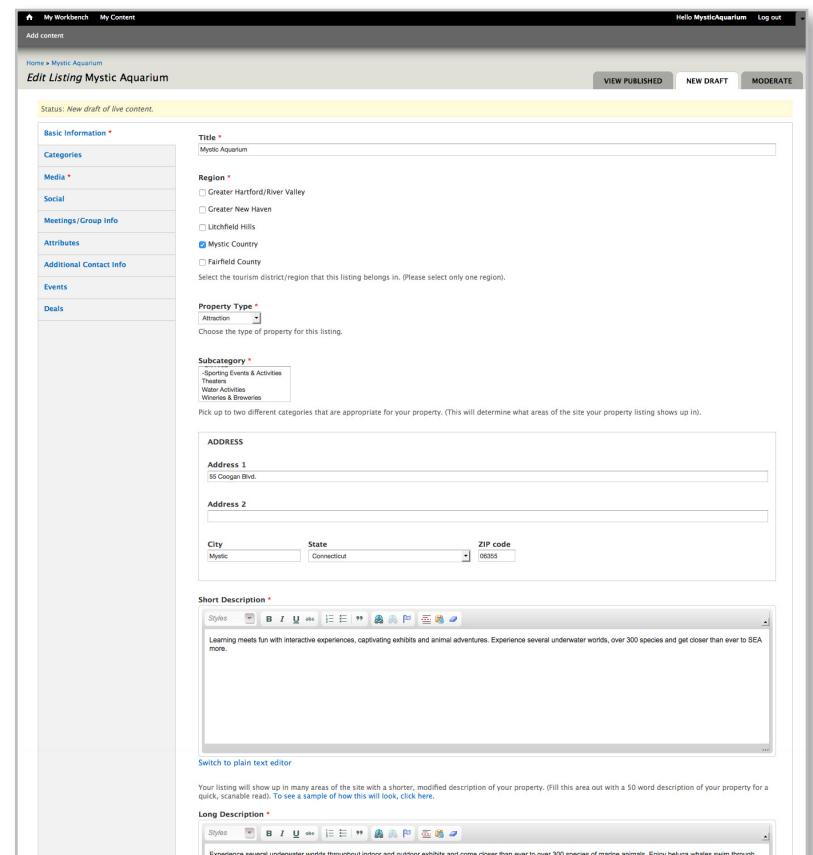
Getting Started

- ★ **Select your starting point by deciding what type of content you want to view/edit.** In the next section, we are going to take you through a full explanation of your "listing", so we'll begin here.
- ★ **Click the "EDIT" button** in the operations column to get to your listing admin screen.
- ★ *Note: Anytime you click on the **NAME** in the title column in any of the admin screens, you'll be taken to the public-facing view of that content (but will have a different feel). Because you are logged in as an administrator, it will also include editing buttons on the page. Do not worry, the public will not see this. It's simply a tool within the system to make administering content easier for you.*
- ★ *If at any point you click on "**EDIT**" in the operations column, you'll always be brought to the CMS administration panel for editing your content. The view you begin on is completely up to you. Outlined below are two screens that outline the differences.*

(Ex) if you click on the "name" link to get started



(Ex) if you click on the "edit" link to get started



A Hero visual showing a close-up of a colorful carousel horse.

B Grid of carousel images.

C Listing title: 'The New England Carousel Museum'.

D Listing description: 'The New England Carousel Museum is dedicated to the acquisition, restoration, and preservation of operating carousels and carousel memorabilia and the creation of new carousel material, for the education and pleasure of the general public. The main mission of the New England Carousel Museum, a non-profit organization, is to preserve and protect antique wooden carousels and carousel pieces. We believe that the way to accomplish this task is through education. We are in the business of educating the children, who are the next generation of carousel lovers. [READ MORE](#)'.

E Calls to Action: 'VISIT OUR WEBSITE' and 'BOOK DIRECTLY'.

F TripAdvisor reviews.

G Upcoming Events: 'SEPTEMBER 18-DECEMBER 31', 'FEBRUARY 20', 'FEBRUARY 25', 'Silent Poetry: The Wonderful Work of Rick Plemmons', 'Chaparral Live at the Carousel Museum', 'Mardi Gras 2016'.

H Deals & Packages: 'Membership, Our Best Deal!', 'Aquarium Library Pass Discount', 'United States Military Discount', 'AARP Members', 'Big Y Cardholders Discount', 'Penwood Rewards Card Discount'.

I Twitter feed.

J Facebook feed.

K 'While You're in the Neighborhood' section showing nearby hotels, restaurants, and attractions.

What makes up a complete listing?

As a listing partner on the official State tourism website, you are entitled to a very robust listings page, which can leverage a whole number of key communications goals. Outlined below are some detail around the Listing itself, and on further pages, details on how to create and administer them.

Elements that make up a Listing:

- A) Hero visual that helps visually support your destination
- B) Carousel Images that allow you to upload additional images as well as allowing you to leverage Instagram and YouTube to bring in your visual social media assets.
- C) Name of Listing
- D) Listing Description(s) which include both a short/long version. More details about the specifics can be found in the following pages
- E) Calls to Action allowing you to include both a direct link to your website and links to your booking site (if applicable).
- F) TripAdvisor. Build in TripAdvisor API allows you to leverage TripAdvisor reviews to be brought in to your listing page (if you choose).
- G) Upcoming Events. Because this new CMS platform is completely integrated (listing partners and events are tied together), the admin for a listing only needs to create events as needed and they will automatically be brought in here.
- H) Deals/Packages. Same here. Each time a new deal and/or package is created, it will automatically be tied to the your listing and shows up here.
- I) Twitter. Allowing even more social integration, you can add your Twitter handle and bring in your latest tweets right into your page...making last minute announcements even simpler for you to communicate.
- J) Facebook. You can also bring in your latest Facebook posts directly into your listing page as an additional offering.
- K) While You're In the Neighborhood. Because proximity is everything...especially to a mobile visitor, each listing profile page comes equipped with a "while you're in the neighborhood" feature which will automatically bring in other tourism partners that are nearby (broken down by Hotels, Restaurants and Attractions). These will be plotted on a Google Map and even tell the visitor how close it is to the listing they're viewing.

My Workbench My Content
Add content

Home > Mystic Aquarium
Edit Listing Mystic Aquarium

VIEW PUBLISHED NEW DRAFT MODERATE

Status: New draft of live content.

Basic Information *

Categories
Media Social Meetings/Group Info Attributes Additional Contact Info Events Deals

Title * Mystic Aquarium

Region *
 Greater Hartford/River Valley
 Greater New Haven
 Litchfield Hills
 Mystic Country
 Fairfield County

Select the tourism district/region that this listing belongs in. (Please select only one region).

Property Type *
Attraction

Choose the type of property for this listing.

Subcategory *
Sporting Events & Activities Theatres Water Activities Wineries & Breweries

Pick up to two different categories that are appropriate for your property. (This will determine what areas of the site your property listing shows up in).

ADDRESS

Address 1 55 Coogan Blvd.

Address 2

City Mystic **State** Connecticut **ZIP code** 06355

Short Description *

Learning meets fun with interactive experiences, captivating exhibits and animal adventures. Experience several underwater worlds, over 300 species and get closer than ever to SEA more.

Long Description *

Experience several underwater worlds throughout indoor and outdoor exhibits and come closer than ever to over 300 species of marine animals. Enjoy beluga whales swim through the Arctic Coast and American penguins waddle along the beach. Watch sea lions demonstrate exciting behaviors during a complimentary show in the Foxwoods Marine Theater. Touch a shark as it swims beneath your fingers and feel the sensation of a cowose ray glide below. Immerse your senses when 3D imagery meets special effects in our 4D Theater. Expand your mind with exclusive films in the National Geographic Theater.

Travel the globe in Exploration: *Wet! Jump in a JEEP*, pass by a life-sized towering polar bear then hop on the back of a dog sled. Climb in a steel shark cage, if you dare, then explore the Shark Lab below. Go eye-to-eye with 6 American alligators where the only thing separating you from these reptiles is a sheet of glass. Venture deeper into adventure – step into *Sharks & Tails* and pet various reptiles including juvenile alligators.

At the Endicott's historic aquarium, there are many opportunities to get even closer to spectacular animals during an encounter program. Paint with a beluga whale, spend time with African penguins, or see what it's like to be a trainer for a day. Learn about the animals and discover how the team of veterinarians and researchers are making a difference in the lives of animals all over the globe.

Having received the National Medal for Museum and Library Service in 2014, Mystic Aquarium is the only aquarium or zoo honored with this award. Our mission to inspire people to care for and protect our ocean planet drives Aquarium initiatives in conservation, education and research locally, regionally and globally.

Tour time: 2.5-3 hours

Other amenities: Catering, Concessions, Dining Nearby, Parking, Printed Guides, Restaurant, Self-guided tours, Special Packages

Public Phone (860) 572-8955

Please enter your phone number in the format as follows: (123) 456-7890

Email Address info@mysticaquarium.org

Website http://www.mysticaquarium.org

Please enter a fully qualified URL address: (http://www.yourwebsite.com)

Booking URL http://www.mysticaquarium.org

Please enter a fully qualified booking URL address: (http://www.yourbookingwebsiteaddress.com)

Fax General (860) 572-5969

Dates of Operation

Enter your dates of operation, separated with commas. (May – July, October – December)

Hours
Apr-Labor Day, daily 9-5:50. Sep 2- Nov, daily 9-4:50. Dec-Feb, daily 10-4:50. March, daily 9-4:50. Closed Thanksgiving and Dec. 25.

Enter your hours of operation, separating days/times with commas. (Daily: 10am – 5pm, Summer: 10am – 6pm)

Pricing
General admission: adults \$34.99, seniors \$29.99, youth (13-17) \$28.99, children (3-12) \$24.99, 2 & under free.

Enter your basic pricing information.

Pricing Tier None ADA Compliant Pet friendly Meeting/Event Facilities Groups welcome

Revision information
New revision

Revision log message
Edited by MysticAquarium.

Provide an explanation of the changes you are making. This will help other authors understand your motivations.

Moderation state Draft (Current)

Set the moderation state for this content.

Save **Preview** **Delete**

Once you've selected a listing, you will get an editing screen that looks a lot like the screen shot off to the left.

Each listing is comprised of 9 tabs, each with its own pertinent information (and in certain key areas, includes help text and links for helping you best edit/build your listing page).

Key aspects to make sure are filled out.

- ★ **Title** (name of property)
- ★ **Property Categories** — check to make sure you are assigned to the right **region**, **property type** and **subcategories**.

Then, make sure to check how you are assigned within the system. You can be included in up to two different sub-categories (e.g., if you're a museum attraction, you could assign yourself to both history as well as museums/art galleries).

- ★ **Address** – verify (or enter) your location address.

→ ★ **Descriptions** – Notice that there are two different fields for your description...both short description and long description. [Leverage the help text](#) and links which will help you understand how to fulfill each field.

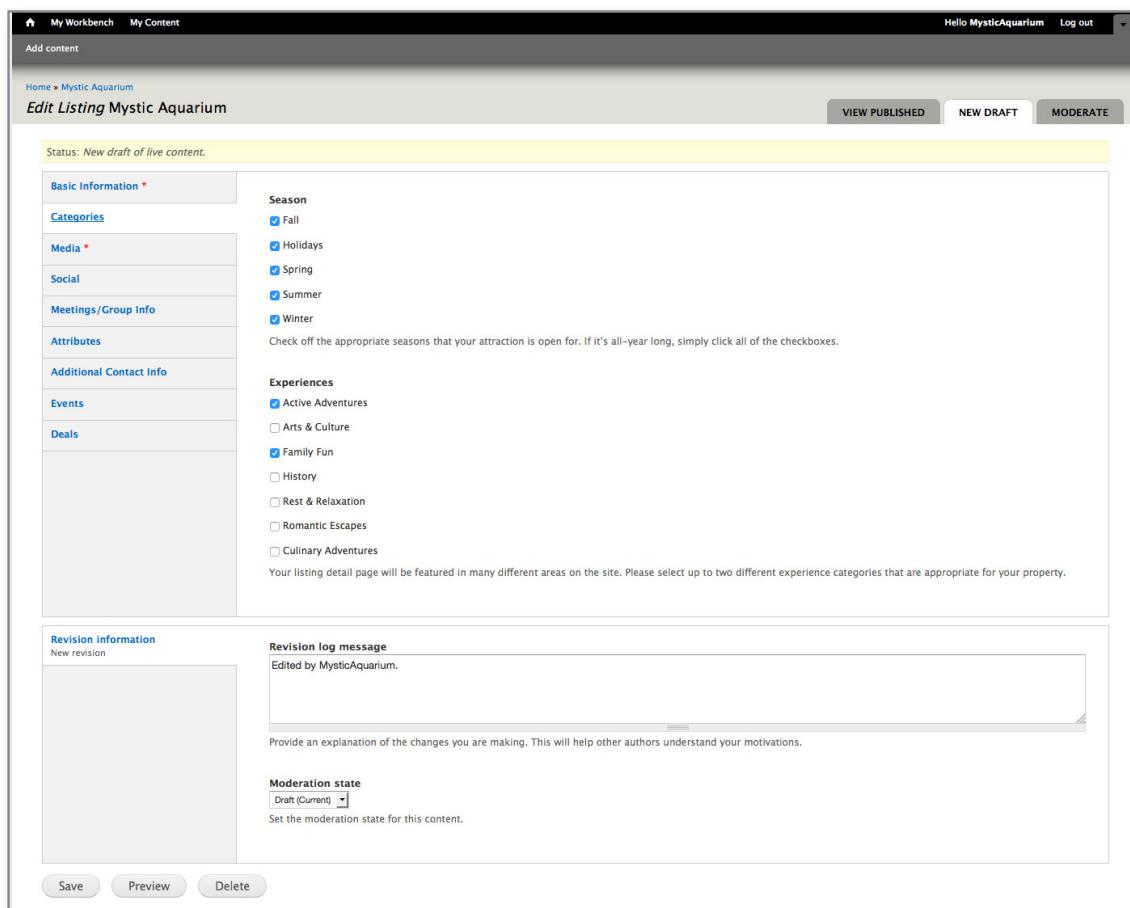
- ★ **Contact Information** – Your public phone, email and website will show up in your "Contact" box within your listing. Make sure this information is accurate.

→ ★ **Website/Booking URLs** – These fields are key to helping drive traffic to your websites and booking engines (should you have one). By filling out these fields, your page will feature big call-to-action buttons at the top of your page with pointed links to your website and booking sites.

→ ★ **Hours** – Your hours of operation will also show up next to your contact information on the page. Please leverage the help text underneath this field to ensure the Hours are formatted consistently and presented in the best manner.

→ ★ **Pricing** – Make sure to fill out any pertinent pricing information. This is not a mandatory field but could be helpful to the visitor. If you are a hotel/restaurant, we would like you to leverage the selection box for "pricing tier" to make sure you are included in relevant searches.

→ ★ **SAVE your updates**

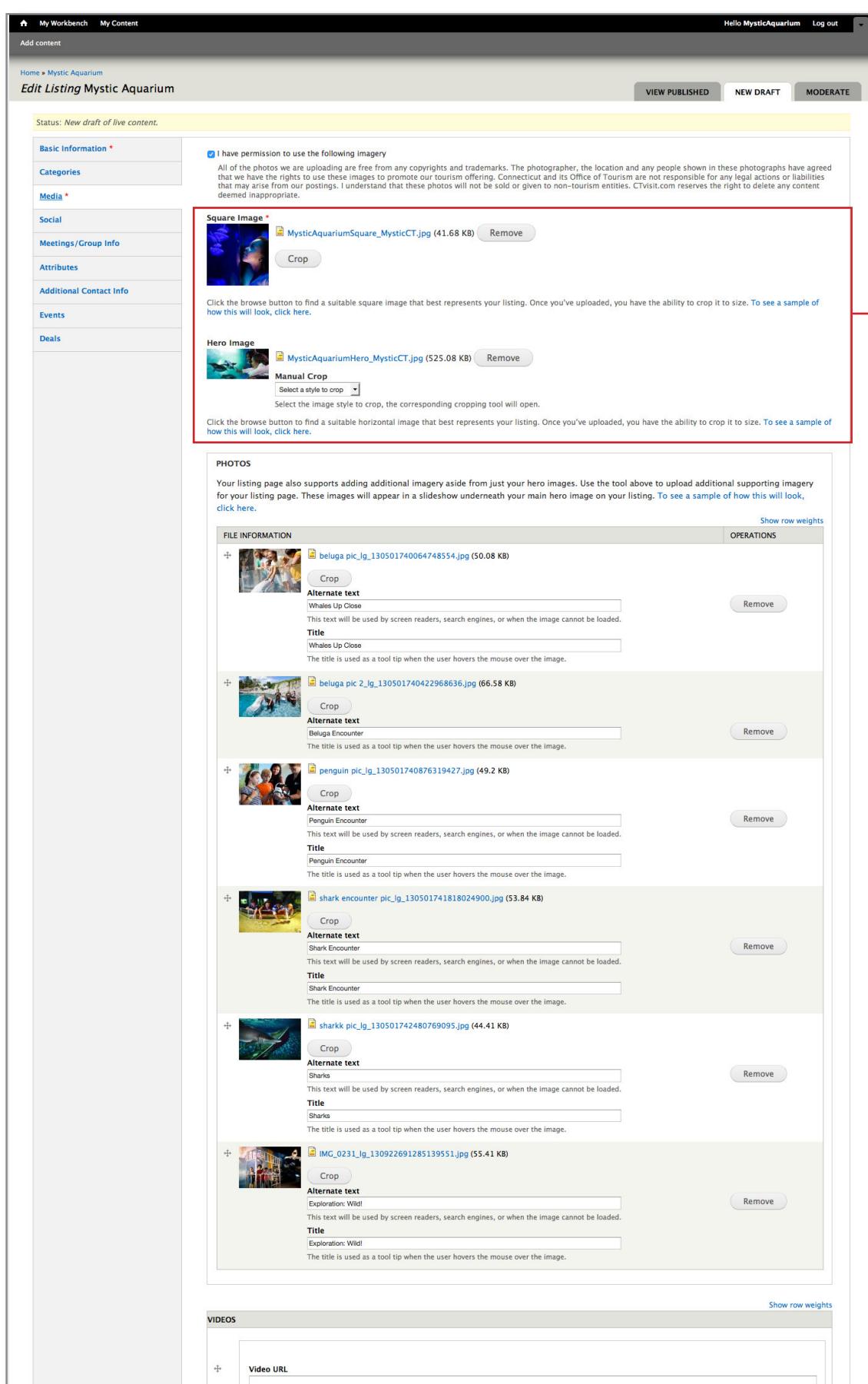


Categories Tab

Once you have completed the first tab, navigate over to the second tab labeled "Categories"

★ **Seasons** – Please check off the appropriate seasons that your attraction, accommodation or restaurant is open for. If it's an all-year-round destination, please make sure to check all the boxes.

★ **Experiences** – The new site is organized at the highest level by "experiences" that the visitors can have when they come to CT. Please select up to two different experiences categories that are appropriate for your destination. You can choose from: *Active Adventure, Arts & Culture, Family Fun, History, Rest & Relaxation, Romantic Escapes and Culinary Adventures*.



Media Tab

Once you have acknowledged that you have permission to use the imagery you are about to upload, you'll notice that there are areas in the listings CMS for uploading of imagery.

There are two different image sizes... The square-up profile image and then the hero (horizontal) profile image. **These are essential to make sure they are filled out.** By uploading these images, it will allow the system to present beautiful photography along with your property name not only on your listing page — but throughout the site!

★ *The square image requires a photo that is: 376 pxl by 376 pxls.*

★ *The hero (horizontal) image specs are: 1200 pxl x 484 pxl wide*

Additional Photos

You'll also notice that below the hero/square image upload area is another region labeled "Photos"

Here is where you can upload additional photos to be featured within the listings page. Please leverage the help text and links within this section of the CMS to help best explain how to best leverage these assets.

Basic Information *

I have permission to use the following imagery

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.

Categories

Media

Social

Meetings/Group Info

Attributes

Additional Contact Info *

Trail Info

Events

Deals

When you first go to upload new imagery for your listing you must first check off and acknowledge that you have rights to use the photo you're uploading. Once you've checked the box, you may continue.

Basic Information *

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Square Image

[Browse...](#) [No file selected.](#) [Upload](#)

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

Files must be less than 5 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 376x376 pixels.

Hero Image

[Browse...](#) [No file selected.](#) [Upload](#)

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. To see a sample of how this will look, click here.

[Add a new file](#)

[Browse...](#) [No file selected.](#) [Upload](#)

Files must be less than 10 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 1169x484 pixels.

Click the "Browse" button to find your photo. It will create a pop up screen and ask you to navigate to the appropriate image on your computer. Once you've found it, click on the "Upload" button.

Basic Information *

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Square Image

[Browse...](#) [No file selected.](#) [Upload](#)

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

Files must be less than 5 MB.
Allowed file types: png jpg jpeg.
Images must be larger than 376x376 pixels.

Hero Image

 [New Britain Museum of American Art_Full.jpg \(3.12 MB\)](#) [Remove](#)

[Crop](#)

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. To see a sample of how this will look, click here.

PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. To see a sample of how this will look, click here.

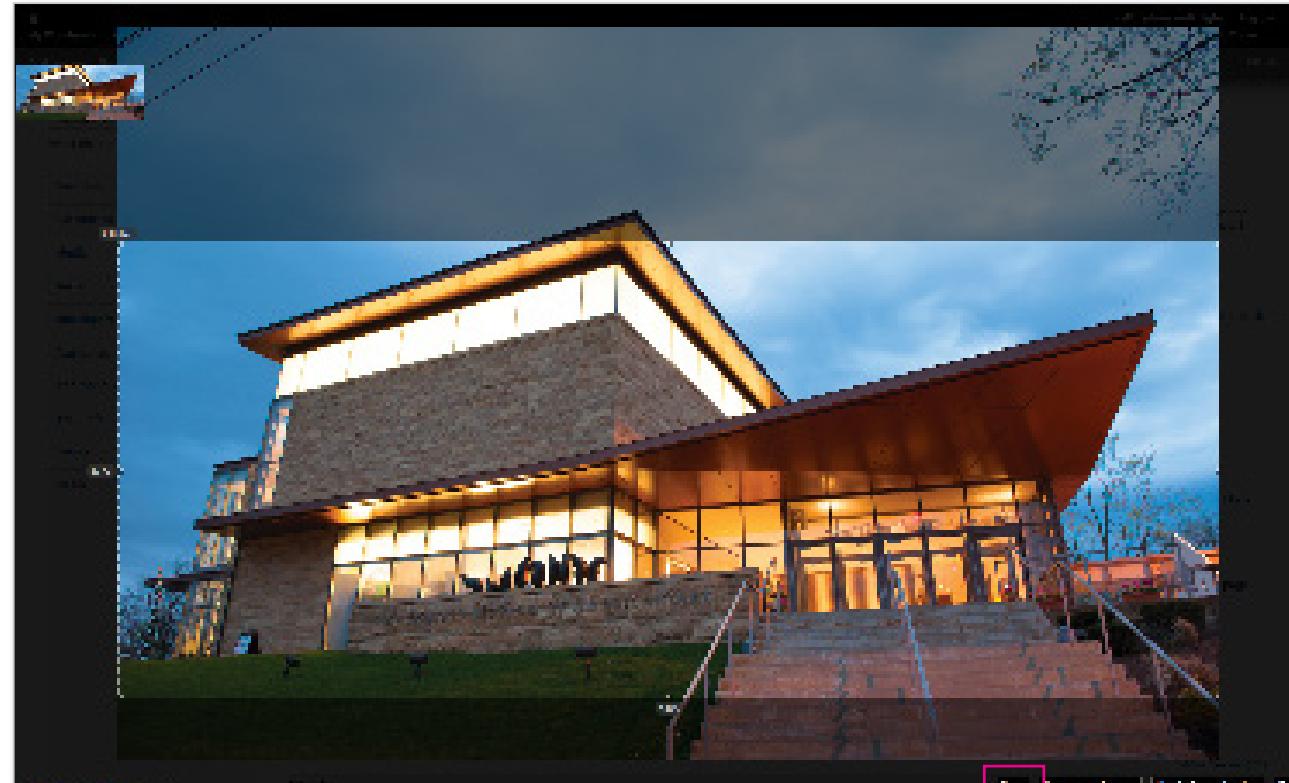
[Add a new file](#)

[Browse...](#) [No file selected.](#) [Upload](#)

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Images must be larger than 1169x484 pixels.

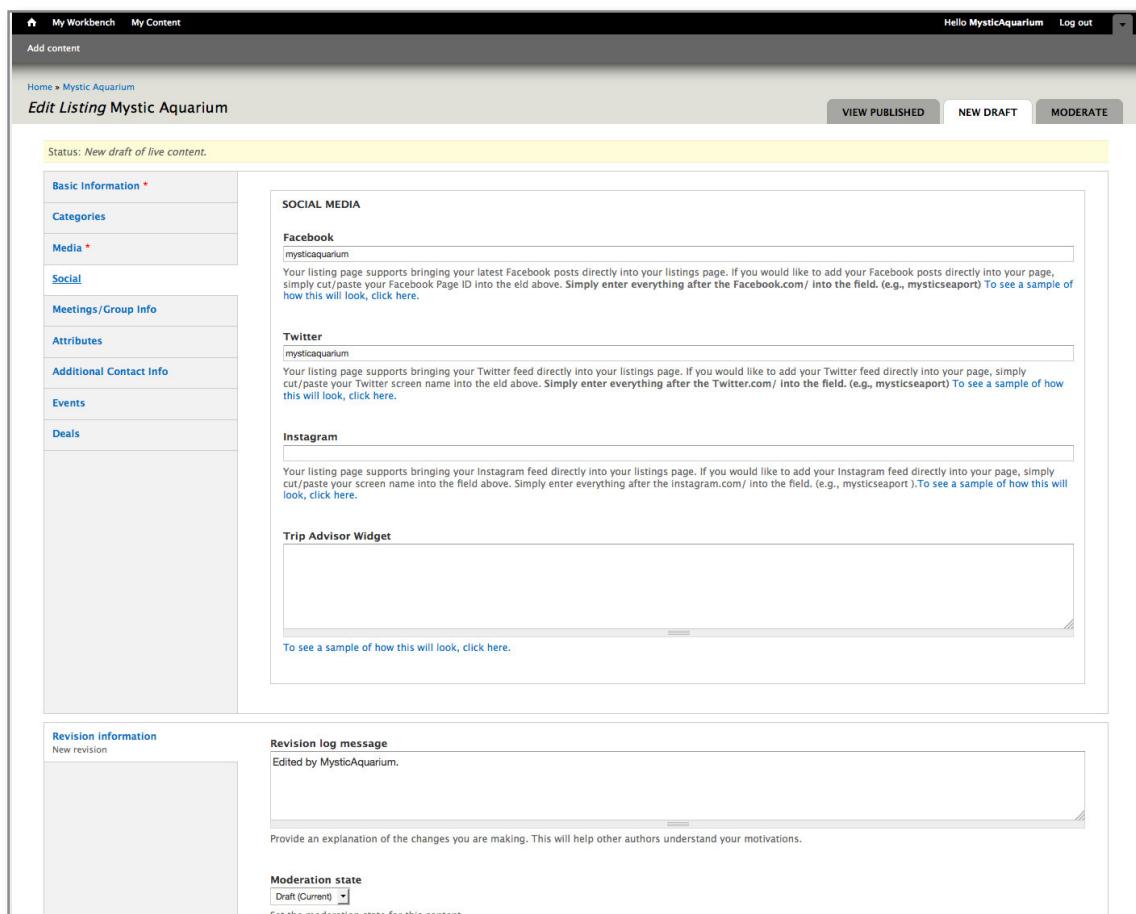
Once you've successfully uploaded the photo, you should see a small thumbnail of the photo along with the file name. In order to best represent the photo, you also have the ability to "Crop" the photo to exactly how you'd like it to appear.

Click the "Crop" button to begin.



Next you will be shown your image. Click and drag into the image and you will be presented with a bounding box allowing you to move the selection anywhere you want within the photo to crop to.

After you're happy with your crop selection, simply click on the "Save" button in the bottom right and you are all set!



Social Tab

As part of your listing page, you have the ability to fully integrate your social media platforms right within your page with Facebook, Twitter, Instagram, YouTube and Trip Advisor as optional elements to turn on.

From the social tab, you'll notice that there are input fields for Facebook, Twitter, Instagram and TripAdvisor. Please note that YouTube is included on the previous tab under "Media".

If you choose to leverage this aspect of your page, please make sure to follow the help text underneath each field and take full advantage of the links within the help text for extended guidance.

Outlined below are they can enter in their social media URL paths into the appropriate field and the CMS will automatically display their latest social posts. In order to do that, the listing partners would simply go to each of their social media pages and copy and paste the URL into the fields provided. *Example seen above is Mystic Aquarium. Please also note the help text under each field will link you over to live examples with detailed description to help you (and your listing constituents).*

Facebook

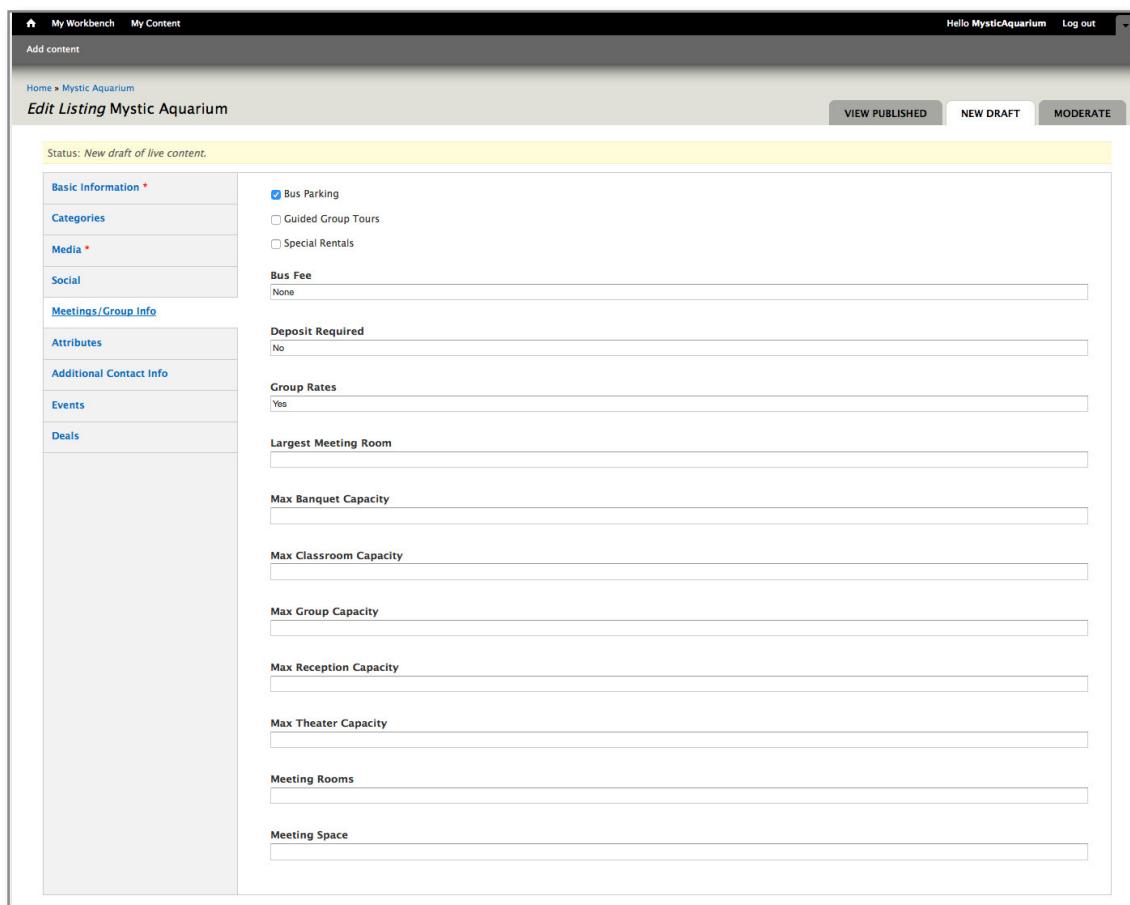
Facebook URL: <http://www.facebook.com/pages/Mystic-CT/Mystic-Aquarium-Institute-for-Exploration/30350237514>

The information that is needed for listing is everything after the facebook.com/... so in this case the field should be filled out with: pages/Mystic-CT/Mystic-Aquarium-Institute-for-Exploration/30350237514

Twitter

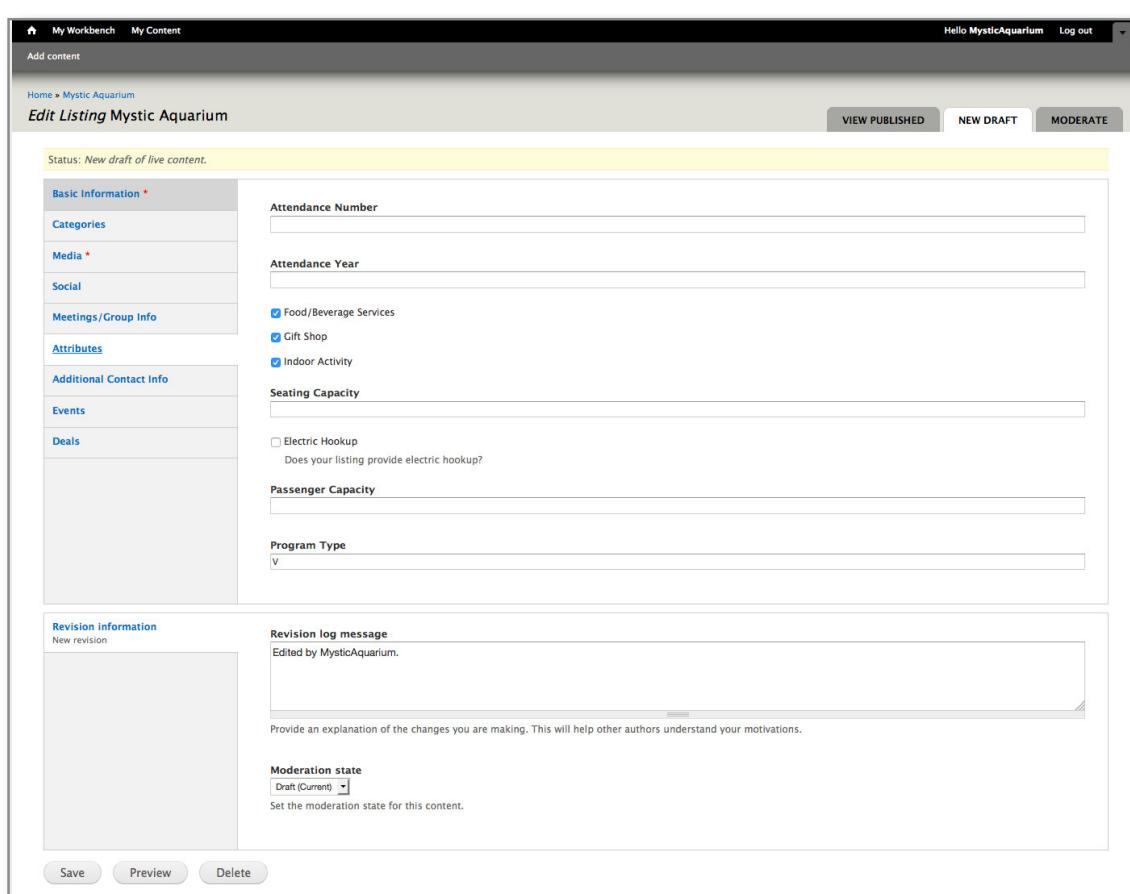
Twitter URL: <https://twitter.com/mysticaquarium>

The information that is needed for listing is everything after the twitter.com/... so in this case the field should be filled out with: /mysticaquarium



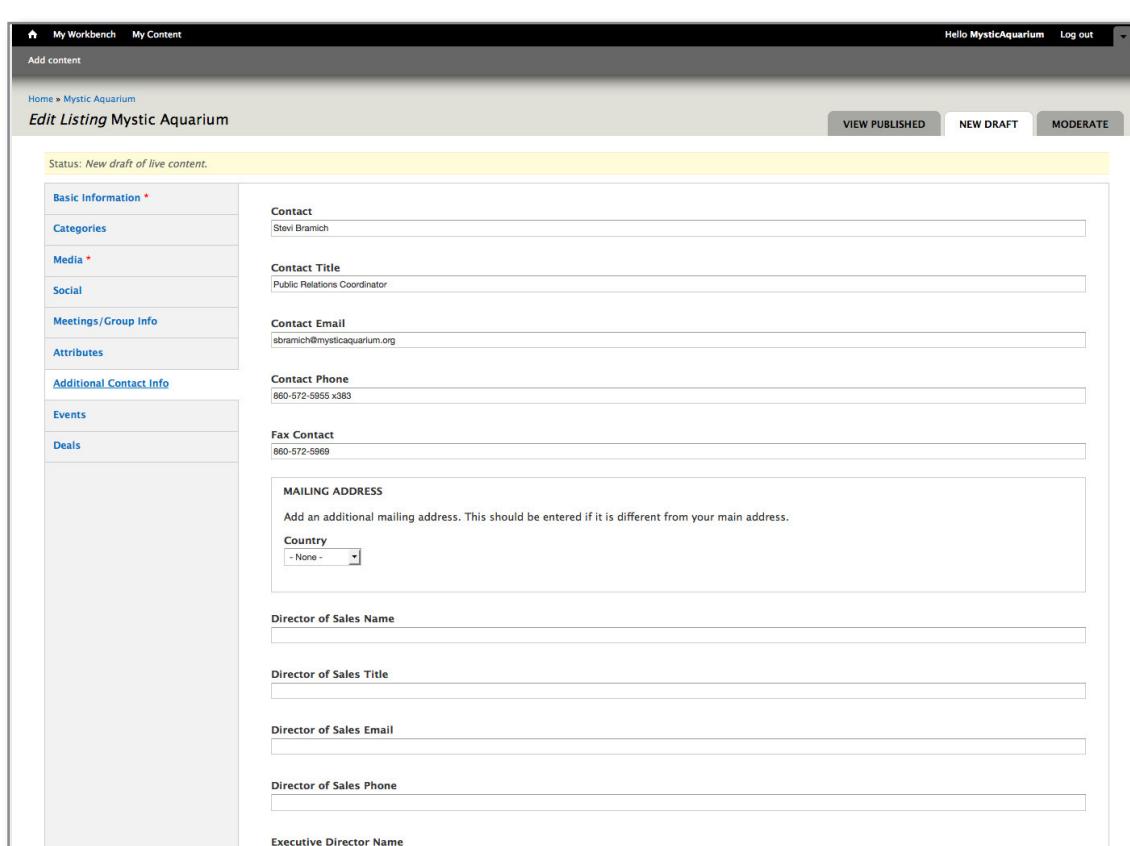
Meetings/Groups Tab

An additional section of the CMS that allows you to provide additional detail information about your property. *This will only display after the user has selected to see your full description. This is not mandatory.*



Attributes Tab

An additional section of the CMS that allows you to provide additional detail information about your property. *This will only display after the user has selected to see your full description. This is not mandatory.*



Additional Contact Tab

The CMS also allows you to keep additional contact information about your property right within the system (CRM portion). You can fill in additional contacts/contact information about your listing within this tab of the listing.

The last two tabs are for Events and Deals (which we'll cover in the next couple of sections).

The screenshot shows a detailed event page for the 'L+M Hospital Spring Stride 10K and 5K'. The page includes:

- A** Event title: L+M Hospital Spring Stride 10K and 5K
- B** Date: May 4
- C** Description: New London's spring running tradition is back! The 25 year community tradition is reborn with Lawrence + Memorial Hospital and HMF, renewed as a community health and fitness festival with a race for all ages and abilities.
- D** Call-to-action buttons: BOOK TICKETS NOW and VISIT WEBSITE
- E** Event photo: A red brick building with a white tower and a flag, likely the Lawrence + Memorial Hospital.
- F** Event details: LOCATION (365 Mortaak Ave, New London, CT 06320), TIMES (8:30 a.m.-11 a.m.), and ADMISSION (Free for spectators).

Below the event details is a map titled 'How to Get There' showing the location of the event in New London, CT.

What makes up an event?

One of the many new enhancements with the new site experience is the system's way of connecting events and deals tied to a particular listing/partner. In the previous version of the site experience, they were two independent aspects... Now they are tied together, and will make the user/management experience a whole lot smoother.

Elements that make up an event:

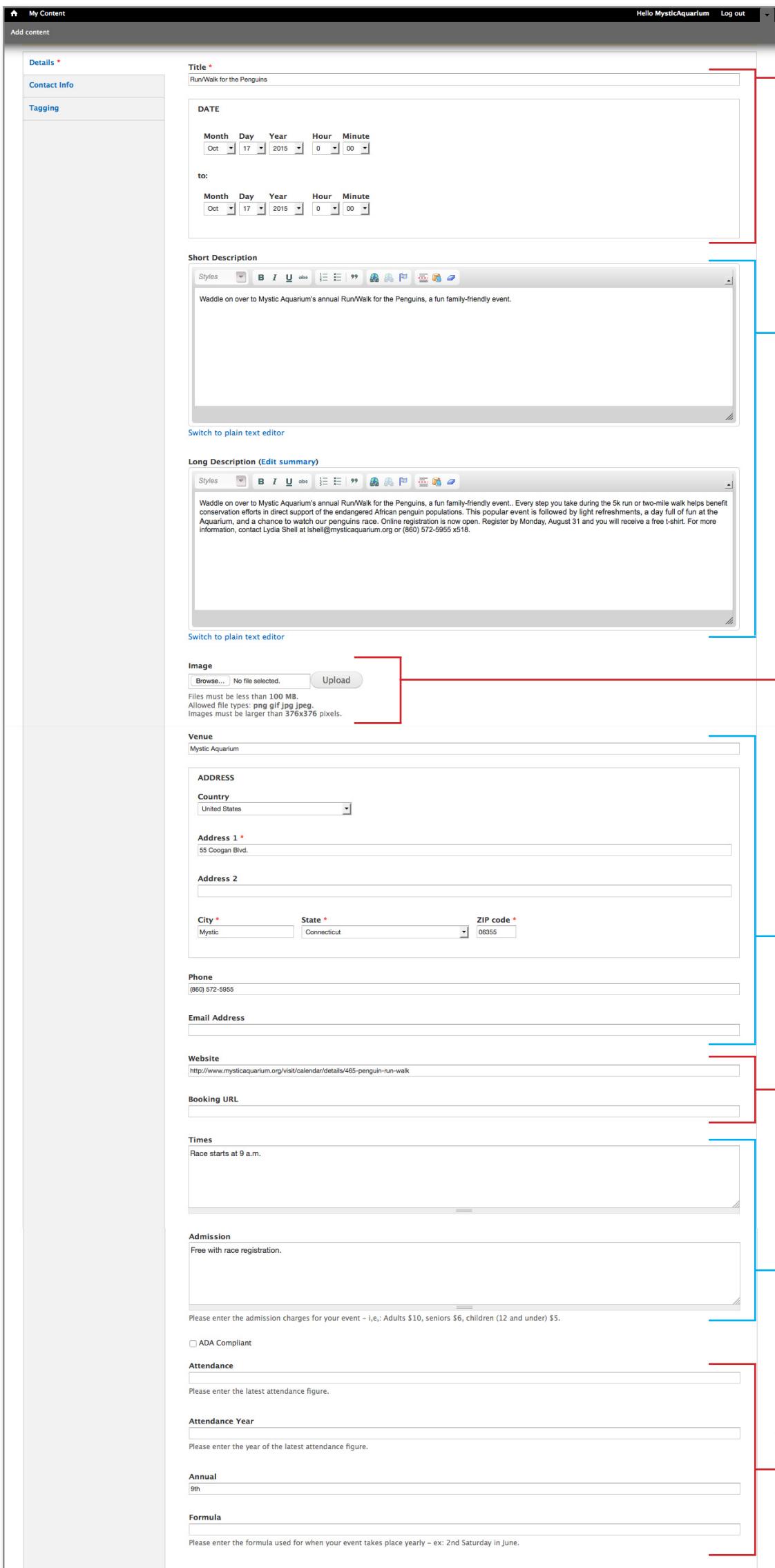
- Name** of the event
- Date of the event** which becomes stored in the database and automatically archived once the date has passed, making it simpler for administrators (and site viewers).
- Event Description** which should be used as an executive summary of the event. Full details about the event could be included in this area, should there be no additional call-to-action such as learn more about the event by visiting....
- Calls to Action** button that allows visitors to go to learn more and/or take action (if applicable).
- Event Photo** which allows you to upload event-specific photos. The event detail will also look fine without a photo but it is an enhanced feature if photography is available.
- Event Details/CTA**. At a high level, you can provide your visitors with location information, hours, contact information and more.

Maps and Calendar Integration

An additional feature available to visitors is the map integration with Google Maps. Once the event location is stored in the system, it will automatically plot where the event is taking place.... and, allow for users to type in their starting location in order to get point-to-point directions to the actual event. What's more, users will also have the ability to "add an event" to their calendars, with "Add this to my calendar" functionality.

Events

The form fields to create an Event will look very similar to your listings fields. Please note that all of the fields that are mandatory will be made known to you when you go to save an Event. If something mandatory has not been filled out, you will get a warning message and details on what field(s) are missing.



Title *
Run/Walk for the Penguins

DATE

Month Day Year Hour Minute
Oct 17 2015 0 00

to:

Month Day Year Hour Minute
Oct 17 2015 0 00

Short Description

Waddle on over to Mystic Aquarium's annual Run/Walk for the Penguins, a fun family-friendly event.

Long Description (Edit summary)

Waddle on over to Mystic Aquarium's annual Run/Walk for the Penguins, a fun family-friendly event. Every step you take during the 5k run or two-mile walk helps benefit conservation efforts in direct support of the endangered African penguin populations. This popular event is followed by light refreshments, a day full of fun at the Aquarium, and a chance to watch our penguins race. Online registration is now open. Register by Monday, August 31 and you will receive a free t-shirt. For more information, contact Lydia Shell at lshell@mysticaquarium.org or (860) 572-5955 x518.

Image
Browse... No file selected. Upload
Files must be less than 100 MB. Allowed file types: png gif jpg jpeg. Images must be larger than 376x376 pixels.

Venue
Mystic Aquarium

ADDRESS

Country: United States

Address 1: 55 Coogan Blvd.

Address 2:

City: Mystic State: Connecticut ZIP code: 06355

Phone
(860) 572-5955

Email Address

Website
<http://www.mysticaquarium.org/visit/calendar/details/465-penguin-run-walk>

Booking URL

Times
Race starts at 9 a.m.

Admission
Free with race registration.

Please enter the admission charges for your event - i.e.: Adults \$10, seniors \$6, children (12 and under) \$5.
 ADA Compliant

Attendance
Please enter the latest attendance figure.

Attendance Year
Please enter the year of the latest attendance figure.

Annual
9th

Formula
Please enter the formula used for when your event takes place yearly - ex: 2nd Saturday in June.

Details Tab

★ Name and Date

Name your event and assign your event date range. Note that once an event has passed, the event will be automatically removed from the front end view. You'll always have access to the event as an administrator in case you want to update it again for the future.

★ Short & Long Description

Just as your listing page has an area for a short and long description, so will your events. The short description will be utilized on internal pages to sell your event in very short segments. The long description allows you to detail all aspects of your event - e.g., a full agenda.

★ Event Image

You can also upload a representative square photo for your event. The functionality will be exactly the same as you've done for your main listing images. Simply click browse to find your photo, click "upload." Depending on the size, you can also crop it the way you'd like.

★ Location & Contact Information

Please make sure to fill out the venue location for your event, address, city, state, zip, phone as well as contact phone and email address.

★ Website/Booking URLs

If you have a specific website designated for your event, or a website for purchasing tickets for the event, please enter them in these fields.

★ Event Time & Admission

Please make sure to fill in any specifics about the timing for your event (e.g., Race starts at 9:00 am) into the "Times" field, as well as any details about admission.

★ Additional Details

Optional fields to include any additional details about your event.

My Content

Add content

Home > Run/Walk for the Penguins

Edit Event Run/Walk for the Penguins

Status: New draft from current revision

Actions:

Contact Info

Tagging

Contact Person

Contact Title

Contact Email

Contact Phone

Off Season Phone

Please enter the phone number where you can be contacted in the off season (for our office use only).

MAILING ADDRESS

Country

Sponsor

Please enter the primary organization coordinating this event.

Contacts Tab

Please be sure to fill out any key contact information about your event in the second tab – Contact Info.

My Content

Add content

Home > Run/Walk for the Penguins

Edit Event Run/Walk for the Penguins

Status: New draft from current revision

Actions:

Contact Info

Tagging

Categories

- American
- Amusement & Adventure Park
- Animals & Wildlife
- Antiques
- ~Antique Center
- ~Antique Shop
- ~Antiquing
- ~Auction House
- Asian
- B&Bs/Inns
- ~B&B
- Inn
- Bakery/Cafe
- Bar/Pub
- Barbecue
- Beach
- Boating & Sailing
- Campground/RV Park
- Caribbean/Jamaican
- Casino Destination
- Cities & Towns
- Conference/Meeting
- Cottage/Cabin
- Family Fun
- Fishing
- French
- Hiking & Biking
- History
- Hotel
- Ice Cream
- In the Air
- Indian
- Italian/Mediterranean
- Latin American/Spanish
- Marina
- Mexican
- Middle Eastern
- Motel
- Museums & Art Galleries
- Music & Concerts
- Nature & Outdoors
- Night Life
- Parks & Forests
- Performing Arts
- Pick-Your-Own
- Pizza
- Resort/Spa
- Seafood
- Shopping
- Specialty Trails
- Sporting
- ~Golf Course
- ~Ski Area
- ~Sporting Events & Activities
- Steak House
- Theaters
- Vacation Rental
- Vegetarian/Vegan
- Water Activities
- Wineries & Breweries

Event Types

- Antiques & Craft Shows
- Fairs & Festivals
- Family & Kids
- Food
- History & Art
- Lectures & Workshops
- Music & Performance
- Nature & Science
- On the Water
- Seasonal/Holiday
- Special Interest
- Sports
- Tours

Experiences

- None -
- Active Adventures
- Arts & Culture
- Family Fun

Region

- Greater Hartford/River Valley
- Greater New Haven
- Litchfield Hills
- Mystic Country
- Fairfield County

Seasons

- Fall
- Holidays
- Spring
- Summer
- Winter

Towns

- None -
- Aniston
- Andover
- Ansonia

Tagging Tab

Every aspect about CTvisit.com relates to different tags. And depending on how a piece of content is tagged – travel story, event, getaway (whatever it might be) will drive where it shows up on the site. It's important that your events are tagged by both "Category" as well as "Event Type"

★ Category

Please check off the category (or categories) that are relevant to your event.

*For the example, used on the left (Mystic Aquarium's Run/Walk for the Penguins), it should be categorized as both a **sporting event/activity** as well as **animals & wildlife**.*

★ Event Type

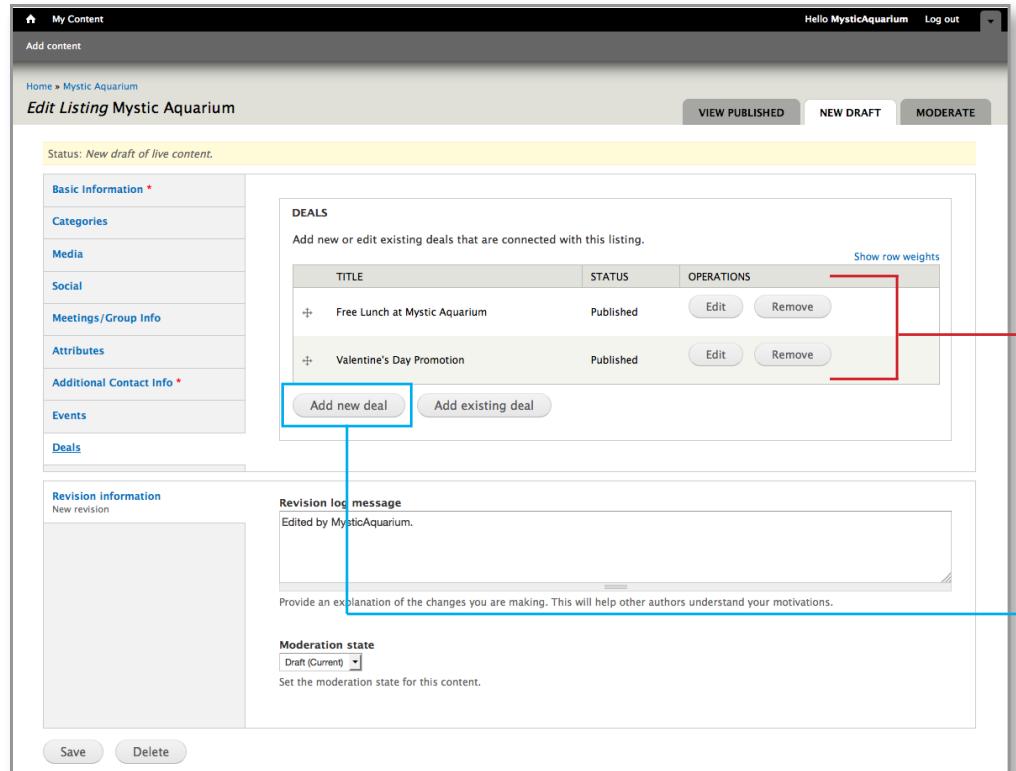
Since events are really unique, we also have specific "event types" offered as tags within the CMS. Please choose from the listing to the left to tag your event to the most relevant tag(s) for your event.

What makes up a deal?

A deal may represent a discount or a package relevant to one or more listing partners on the site. These deals will be sprinkled in throughout the site experience (on the homepage, on the relevant listing partner pages, and several special interest category pages) just to name a few location. *Outlined below are the elements that make up a deal.*

Elements that make up an deal:

- A) Name of the deal or package
- B) Description of the deal/offering which should be used to convey all of the most important aspects about your offer. What's included in the deal, what the visitor will get. Aim to use short, descriptive language and bullets wherever possible.
- C) Property Name which will automatically get brought in when you enter the deal under your account.
- D) Rates which is intended to display your deal/package rate (or range of rates) e.g., \$239 - \$409
- E) Date Range which allows you to time-stamp a specific deal to appear for a period of time (and once that time passes, the deal will automatically be archived from a visitor's view), and you won't have to worry about taking anything down once the time passes.
- F) Phone number/CTA which allows you to put in not only your phone number, but also any specific requests for what to mention when calling.
- G) Event Photo (if applicable). This is an optional field. We encourage the usage of great photography wherever possible showcasing your event to its fullest.
- H) Booking/Website Link which allows you to put in not only a website link to learn more about the event (if applicable) but also allows you to enter a booking link to send visitors to a page to buy tickets.



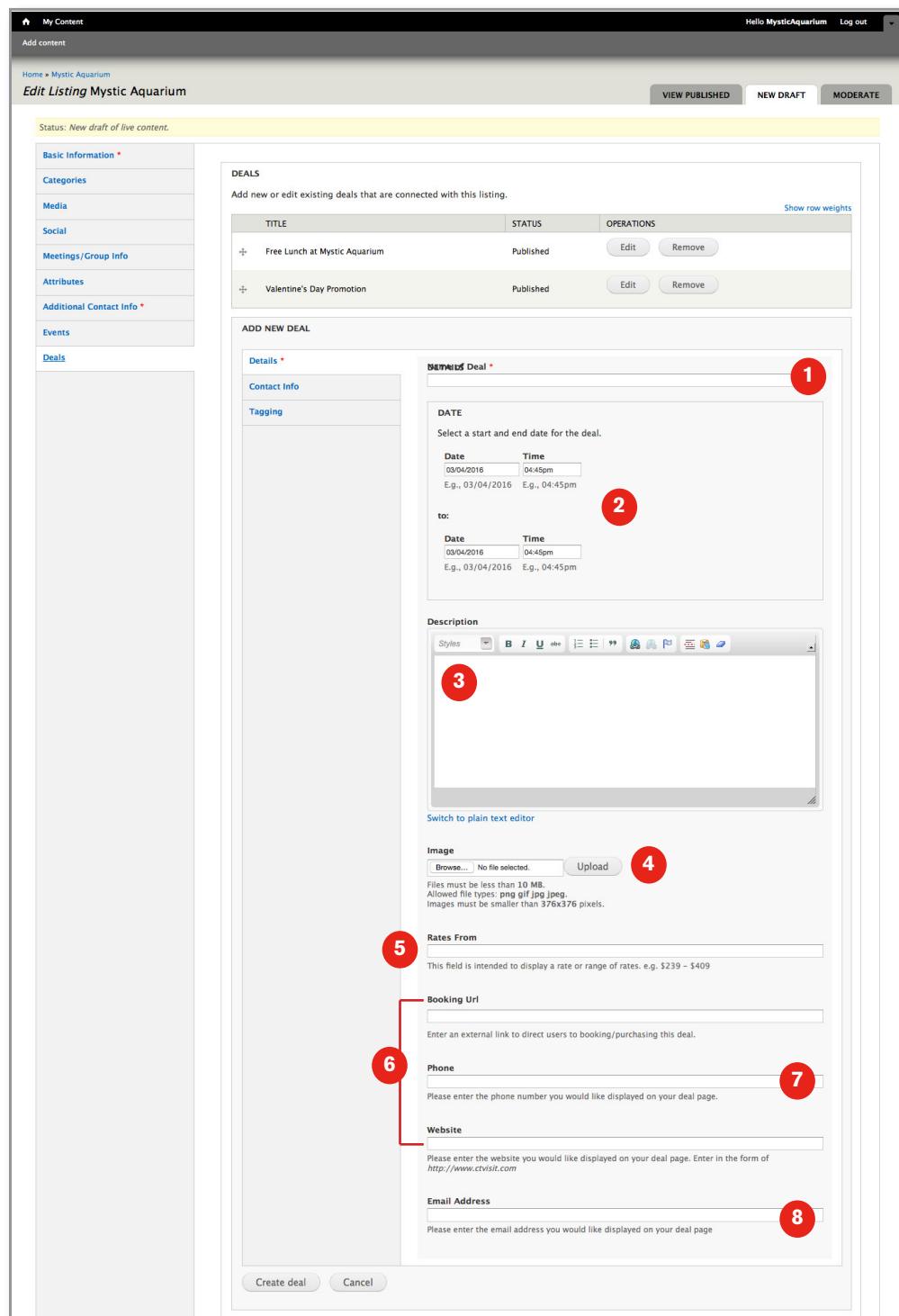
The screenshot shows the CMS interface for creating deals. On the left, there's a sidebar with 'Basic Information' and 'Deals' sections. The main area is titled 'DEALS' and shows a table of existing deals with columns for 'TITLE', 'STATUS', and 'OPERATIONS'. A red box highlights the 'Edit' and 'Remove' buttons for a deal. Below the table are buttons for 'Add new deal' and 'Add existing deal'. A blue arrow points from the 'Add new deal' button to the 'Add a new deal' section in the 'Add a New Deal' screenshot below. Another blue arrow points from the 'Revision log message' area to the 'Description' area in the 'Add a New Deal' screenshot.

Deals Main Tab

You'll notice that right within your listing editing screen, the last tab on the left is labeled "Deals". If you click into this tab, you should be presented with a list of your deals that have been loaded into the system (at least those that start on/after April 1, 2016). *If you do not see any already listed under your account, you can go ahead and create them following the steps below.*

★ Existing deals tied to your user account

★ Add a new deal



The screenshot shows the 'Add New Deal' form. It has sections for 'Details', 'Contact Info', and 'Tagging'. The 'Details' section includes a 'Name' field (1), 'Date' and 'Time' fields for start and end dates (2), a 'Description' rich text editor (3), and an 'Image' upload field (4). The 'Rates' section (5) has a 'From' field. The 'Booking' section (6) has a 'Url' field. The 'Contact' section (7) has a 'Phone' field. The 'Links' section (8) has 'Website' and 'Email Address' fields. Red numbers 1 through 8 are placed over the corresponding fields in the screenshot.

Add a New Deal

1) Name of the deal or package

2) Date Range which allows you to time-stamp a specific deal to appear for a period of time (and once that time passes, the deal will automatically be archived from a visitor's view), and you won't have to worry about taking anything down once the time passes.

3) Description of the deal/offering which should be used to convey all of the most important aspects about your offer. What's included in the deal, what the visitor will get. Aim to use short, descriptive language and bullets wherever possible.

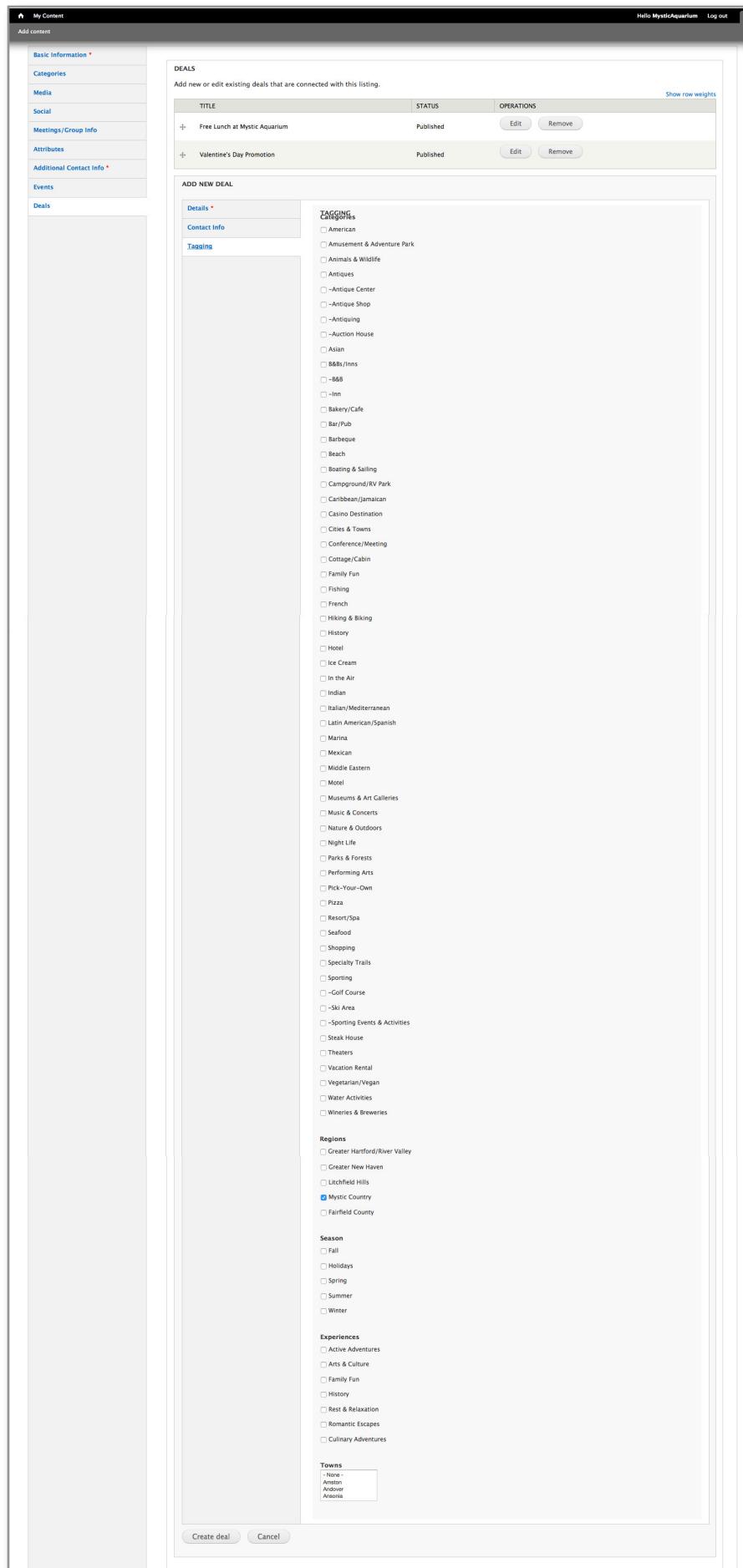
4) Event Photo (if applicable). This is an optional field. We encourage the usage of great photography wherever possible showcasing your event to its fullest.

5) Rates which is intended to display your deal/package rate (or range of rates) e.g., \$239 - \$409

6) Booking/Website Link which allows you to put in not only a website link to learn more about the event (if applicable) but also allows you to enter a booking link to send visitors to a page to buy tickets.

7) Phone number/CTA which allows you to put in not only your phone number, but also any specific requests for what to mention when calling.

8) Email address which allows you to put in an email address to display on the page (in the event that you prefer email communication in addition to, or in place of just the phone number. This is optional.



Tagging your deal

As we mentioned in the earlier sections of your help document, every aspect about CTvisit.com relates to different tags. And depending on how a piece of content is tagged – will drive where it shows up on the site. It's important that your deals are tagged by Category, Region(s), Season and Experience.

★ Category

Please check off the category (or categories) that are relevant to your deal

★ Region

Since a deal may relate to your location as well as another partners' please make sure to check off the region(s) that the deal is applicable for, in order to make sure it shows up in as many relevant places on the site as possible.

★ Season

Your deal will likely be date-specific or seasonal. In order to help best serve up your deal, please make sure to check off the season(s) that it's suitable for.

★ Experience

You can also help drive where your deal shows up on the site by checking off the appropriate "experience(s)" that it's applicable for. Please note, you can check off up to two different experiences.

★ Save

PARTNER HELP SCREENS

ADDITIONAL SUPPORT SCREENS FOR THE CMS

Connecticut
still revolutionary

IDEAS **DO** **STAY** **EAT** **EVENTS** **REGIONS** **SEASONS** **MAP** **SIGN UP** **SEARCH**

SHORTCUT TO SPRING

Connecticut spans just 110 miles from east to west. And 70 miles from north to south. But across our diverse yet compact regions, you'll find everything you need to both unplug - and recharge!

HIGHLIGHTS **ACTIVE ADVENTURE** **REST/RELAXATION** **ARTS/CULTURE** **FAMILY FUN** **HISTORY**

Take Me Out to the Ballgame in Connecticut

What's New in Connecticut

Two Roads Brewing Set to Open Experience Center in Stratford / March, 2019

New Hotels, Restaurants and More! / March, 2019

Mystic Seaport Museum To Host Ice Festival / February, 2019

VIEW ALL THE LATEST NEWS

EMPOWER Leadership Sports & Adventure Center

Mattabesett Blue Trail

Mystic Seaport

Connecticut's Spring

Foxwoods Resort Casino

The Spa at Norwich Inn

Theater at Mohegan Sun

Deals & Packages

Foxwoods Rewards Card Discount

Delamar Romance Southport

Spa Day Wednesdays

Upcoming Events

April 5 **Justin Willman: Magic in Real Life Tour** **MORE**

April 5 - 7 **"Rock of Ages"** **Mashantucket, Fox Theater** **MORE**

April 6 **9th Annual Plunge at the Park** **Monroe, Great Hollow Lake** **MORE**

April 6 **American List Society** **New Britain, New Britain** **MORE**

April 8 **46th Annual Cherry Blossom Festival** **New Haven, Wooster Square** **MORE**

SEE ALL EVENTS FOR THIS WEEKEND

IDEAS **DO** **STAY** **EAT** **EVENTS** **REGIONS** **SEASONS** **MAP** **SIGN UP** **SEARCH**

L+M Hospital Spring Stride 10K and 5K

May 4

New London's spring running tradition is back! The 25 year community tradition is reborn with Lawrence + Memorial Hospital and HMF, renewed as a community health and fitness festival with a race for all ages and abilities.

The 5K race offers competitive and casual runners a great 3.1 mile course while also welcoming walkers and families with strollers to kick off the season with a fitness goal.

The 10K road race appeals to those looking for a little more distance in a spring event or athletes challenging themselves to set a PR.

HMF FitKids races give children 2-11 years old short distance race options to help them catch the running bug early while enjoying the fitness festival with their families.

LOCATION: Lawrence Memorial Hospital, 385 Montauk Ave, New London, CT 06320

TIMES: 8:30 a.m.-11 a.m.

ADMISSION: Free for spectators.

CONTACT: (860) 652-5866 <https://www.hartfordmarathon.com/l-m-hospital-spring-stride-10k-5k/> info@hartfordmarathon.com

BOOK TICKETS NOW

VISIT WEBSITE

How to Get There

DIRECTIONS

Madison Beach Hotel

Madison Beach Hotel

Avalon of tranquility and unparalleled elegance await you at Madison Beach Hotel. 22 spacious guestrooms and suites feature all the comforts of home, including complimentary Internet access, flat screen televisions, granite back-splashes that look back to the water. [READ MORE](#)

LOCATION: 91 W. Wharf Rd, Madison, CT 06443

AMENITIES: Bar, Pool, Children, Pet Policy, Family-Friendly, ADA Compliant, Business Center, Bar/Lounge, Restaurants, Conference Rooms, Meeting Rooms, Pet Policy, Breakfast, Meeting Facilities, Groups, Wellness, Pet Friends.

CONTACT: (860) 248-1406 madisonbeach@madisonbeach.com

REVIEWS

One of the most upscale hotels in the CT area. Property seems to have been recently renovated.

Visited during fall season. My mom has stayed there a few times and she LOVED it. The room was just stay. We stayed every year and we are getting tired of staying at the same hotel.

The location and rooms are great! The hotel was just stay. We stayed every year and we are getting tired of staying at the same hotel.

Two nights at the Madison Beach Hotel. We wanted to be in the same room as the room we stayed in the previous year.

DEALS & PACKAGES

Foxwoods Rewards Card Discount

Delamar Romance Southport

Spa Day Wednesdays

Membership, Our Best Deal!

For less than the price of two tickets, individuals can receive free admission to the Connecticut Science Center, the CT Science Center, and a National Geographic Theater. Tickets are free to members at Aquatics, Shows, Programs, and more.

United States Military Discount

Special admission rates of \$23.99 per adult, \$20.99 per youth (13-17) and \$16.99 per child (2-12). As a thank you for your service, the Connecticut Science Center offers special military personnel discounts for their services to our country and the world.

AARP Members

Save \$4 off adult, \$2 off senior and \$2 off child admission to the Connecticut Science Center, the CT Science Center, and the National Geographic Theater. Tickets are free to members at Aquatics, Shows, Programs, and more.

Foxwoods Rewards Card Discount

Save \$1 off adult and \$1 off child admission to the Connecticut Science Center, the CT Science Center, and the National Geographic Theater. Tickets are free to members at Aquatics, Shows, Programs, and more.

SEE ALL

TWITTER

@VisitCT

The Visit CT Twitter account is designed to reward the diverse Connecticut tourism and travel industry with unique, original, and creative responses.

April 14 The service for Twitter is updating its timeline with more and more of the sort of things that people are talking about.

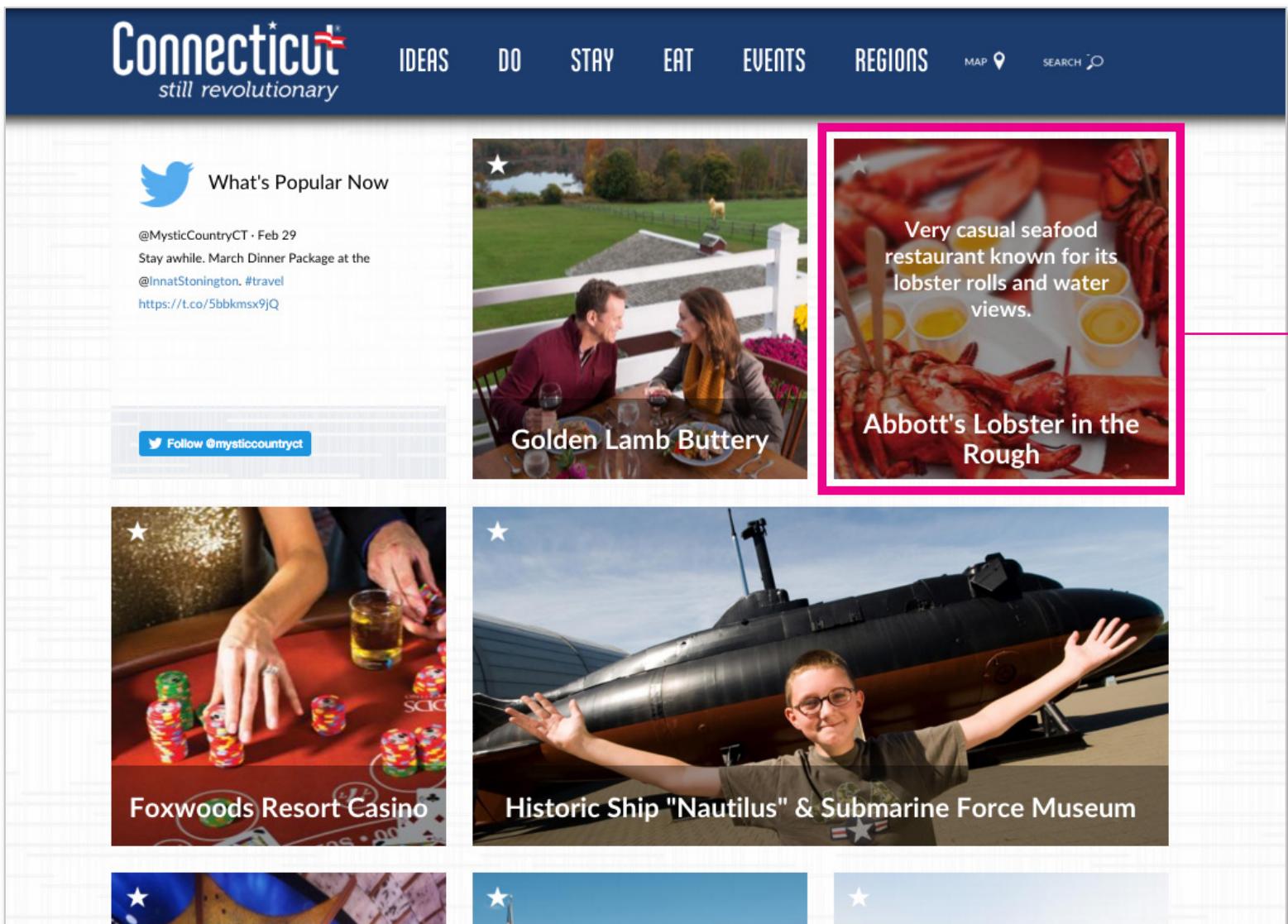
April 14 Connecticut's tourism and travel industry is sharing the sort of things that people are talking about.

April 14 Connecticut's tourism and travel industry is sharing the sort of things that people are talking about.

Facebook 47.7K likes

Happy Friday morning from the West Wharf. Thank you Amy L. for capturing this beautiful sunrise!

Throughout the CTvisit.com site experience, your listing may show up in a variety of places. We want to help you maximize your visibility and help best sell your destination. To aid with that, *we're providing visitors will short descriptions that will appear as rollovers throughout the site, as well as providing quick lead in's to your listing page*. Please see the examples below of how your short descriptions will display on the site.



Example above shows how your short description will be presented to users in our "grid" format. ←



Example above shows how your short description will be presented to on your listing page before the user clicks "READ MORE" button to reveal your full description of your property. ←

Your complimentary listing page provides visitors with tons of information about your destination. In addition to presenting your listing visually with large imagery, your events, and social integration if you chose), *it also provides visitors with an overview of your establishment. Leverage the information below to fill out your long description with as much appeal as possible.*



Lyman Orchards

[VISIT OUR WEBSITE](#)

REVIEWS 

Great exhibits, can touch the small stingrays. Most animal shows like the penguins in their outdoor exhibit, the sea

Very nice aquarium. The white whales were amazing. Sea Lion show, Planetarium show and 4d show were nice and not

We did the Beluga Encounter after doing the Penguin Experience a few years ago. It was just us and one other person. We

Cupta dolor restrum lls si aliqua ducum asperia turepel ibusandaeped quodl beria conesci tatibus andercl mporiam fuga.

[MORE REVIEWS](#)

LOCATION:
32 Reeds Cap Rd.
Middlefield, CT 06455

HOURS:
Daily, 9 a.m.-6 p.m.

CONTACT:
(860) 349-1793
<http://www.lymanorchards.com>

Twitter

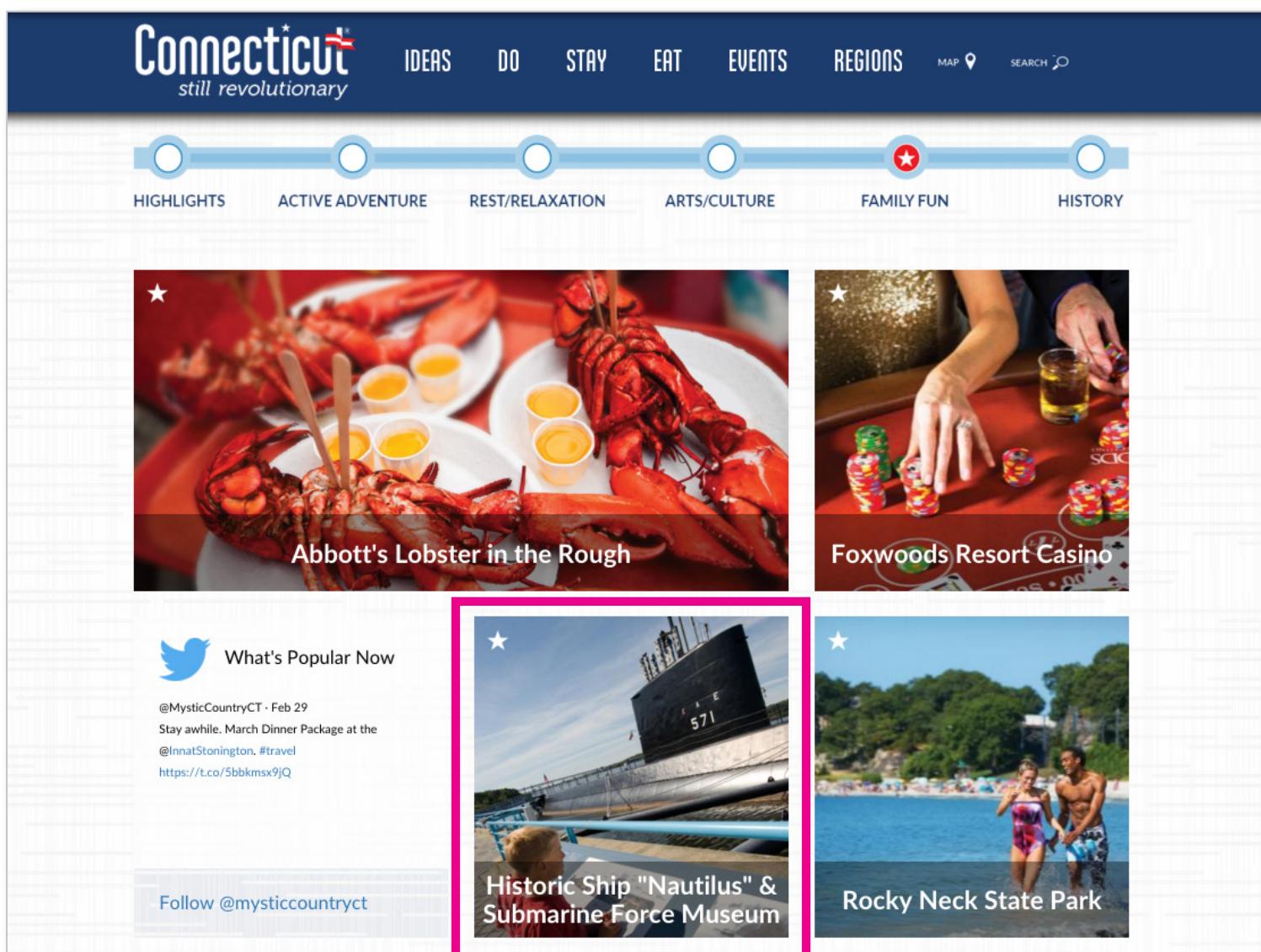
 @LymanOrchards
@LymanOrchards · Feb 10
Come join our passionate & friendly staff at the Apple Barrel. We're

Facebook

 Lyman Orchards
Lyman Orchards · 31K likes
Lyman Orchards
1 hr
We have just a few caskets left in our Estate Caskets. Decoration

Example above shows how your long description will be presented to on your listing page. Ideally this description should be a paragraph to two paragraphs, max. It should provide an executive overview about your attraction, restaurant or hotel and aim to drive visitors over to your site directly to book or learn more via the buttons at the top — Book Now or Learn More.

Great photography is at the heart and soul of the new CTvisit.com. We want to help you present your establishment in the best way possible. And because we'll be displaying you in a variety of ways, we're asking your help in *providing at least two different sized hero images (they could be the same photo or could be different) to maximize your listing*. One is a square and the other is a more horizontal-style photo.



Example above shows how we will leverage your square-up photo. Simply upload a file and we'll help you size and crop it.



Example above shows how we will leverage your hero-horizontal photo. Simply upload a file and we'll help you size and crop it. Note: It will need to be the best quality you can find — ideally 1200 pxls wide.

[I have permission to use the following imagery](#)

All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our tourism offering. Connecticut and its Office of Tourism are not responsible for any legal actions or liabilities that may arise from our postings. I understand that these photos will not be sold or given to non-tourism entities. CTvisit.com reserves the right to delete any content deemed inappropriate.

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Square Image

[Browse...](#) [No file selected](#) [Upload](#)

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)
 Files must be less than 5 MB.
 Allowed file types: png jpg jpeg.
 Images must be larger than 376x376 pixels.

Hero Image

[Browse...](#) [No file selected](#) [Upload](#)

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)
 Files must be less than 10 MB.
 Allowed file types: png jpg jpeg.
 Images must be larger than 1169x484 pixels.

PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. [To see a sample of how this will look, click here.](#)

[Add a new file](#)

[Browse...](#) [No file selected](#) [Upload](#)

Files must be less than 10 MB.
 Allowed file types: png jpg jpeg.
 Images must be larger than 1169x484 pixels.

[I have permission to use the following imagery](#)

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Square Image

[Browse...](#) [No file selected](#) [Upload](#)

Click the browse button to find a suitable square image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)
 Files must be less than 5 MB.
 Allowed file types: png jpg jpeg.
 Images must be larger than 376x376 pixels.

Hero Image

 [New Britain Museum of American Art \(3.12 MB\)](#) [Remove](#)

[Crop](#)

Click the browse button to find a suitable horizontal image that best represents your listing. Once you've uploaded, you have the ability to crop it to size. [To see a sample of how this will look, click here.](#)

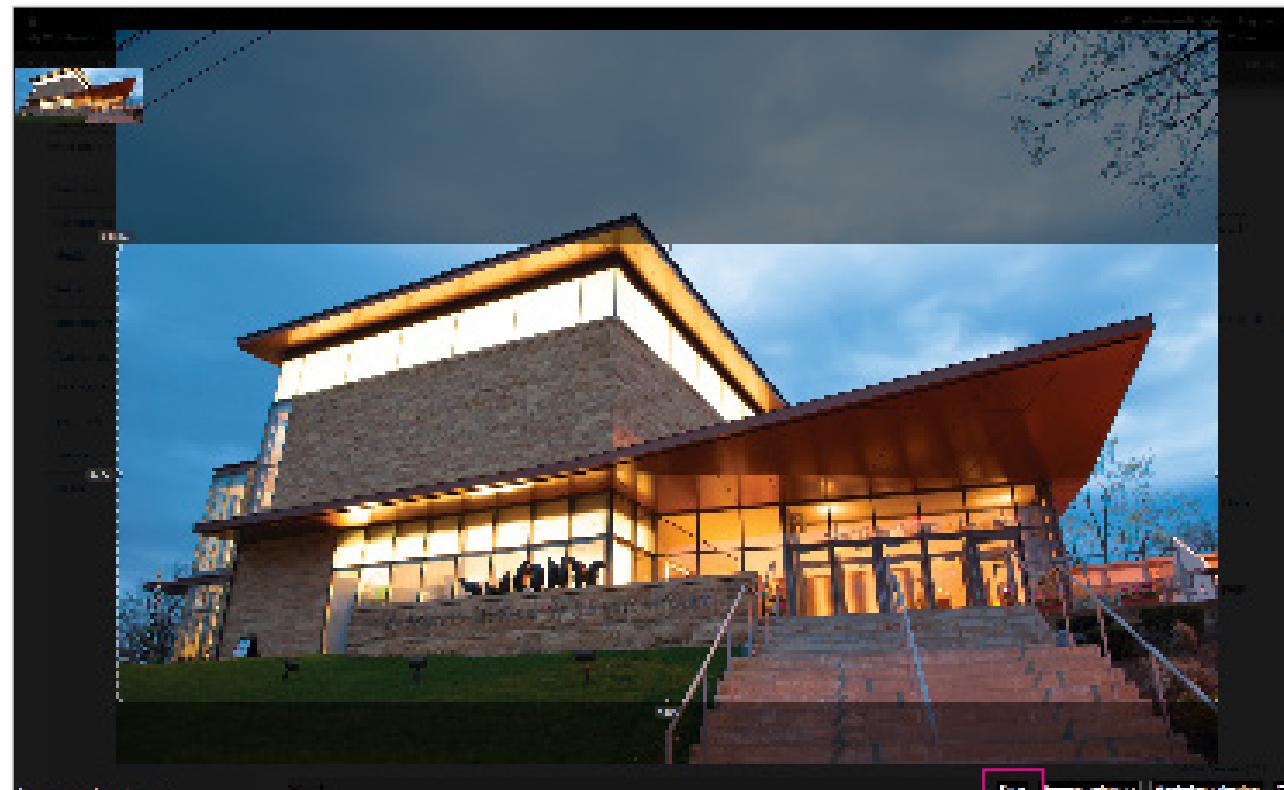
PHOTOS

Your listing page also supports adding additional imagery aside from just your hero images. Use the tool above to upload additional supporting imagery for your listing page. These images will appear in a slideshow underneath your main hero image on your listing. [To see a sample of how this will look, click here.](#)

[Add a new file](#)

[Browse...](#) [No file selected](#) [Upload](#)

Files must be less than 10 MB.
 Allowed file types: png jpg jpeg.
 Images must be larger than 1169x484 pixels.



When you first go to upload new imagery for your listing you must first check off and acknowledge that you have rights to use the photo you're uploading. Once you've checked the box, you may continue.

Click the "Browse" button to find your photo. It will create a pop up screen and ask you to navigate to the appropriate image on your computer. Once you've found it, click on the "Upload" button.

Once you've successfully uploaded the photo, you should see a small thumbnail of the photo along with the file name. In order to best represent the photo, you also have the ability to "Crop" the photo to exactly how you'd like it to appear.

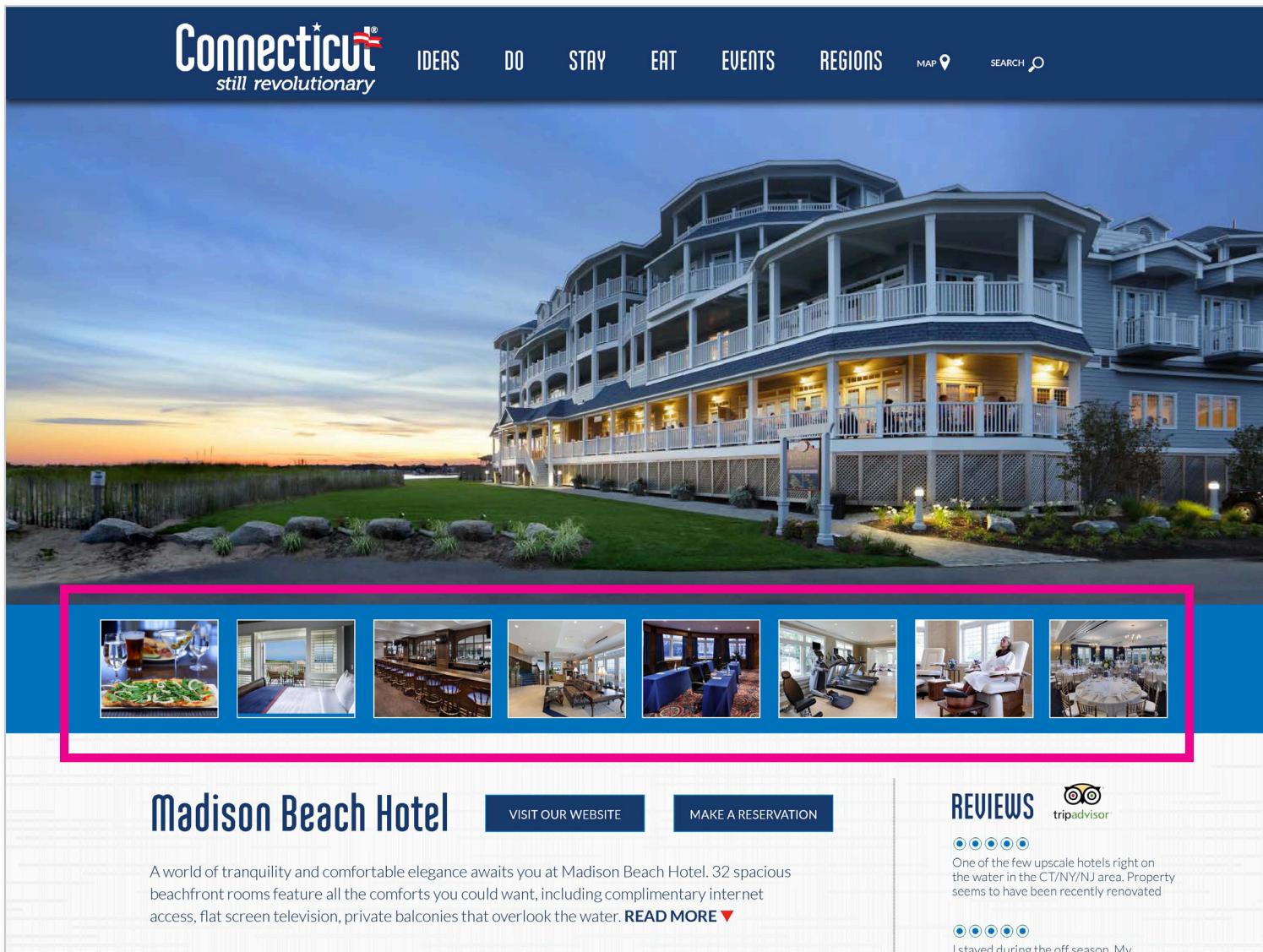
Click the "Crop" button to begin.

Next you will be shown your image. Click and drag into the image and you will be presented with a bounding box allowing you to move the selection anywhere you want within the photo to crop to.

After you're happy with your crop selection, simply click on the "Save" button in the bottom right and you are all set!

This area of your listing page is designed to allow your visuals to speak for you. In addition to your hero images that you may have just uploaded, the image carousel (located directly below your hero image) allows you to *upload additional imagery if you have it, and also acts as a container for bringing in some of your social media feeds — like Instagram and YouTube.*

When a user clicks on the carousel images, a slideshow will appear that allows them to browse through all of your photos. *We'll get into how to bring in your social media on the next tab.*



Madison Beach Hotel

VISIT OUR WEBSITE MAKE A RESERVATION

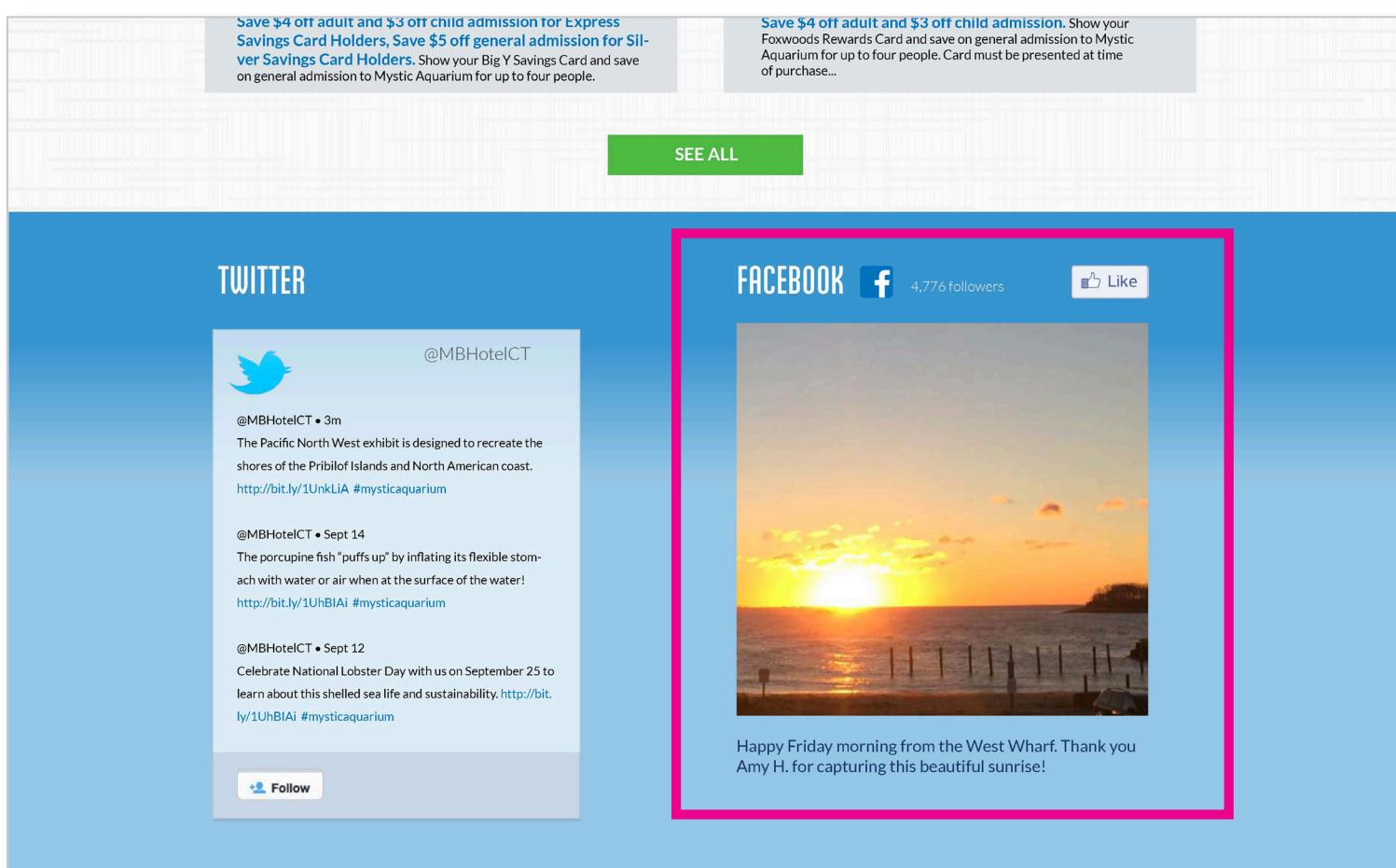
REVIEWS 

One of the few upscale hotels right on the water in the CT/NY/NJ area. Property seems to have been recently renovated

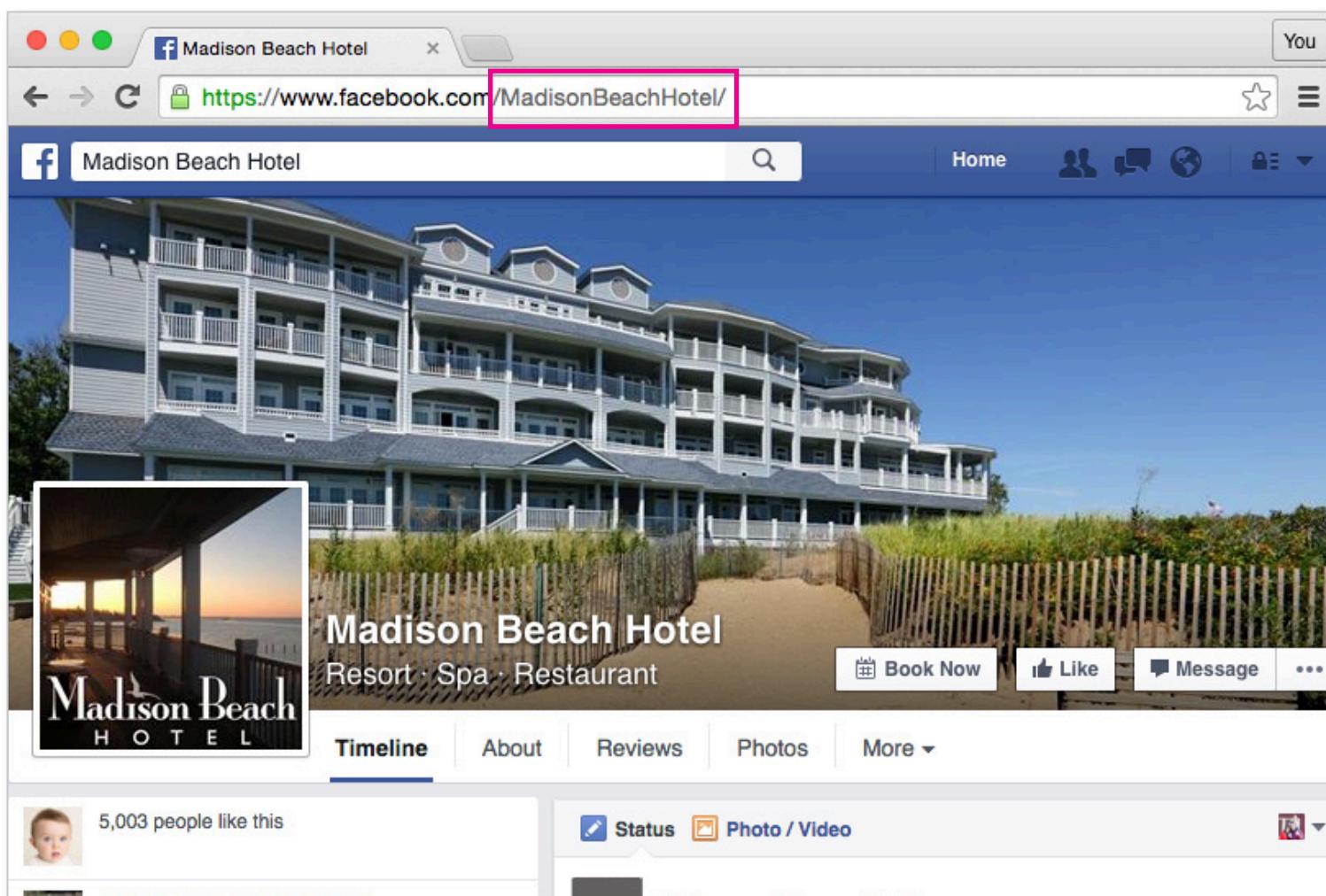
I stayed during the off season. My

Example above shows an image carousel containing additional uploaded imagery as well as integration of your Instagram and YouTube videos (if you choose to leverage it). If not, the carousel simply won't appear on your listing page.

One of the additional features offered to any listing, is the ability to integrate your Facebook account directly into your listing page. By simply copy/pasting your Facebook ID, you can seamlessly have all of your latest social media posts brought directly into your page.



Example above shows how your Facebook posts can be pulled directly into your listing page (as an optional feature). Outlined below are the steps to make that happen.

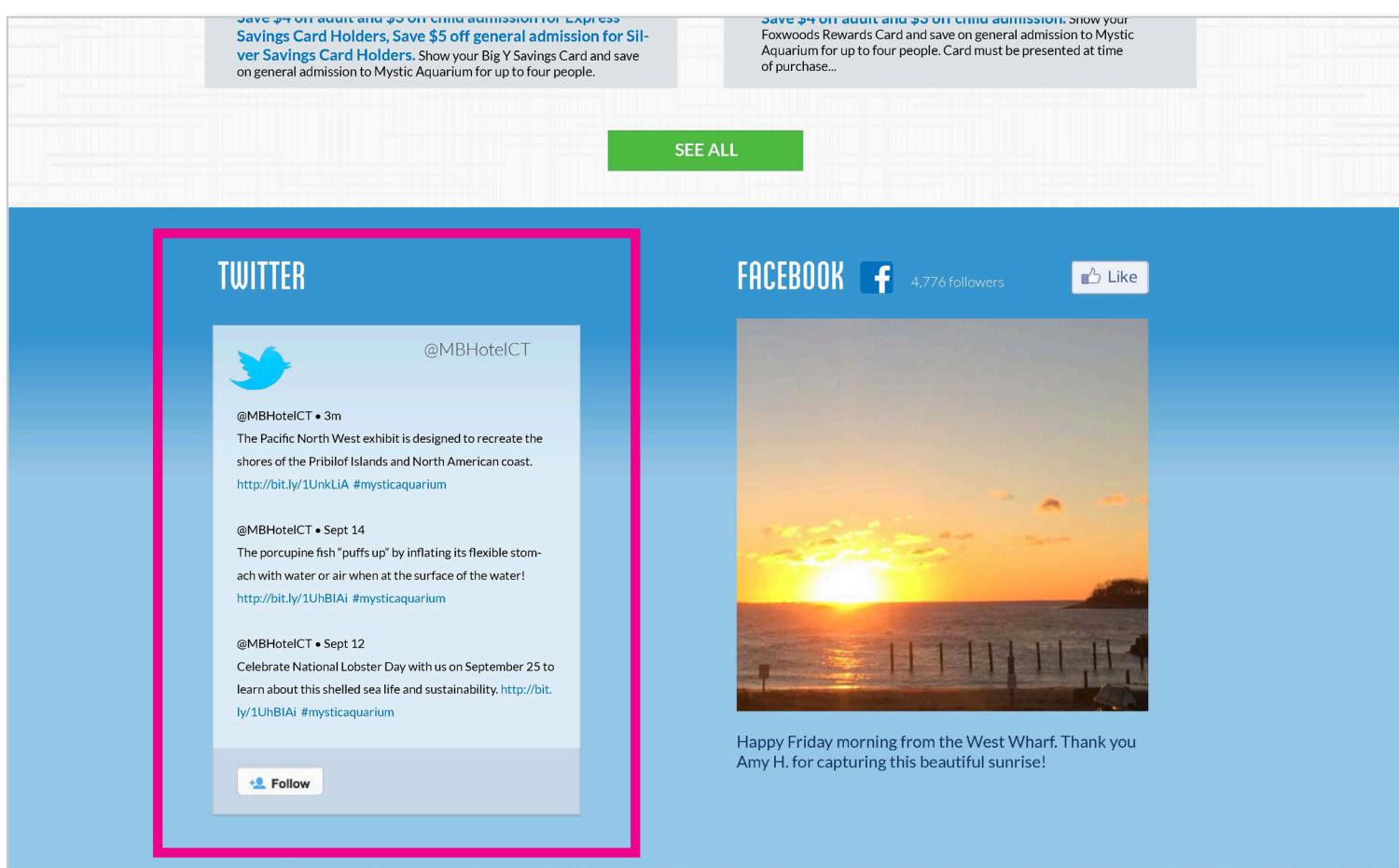


1. Go to your public-facing profile page on Facebook
2. In your address bar (highlighted above) you'll see the unique URL that identifies your page
3. Simply copy and paste **EVERYTHING** that comes after the www.facebook.com/

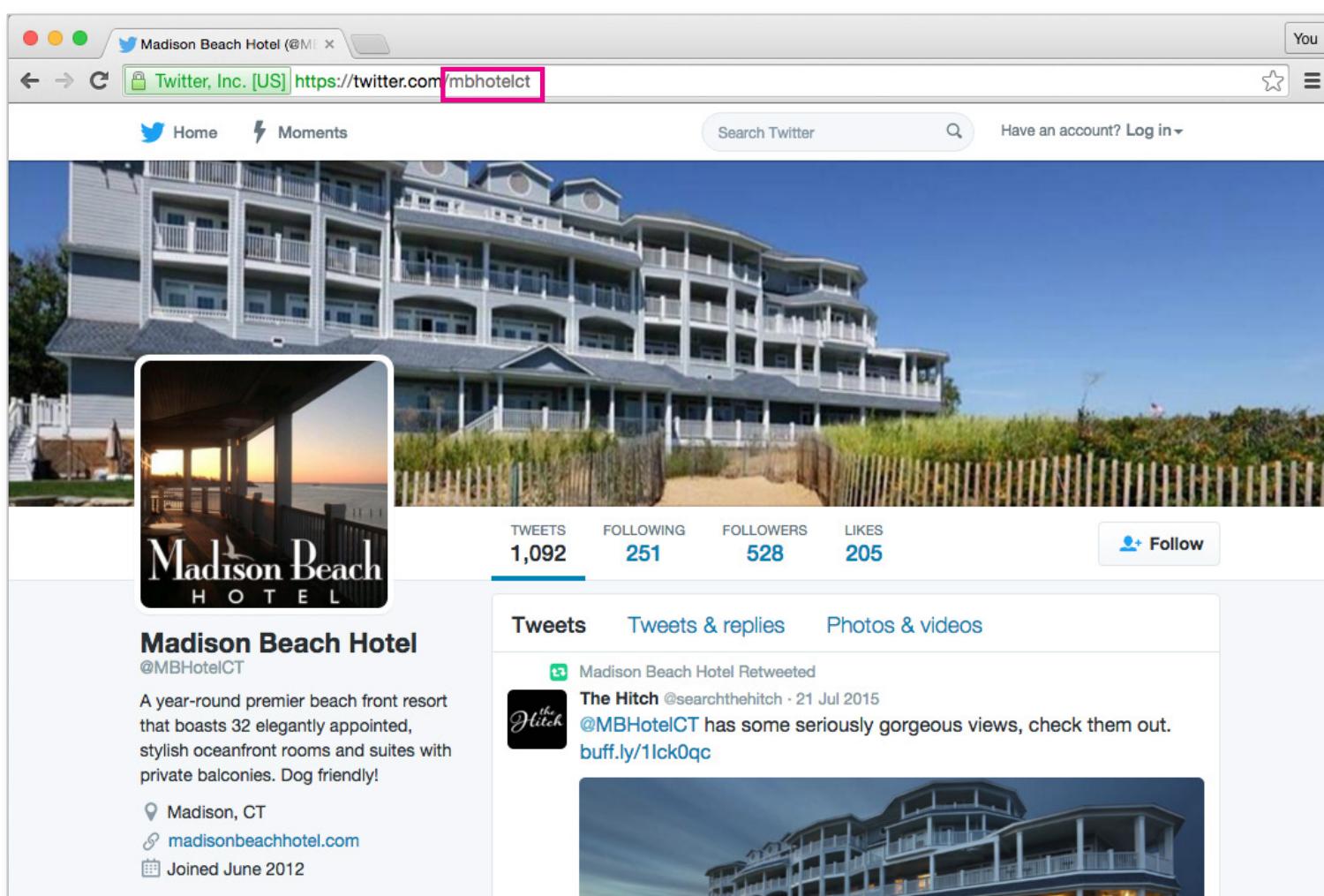
In the example above, you would copy "**MadisonBeachHotel/**" and then paste it into the Facebook field within the content management tool.



One of the additional features offered to any listing, is the ability to integrate your Twitter account directly into your listing page. By simply copy/pasting your Twitter handle, you can seamlessly have all of your latest tweets brought directly into your page.



Example above shows how your Twitter feed can be pulled directly into your listing page (as an optional feature). Outlined below are the steps to make that happen.



1. Go to your public-facing profile page on Twitter
2. In your address bar (highlighted above) you'll see the unique URL that identifies your page (aka, your "handle")
3. Simply copy and paste **EVERYTHING** that comes after the www.twitter.com/

In the example above, you would copy "**mbhotelct**" and then paste it into the Twitter field within the content management tool.

One of the additional features offered to any listing, is the ability to populate your image carousel with your hand picked videos that you've uploaded to YouTube. By simply copy/pasting the URL of the video you'd like to add, you can seamlessly add fresh video content directly into your listing page.

The image is a screenshot of the Connecticut tourism website. At the top, the 'Connecticut' logo is displayed with the tagline 'still revolutionary'. The navigation menu includes 'IDEAS', 'DO', 'STAY', 'EAT', 'EVENTS', and 'REGIONS'. To the right are 'MAP' and 'SEARCH' buttons. The main visual is a large photograph of two penguins swimming in an aquarium tank, with two women pointing at them from the outside. Below this is a row of thumbnail images of various marine animals: a yellow tang fish, a shark, a seal, a dolphin, a sea lion, a coral reef, a beluga whale, and a penguin. The 'Mystic Aquarium' section is highlighted with a pink border. At the bottom, there is information about the aquarium, including a 'VISIT OUR WEBSITE' button, a 'BOOK TICKETS NOW' button, and a 'REVIEWS' section with a tripadvisor logo and a 5-star rating. The overall layout is clean and modern, with a focus on travel and tourism.

A screenshot of a YouTube video page. The video thumbnail shows a woman in a dark t-shirt with a logo, crouching on a rocky shore, holding a small penguin chick. The chick is dark-colored and appears to be swimming in the water. A blue banner across the middle of the thumbnail reads 'MYSTIC AQUARIUM & INSTITUTE FOR EXPLORATION'. Below the thumbnail, the video title 'African penguin chick's first swim' is displayed in a stylized font. The video player interface shows a play button, volume controls, and a progress bar. Below the player, the video title 'Penguin chick's first swim' is shown again, along with a 'View in description' link, a 'Subscribe' button with 6,640 subscribers, and a 'Like' button. The video description at the bottom states: 'Published on May 8, 2013. This video is a segment of a longer video, which includes a full interview about the chick's first swim, and only includes the first 20 seconds of the swim. For the full interview, go to the video description below.' To the right of the main video, there is a sidebar with several recommended videos, each with a thumbnail image, title, and a 'View video' link. The recommended videos include: 'trinected PRO - TRINECTED MY FILM WORKS AROUND THE WORLD', 'Dairy Farmers of N.Y. - Little-known facts about dairy', 'Young African Penguin', 'Emporer Penguin', 'Life African Penguin in 3D - Amazing Day', and 'King Penguin with Baby'.

1. *Navigate to the video you'd like to share on YouTube*
2. *In your address bar (highlighted above) you'll see the unique URL that identifies your page/video*
3. *Simply copy and paste that entire URL into the CMS field labeled "Video URL"*

In the example above, you would copy "<https://www.youtube.com/watch?v=dpT-1cc3zfg>" and then paste it into the Video URL field within the content management tool. Once you've done this, your video will be added to your image/video carousel.