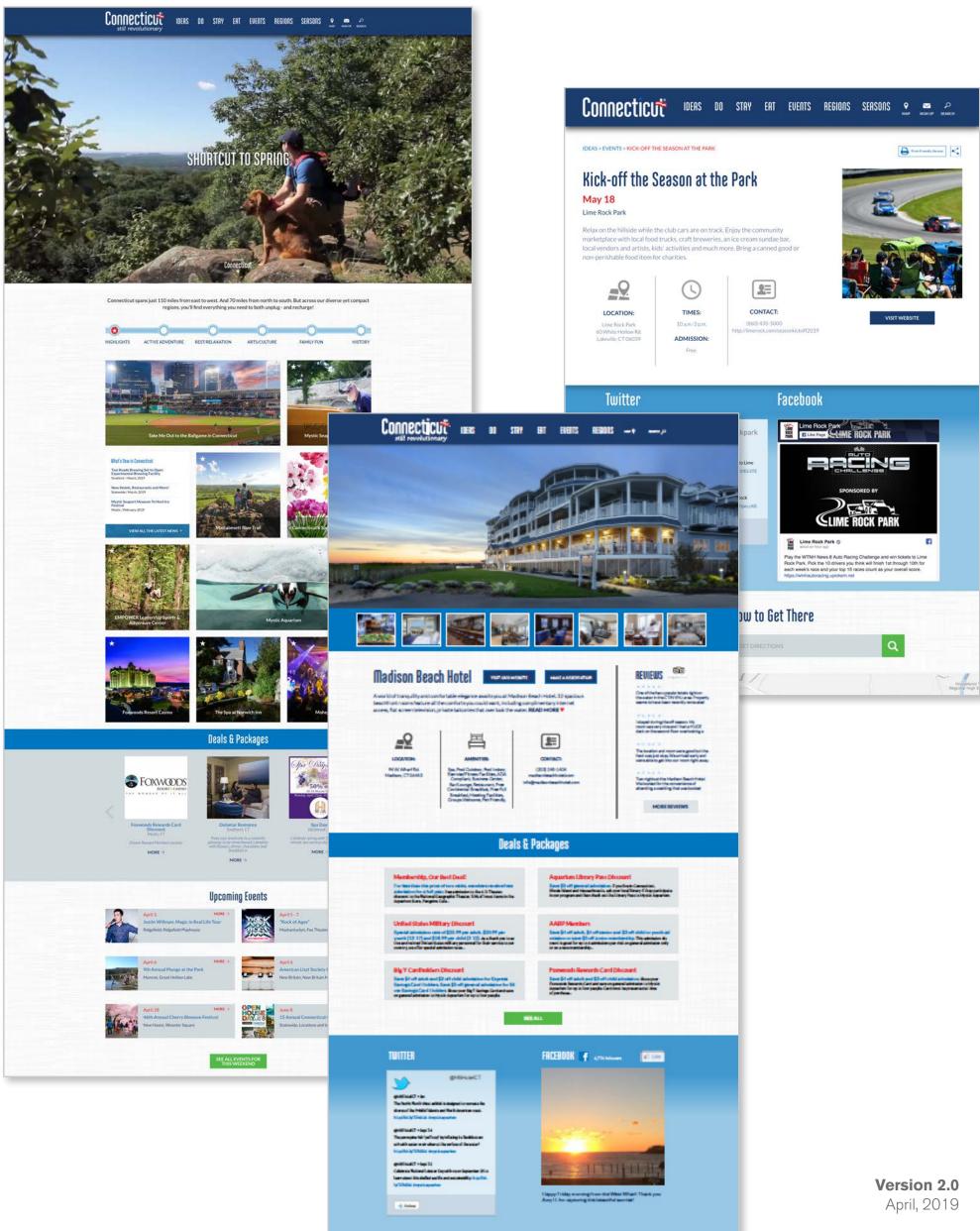


PARTNER ACTIVATION GUIDE

CTVISIT.COM CONTENT MANAGEMENT GUIDE FOR TOURISM PARTNERS



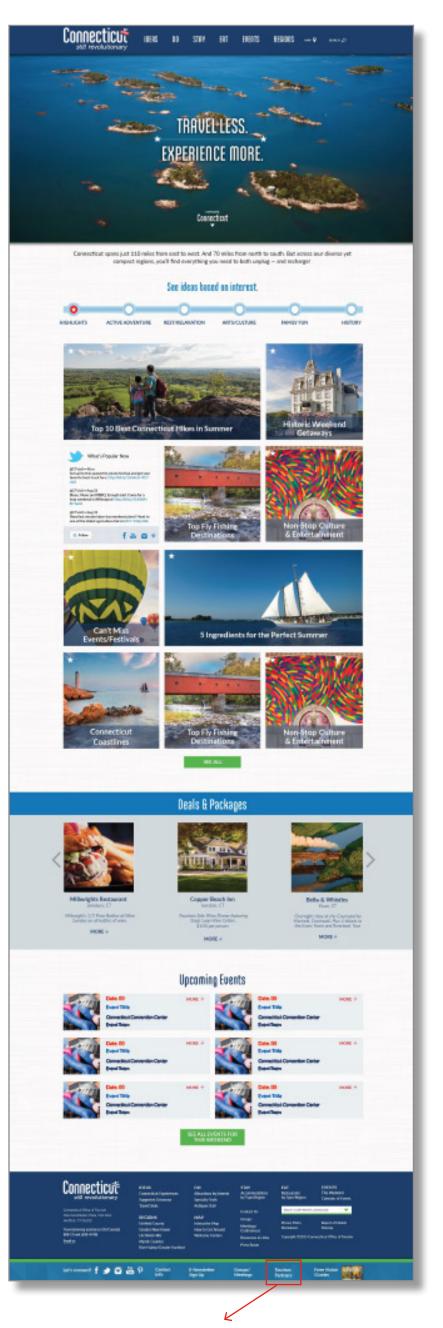


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CMS Documentation: Getting acquainted with CTvisit.com



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.

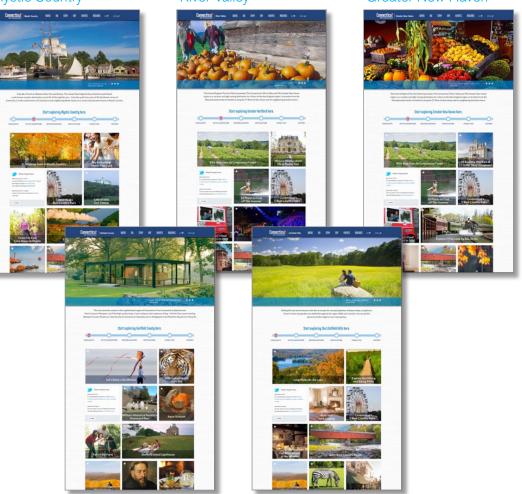
Regional flavor.

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

Connecticut still revolutionary	IDEAS DO	STAY EAT	EVENTS	REGIONS	SEASONS	₽ мар	SIGN UP	о search	
User account Log in Request new Username * Enter your Visit CT username. Password * Enter the password that accompanie Log in									
Don't have a username, apply to become Download the tourism partner CMS gui Check to see if you qualify for a listing of ERT_PLAY_STRY CTVISIT.COM Comecticut	de here.	n for your website or	order a sticker her	e.					

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 <u>http://www.ctvisit.com/user</u>. 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, <u>http://www.ctvisit.com/user</u> 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



My Workbench My Content				Hello MysticAquarium Log out
i content				
me » My Content				
y Content				
Create a <i>listing</i> .				
Published Type Title				
- Any - 💌	Apply			
TITLE	ТҮРЕ	LAST MODIFIED	PUBLISHED	OPERATIONS
Run/Walk for the Penguins	Event	02/15/2016 - 16:59	Yes	edit
Seals on the Rocks	Event	02/15/2016 - 16:59	Yes	edit
Drive-in Movie: "Titanic"	Event	02/15/2016 - 16:59	Yes	edit
Mystic Aquarium	Listing	02/22/2016 - 17:45	Yes	edit

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 an 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

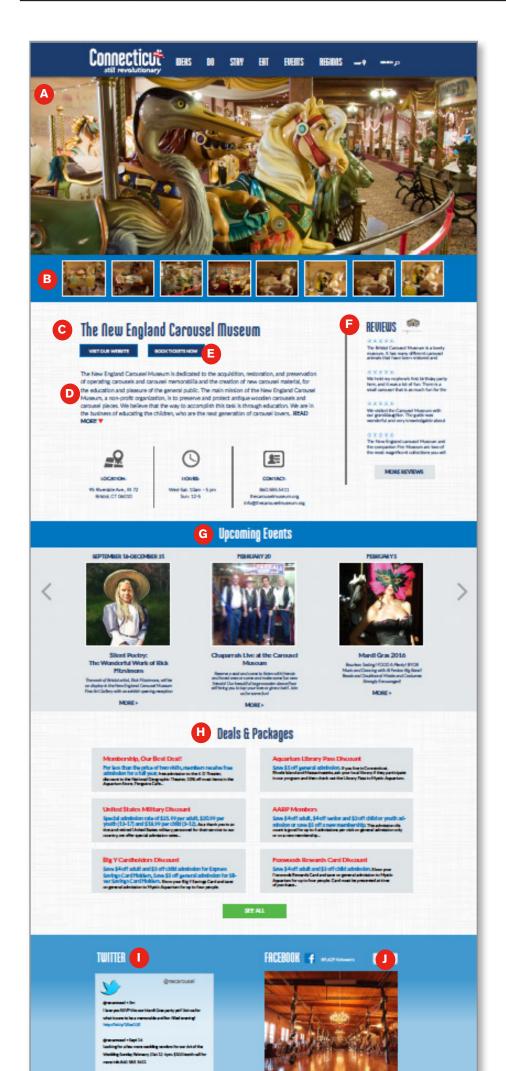


(Ex) if you click on the "edit" link to get started

My Workbench My Content			ello MysticAquerlur	n Log out
ume » Mystic Aquartum			_	_
dit Listing Mystic Aquari	um	VIEW PUBLISHED	NEW DRAFT	MODERATE
Status: New draft of live content.				
Basic Information *	Title '			
Categories	Mystic Aquarium			
Media *	Region *			
Revial	Creater Hartford/River Valley			

Creater Hartford/River Vi	alley					
Greater New Haven						
Citchfield Hills						
Mystic Country						
Fairfield County						
	region that this listing belongs in. (Please select only o	ine region).			
			- Constanting of the			
roperty Type *						
Attraction •						
hoose the type of property	y for this listing.					
ubcategory *						
-Sporting Events & Activities						
Theators Water Activities						
Wineries & Droweries						
ick up to two different cate	egories that are appropriate for you	ir property. (This w	il determine what a	was of the site your p	operty listing shows up in	6
ADDRESS						
Address 1						
16 Coogen Blvd.						
Address 2	State		ZIP code			
City						
City Mystic	Connecticut	2	00365			
		-	08365			
Mystic		2	00365			
Mystic		-	04365			
Mystic thort Description *	Connecticut	- (<u>- 6 - 6</u>)		eral underwatter wundt.	over 300 species and get of	over than ever to SEA
Myste:	Connecticut	- (<u>- 6 - 6</u>)		eral underwaher wurde.	over 200 species and get d	our than ever to SEA
Nyes:	Connecticut	til (💽 🍓 🥥) bis and animal above	ntures. Experience se			
Nyes:	Connecteur	til (💽 🍓 🥥) bis and animal above	ntures. Experience se			
Note: Store (III) (IIII) (III) (III	Connecteur	to (<u>se</u> of <u>o</u>) bits and painted ables or, modified descri-	ntures. Experience se			





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).

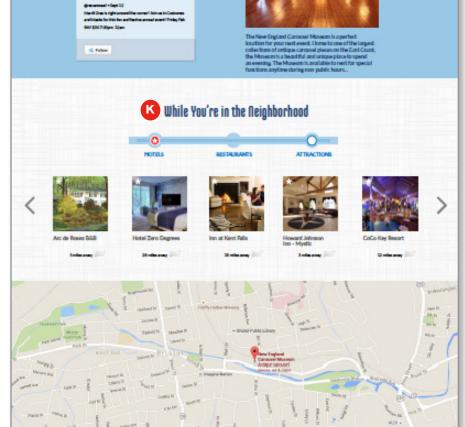
G) Upcoming Events. Because this new CMS platform is completely integrated (listing partners and events are tied together), the admin for a listing only needs to create events as needed and they will automatically be brought in here.

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.

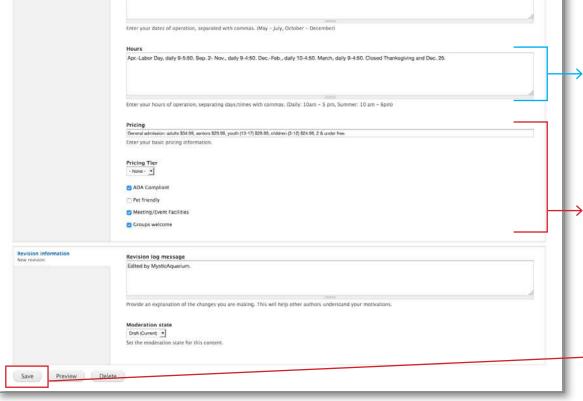
K) While You're In the Neighborhood. Because proximity is everything...especially to a mobile visitor, each listing profile page comes equipped with a "while you're in the neighbor-



hood" 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	Helio MysticAquarium Log out:	-1		ce you've selected a listing, you will get an editing
Home - Mystic Aquarium				een that looks a lot like the screen shot off to the
Edit Listing Mystic Aquarium	VIEW PUBLISHED NEW DRAFT MODERATE		left	
Status: New draft of live content.				
Basic Information *	Title * Misto Aquinum		Ea	ch listing is comprised of 9 tabs, each with it's
Categories			OW	n pertinent information (and in certain key areas,
	Region *Greater Hartford/River Valley			
Social	Creater New Haven		inc	ludes help text and links for helping you best edit/
Meetings/Group Info	C Linchifeld Hills		bu	ild your listing page).
Attributes Additional Contact Info	C Mystic Country		Su	ia you noung pagoji
	Select the tourism district/region that this listing belongs in. (Please select only one region).			
Events	Property Type *		Ke	y aspects to make sure are filled out.
	Attraction • Choose the type of property for this listing.			
	Subcategory *		\star	Title (name of property)
	-Sporting Events & Activities Theaters			
	Water Activities White's & Dewartes	\rightarrow	*	Property Categories — check to make sure
	Pick up to two different categories that are appropriate for your property. (This will determine what areas of the site your property listing aboves up in).			
	ADDRESS			you are assigned to the right region, property
	Address 1			type and subcategories.
	55 Ckogen Bivd.			
	Address 2			Then, make sure to check how you are assigned
	City State ZIP code Mystic Connecticut V 00555	-6		within the system. You can be included in up to
				two different sub-categories (e.g., if you're a
	Short Description *			museum attraction, you could assign yourself to
	Styles 💌 B / U == (E E == 🚳 📣 🖗 🔤 🍓 🖉			both history as well as museums/art galleries).
	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.			
		Ļ	*	Address – verify (or enter) your location address.
	Switch to plain text editor			
	Your listing will show up in many areas of the site with a shorter, modified description of your property. (Fill this area out with a 50 word description of your property for a			
	quick, scanable read). To see a sample of how this will look, click here. Long Description *			
	Syles 🗏 8 / 및 ex 注意 '' 盛水 만 조성 #			
	Experience several underwater worlds throughout indoor and outdoor exhibits and come closer than ever to over 300 species of marine animals. Enjoy beluga whates swim through the Antoic Coast and African peguins weddle along the beach. Watch sea lons demonstrate excling behaviors during a complimentary show in the Forwoods Marine Theater. Touch a			
	shark as towns benown pepting would accur the sensation of a concept register of the sense of th	\rightarrow	*	Descriptions – Notice that there are two
	Travel the globe in Exploration: Wild Jump in a JEEP, pass by a life-sized toweing polar bear then hop on the back of a dog sled. Climb in a steel shark cage, if you dare, than explore the Shark Lab below. Go eye-to-eye with 6' American allipators where the only thing separating you from these reptiles is a sheet of glass. Venture deeper into adventure – step into			different fields for your descriptionboth short
	Scales & Tails and per various reptiles including juvenile alligators. As New England's hands-on aquarium, there are many opportunities to get event closer to spectacular animals during an encounter program. Paint with a beluga whale, spend time			5
	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 animats all over the globe.			description and long description. Leverage the
	Having received the National Medal for Museum and Library Service in 2014, Mystic Aquatum is the only aquarum or zoo honored with this award. Our mission to inspire people to care for and protect our oxean planet drives Aquarium initiatives in conservation, education and research locally, regionally and globally.			help text and links which will help you understand
	Tour time: 2.5-3 hours			how to fulfill each field.
	Other amentities: Catering, Concessions, Dining Nearby, Parking, Parking, Printed Guides, Restaurant, Self-guided tours, Special Packages			
	A.			
	Switch to plain text editor Your listing detail page comes with an area for you to provide a detailed description of your property. (Please fill this out with the appropriate high-level information on your			
	establishment). To see a sample of how this will look, click here.			
	- None - ·			
	Public Phone (860) 572-5985			
	Please enter your phone number in the format as follows: (123) 456-7890	\rightarrow	\star	Contact Information – Your public phone, email
	Email Address			and website will show up in your "Contact" box
	into@mysticaquarium.org			within your listing. Make sure this information is
	Website			
	telp://www.myslicaquarkum.org Please enter a fully qualified URL address: Ohttp://www.yourwebsite.com/			accurate.
	Booking URL			
	Htg://www.mysticsquarkum.org	\rightarrow	\star	Website/Booking URLs – These fields are key
	Hease enter a fully qualified booking URL address: (http://www.yourbookingwebsiteaddress.com)			to helping drive traffic to your websites and
	Fax General (803) 572-5000			booking engines (should you have one). By filling
	Dates of Operation			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.

7

$\rightarrow \star$ SAVE your updates



My Workbench My Content	Hello MysticAquarium Log out
Mystic Aquarium Listing Mystic Aquariu	TI VIEW PUBLISHED NEW DRAFT MODERATI
tatus: New draft of live content.	
Basic Information *	Season
Categories	🛛 Fall
Aedia *	2 Holidays
iocial	2 Spring
leetings/Group Info	C Summer
Attributes	Check off the appropriate seasons that your attraction is open for. If it's all-year long, simply click all of the checkboxes.
dditional Contact Info	
vents	Experiences
Deals	Arts & Culture
	🖉 Family Fun
	History
	Rest & Relaxation
	Romantic Escapes
	Culinary Adventures Your listing detail page will be featured in many different areas on the site. Please select up to two different experience categories that are appropriate for your property.
Revision information	Revision log message
lew revision	Edited by MysicAquarium.
	Provide an explanation of the changes you are making. This will help other authors understand your motivations. Moderation state Part Gurmon 1 Set the moderation state for this content.
Save Preview	Delete

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.

_{fystic Aquarium} <i>isting</i> Mystic Aquarium			VIEW PUBLISHED	NEW DRAFT	MODER
us: New draft of live content.			-		
lic Information *	I have permission to us	e the following imageny			
regories	All of the photos we an	e uploading are free from any copyrights and trademarks. The photographer, the location a	ind any people shown in th	ese photographs have	e agreed
dia *	that may arise from ou deemed inappropriate.	to use these images to promote our tourism offering. Connecticut and its Office of Touris r postings. I understand that these photos will not be sold or given to non-tourism entitles	. CTvisit.com reserves the	right to delete any co	stent.
ial.	Square Image *				
etings/Group Info	Mys	sticAquariumSquare_MysticCT.jpg (41.68 KB) Remove			
ributes	Cro	qq			
ditional Contact Info					200
nts	Click the browse button to how this will look, click he	a find a suitable square image that best represents your listing. Once you've uploaded, you sre,	have the ability to crop it t	o size. To see a samp	de of
als	Hero Image				
		sticAquariumHero_MysticCT.jpg (525.08 KB) Remove			
	Select	a style to crop			
		the image style to crop; the corresponding cropping tool will open. 5 find a suitable horizontal image that best represents your listing. Once you've uploaded, 5	ou have the ability to croc	IT TO SIZE TO SEE & SA	male of
Ŀ	how this will look, click he	ie.			
	PHOTOS				
		supports adding additional imagery aside from just your hero images. Use the tool These images will appear in a slideshow underneath your main hero image on your			
	click here.			Show row w	
	FILE INFORMATION			OPERATIONS	
	+	beluga pic_jg_130501740064748554.jpg (50.08 KB)			
		Crop Alternate text			
		Whales Up Close This text will be used by screen readers, search engines, or when the image cannot be loaded.		Remove	
		Title			
		Whales Up Glose The title is used as a tool tip when the user hovers the mouse over the image.			
	+	Beluga pic 2_lg_130501740422968636.jpg (66.58 KB)			
	SAR-ST	Crop			
		Alternate text Beluge Encounter		Remove	
		The lide is used as a tool tip when the user hovers the mouse over the image.			
	* 6922	penguin pic_jg_130501740876319427.jpg (49.2 KB)			
	V A	Crop Alternate text			
		Penguin Encounter This text will be used by screen readers, search engines, or when the image cannot be loaded.		Remove	
		Title Penguin Encounter			
		The title is used as a tool tip when the user hovers the mouse over the image.			
	+	shark encounter pic_jg_130501741818024900.jpg (53.84 K8)			
	and the second sec	Crop			
		Alternate text Shark Encounter		Remove	
		This text will be used by screen readers, search engines, or when the image cannot be loaded. Title			
		Shark Encounter The title is used as a tool tip when the user hovers the mouse over the image.			
	+	sharkk pic_lg_130501742480769095.jpg (44.41 K8)			
	1	Crop			
		Alternate text Sharks		Remove	
		This text will be used by screen readers, search engines, or when the image cannot be loaded. Title			
		Sharka			
		The title is used as a tool tip when the user hovers the mouse over the image.			
		MG_0231_jg_130922691285139551,jpg (55.41 K8)			
		Crop Alternate text			
		Exploration: Wild! This text will be used by screen readers, search engines, or when the image cannot be loaded.		Remove	
		Title Exploration: Wild!			
		The tide is used as a tool tip when the user hovers the mouse over the image.			
	WAR602.00			Show row	weights
	VIDEOS				

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	
Categories	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.	When you
Media	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.	for your lis
Social		and ackno
Meetings/Group Info		use the ph
Attributes		, Once you
Additional Contact Info *		continue.
Trail Info		continue.
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.

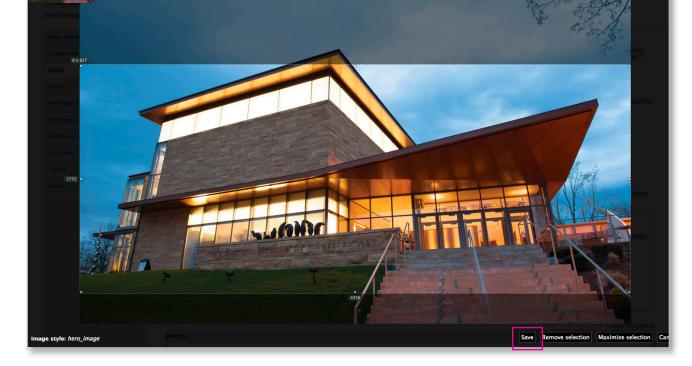
Basic Information *	I have permission to use the following imagery
Categories	All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our 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. Christica on reserves the any content decemed inappropriate.
Media	understand that these photos will not be sold of given to non-counsin entities, cirvisticion reserves the right to derive any content deemed inappropriate.
Social	Browse No file selected. Upload
Meetings/Group Info	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.
Attributes	Files must be less than 5 MB. Allowed file types: png jpg jpeg. Images must be larger than 376x376 pixels.
Additional Contact Info *	
Trail Info	Hero Image Browse, to file selected. Upload
Events	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.
Deals	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: 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 *	I have permission to use the following imagery
Categories	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 origon to one to one to origin metantice. Tryinis com reserves the right to determed inanorografate.
Media	
	Square Image
Social	Browse No file selected. Upload
Meetings/Group Info	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.
Attributes	Files must be less than 5 MB. Allowed file types: png jpg jpg. Images must be larger than 376x376 pixels.
Additional Contact Info *	
Trail Info	Hero Image
Events	Crop
Deals	
	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.
	РНОТОЅ
	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.
	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.

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!



Mystic Aquarium	
Listing Mystic Aquariun	VIEW PUBLISHED NEW DRAFT MODERATE
tatus: New draft of live content.	
Basic Information *	
Categories	SOCIAL MEDIA
Media *	Facebook
Social	Your isting page supports bringing your latest Facebook posts directly into your listings page. If you would like to add your Facebook posts directly into your page, simply cut/paste your Facebook Page ID into the eld above. Simply enter everything after the Facebook.com/ into the field. (e.g., mysticseaport) To see a sample of how this will look, click here.
Meetings/Group Info	INW UID WILLINGS, SINA HEIE,
Attributes	Twitter
	nyafiaqqarlum
Additional Contact Info	Your listing page supports bringing your Twitter feed directly into your listings page. If you would like to add your Twitter feed directly into your page, simply cut/paste your Twitter screen name into the eld above. Simply enter everything after the Twitter.com/ into the field. (e.g., mysticseaport) To see a sample of how
Events	this will look, click here.
Deals	Instagram
	cut/paste your screen name into the field above. Simply enter everything after the instagram.com/ into the field. (e.g., mysticseaport).To see a sample of how this will look, click here. Trip Advisor Widget
	To see a sample of how this will look, click here.
Revision information	Revision log message
NEW REVISION	Edited by MysticAquarium.
	Provide an explanation of the changes you are making. This will help other authors understand your motivations.
	Moderation state
	Set the moderation state for this content.

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



A My Workbench My Content		Hello MysticAquarium	Log out
Add content			
Home + Mystic Aquarium			_
Edit Listing Mystic Aquarium		VIEW PUBLISHED NEW DRAFT	MODERATE
		VIEW FUBLISHED NEW DIOPT	NODERATE
Status: New draft of live content.			
Basic Information *	🛃 Bus Parking		
Categories	Cuided Group Tours		
Media *	Special Rentals		
Social	Bus Fee		
Meetings/Group Info	None		
Attributes	Deposit Required		
Additional Contact Info	140		_
Events	Group Rates		_
Deals	Largest Meeting Room		
	ter gest meeting room		
	Max Banquet Capacity		
	Max Classroom Capacity		
	Max Group Capacity		
	Max Reception Capacity		
	Max Theater Capacity		
	Meeting Rooms		
	Meeting Space		

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.*

A My Workbench My Content		Hello MysticAquariun	n Log out
Add content			
Home » Mystic Aquarium			
Edit Listing Mystic Aquarium	VIEW PUBLISHE	NEW DRAFT	MODERATE
Status: New draft of live content.			
Basic Information *	Attendance Number		
Categories			
Media *	Attendance Year		
Social			
Meetings/Group Info	Z Food/Beverage Services		
Attributes	C Gift Shop		
Additional Contact Info	Seating Capacity		
Events	and a second a second se		
Deals	Electric Hookup Does your listing provide electric hookup? Passenger Capacity		
	Program Type V		
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 Dut (Current) Set the moderation state for this content.		
Save Preview Delet	e		

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.*

My Workbench My Content			Hello MysticAquari	um Log out
i content				
ne » Mystic Aquarium				
lit Listing Mystic Aquariur	n	VIEW PUBLISHED	NEW DRAFT	MODERAT
Status: New draft of live content.				
Basic Information *				
Categories	Contact Stevi Bramich			
Media *				
Social	Contact Title Public Relations Coordinator			
Meetings/Group Info	Contact Email sbramich@mysticaquarium.org			
Attributes				
Additional Contact Info	Contact Phone 860-572-5055 x383			
Events				
Deals	Fax Contact 860-572-5969			
	MAILING ADDRESS Add an additional mailing address. This should be entered if it is different from your main address. Country -None			
	Unector of Sales Hame			
	Director of Sales Title			
	Director of Sales Email			
	Director of Sales Phone			
	Executive Director Name			

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).





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:

A) Name of the event

B) 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).

C) 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....

D) Calls to Action button that allows visitors to go to learn more and/or take action (if applicable).

E) 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.

F) 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.

My Content	Helip MysticAquarium Log out		D	etails Tab
Details * Contact info Tagging	Title * RuxWask for the Penguins DATE Oct • 17 • 0015 • 0 • 0 • 0 Oct • 17 • 0015 • 0 • 0 • 0 to: Month Day Year Hour Minute Dar • 17 • 2015 • 0 • 0 • 0 Stort Description Styles • B I U er E E ** @ @ P @ @ @ // Wodde on over to Mystic Aquatium's annual Rum/Walk for the Pengung, a fun flamily-friendly event.		*	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 up date it again for the future.
	Switch to plain text editor Switch to plain text editor Source of the summary Source of the summary Madde on over to Mysic Aquatom's annual Run/Nak for the Perspuns, a fun family fixedly event, Every step you take during the 5k run or hor-mile wak helps benefit. Madde on over to Mysic Aquatom's annual Run/Nak for the Perspuns, a fun family fixedly event, Every step you take during the 5k run or hor-mile wak helps benefit. Madde on over to Mysic Aquatom's annual Run/Nak for the Perspuns, a fun family fixedly event, Every step you take during the 5k run or hor-mile wak helps benefit. Madde on over to Mysic Aquatom's annual Run/Nak for the Perspuns, a fun family fixedly event, Every step you take during the 5k run or hor-mile wak helps benefit. Madde on over to Mysic Aquatom's annual Run/Nak for the Perspuns, a fun family fixedly event, Eventy step you take during the 5k run or hor-mile wak helps benefit. For more information, contact Lydia Sheit at Isheiligmysticaquanum.org or (860) 572-6955 x518.	;	> *	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.
	Switch to plain text editor Image Browse		*	For 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.
	City * State * ZIP code * Myste Connectiout * 06885 Phone (000) 572-5905 Email Address Website	;	*	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.
	http://www.mysticaquarium.org/visit/catendar/deta.to/485-penguin-un-walk Booking URL Times Race starts at 9 a.m. Admission	;	*	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.
	Prob 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	;	*	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.
	Please enter the year of the latest attendance figure. Annual Ses Formula Please enter the formula used for when your event takes place yearly – ex: 2nd Saturday in June.	;	*	Additional Details Optional fields to include any additional details about your event.



A My Content		Hello MysticAquari	um Log out 💌
Add content			
Home + Run/Walk for the Penguins Edit Event Run/Walk for the Pen	guins VIEW PUBLISHE	D NEW DRAFT	MODERATE
Status: New draft from current revision Actions:			
Details *	Contact Person		
Contact Info			
Tagging	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 - None		
	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.

* * Run/Walk for the Penguins t Event Run/Walk for	the Penguins		VIEW PUBLISHED NEW DRAFT MODERAT
Status: New draft from curren Actions:	t revision		
Details *			
	Categories		
Contact Info		Cities & Towns	🗌 Nature & Outdoors
Tagging	Amusement & Adventure Park	Conference/Meeting	□ Night Life
	Animals & Wildlife	Cottage/Cabin	Parks & Forests
	-Antique Center	Family Fun Fishing Fishing	Performing Arts Pick-Your-Own
	-Antique Shop	French	🗇 Pizza
	-Antiquing	Hiking & Biking	🖂 Resort/Spa
	-Auction House	History	Seafood
	Asian	Hotel	Shopping
	B&Bs/Inns	🖂 lce Cream	Specialty Trails
	🖂 ~8&8	🗇 In the Air	Sporting
	🗆 -Inn	🗇 Indian	— -Golf Course
	Bakery/Cafe	🗇 Italian/Mediterranean	🗇 –Ski Area
	🖂 Bar/Pub	Latin American/Spanish	-Sporting Events & Activities
	🖸 Barbequé	C Marina	🖸 Steak House
	Beach	Mexican	Theaters
	🗇 Boating & Sailing	Middle Eastern	Vacation Rental
	Campground/RV Park	Motel	🖂 Vegetarian/Vegan
	Cariobean/jamaican	Museums & Art Galleries Music & Concerts	Water Activities Wineries & Breweries
	Cashio Destination	_ music a concerts	There's a menerics
	Event Types		
	C Antiques & Craft Shows		
	🗇 Fairs & Festivals		
	🖂 Family & Kids		
	Food		
	🗌 History & Art		
	Music & Performance		
	🖸 Nature & Science		
	On the Water		
	Seasonal/Holiday		
	 Special Interest 		
	Sports		
	_ Tours		
	- None -		
	Active Adventures		
	Family Fun		
	Region		
	Greater Hartford/River Valley		
	Creater New Haven		
	Litchfield Hills		
	Mystic Country		
	Fairfield County		
	Seasons		
	🗇 Fall		
	Holidays		
	Spring		
	Summer		
	Winter		
	Towns		
	- None - Amston		
	Andover		

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

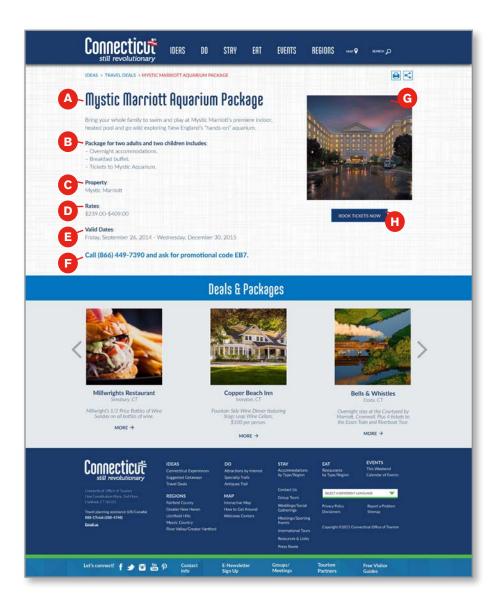
Since events are really unique, we also have specific "event types" offered as tags within the CMS. Please choose from the listing to the left to tag your event to the most relevant tag(s) for

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.



Listing Mystic Aquarium			VIEW PUBLISHED NEW DRAFT	MODERATE
tatus: New draft of live content.				-
Basic Information *				
Categories	DEALS			
Media	Add new or edit existing deals that are connec	ted with this listing.	Show	row weights
Social	TITLE	STATUS	OPERATIONS	
Meetings/Group Info	+ Free Lunch at Mystic Aquarium	Published	Edit Remove	
Attributes	+	Published	Edit Remove	
Additional Contact Info *				
Events	Add new deal Add existing deal			
Deals				
Revision information	81 9191 92			
New revision	Revision log message Edited by MysticAquarium.			
	conce of my secretarion.			
	Provide an explanation of the changes you are makin	ig. This will help other aut	thors understand your motivations.	
	Moderation state			
	Set the moderation state for this content.			

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

it Listing Mystic Aquarium				VIEW PUBLISHED	NEW DRAFT	MOD
Status: New draft of live content.						
Basic Information *						
Categories	DEALS					
Media	Add new or edit existing deals that are o				Show ro	w weights
Social	TITLE	ST	ATUS	OPERATIONS		
Meetings/Group Info	-j- Free Lunch at Mystic Aquarium	Ρυ	blished	Edit Remove		
Attributes	+	Pu	blished	Edit Remove		
Additional Contact Info *						
Events	ADD NEW DEAL					
Deals	Details *	Semand Deal				
	Contact Info					
	Tagging	DATE				
		Select a start and en	d date for the de	al.		
			04:45pm			
		E.g., 03/04/2016	E.g., 04:45pm			
		to:		2		
			Time 04:45pm			
		E.g., 03/04/2016				
		Description				
		Styles 💌 B	/⊻ 1≣	= " <u>&</u> = P = *		ALC: NO
						t
		Switch to plain text ed	tor		4	6 .)-
		Image		4		
		Browse. No file select Files must be less than 1 Allowed file types: png g		load 4		
		Allowed file types: png s Images must be smaller	iit jpg jpeg. than 376x376 pb	cels.		
		Rates From				
		This field is intended to	display a rate or n	ange of rates. e.g. \$239 - \$409		
		Sooking Url				
		Enter an external link to	direct users to bo	oking/purchasing this deal.		
	6	Phone			-0	
		Please enter the phone n	umber you would	like displayed on your deal page.		
		Website				
		Please enter the website http://www.ctvisit.com	you would like di	played on your deal page. Enter in the	form of	
		Email Address			8	
		Please enter the email ad	idress you would I	like displayed on your deal page	ి	

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/pack-age 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.



ment.				
				_
lasic Information *	DEALS			
Cetegories	Add new or edit existing deals that are	connected with this listing.		
Hedia -		STATUS	OPERATIONS	Shine row we
Fortial .	TITLE		Edia Remove	
leatings/Group Infe	- Free Lunch at Mystic Aquarium	Published	tan weater	
utributes	+ Valentine's Day Promotion	Published	Edit. Remove	
Additional Contact Info *				
lventa	ADO NEW DEAL			
Deals	Oetails *			
		EAGEINEs		
	Contact Info	American		
	Teaglog	Amusement & Adventure Park Animals & Wildlife		
		C Antiques		
		-Antique Center		
		-Antique Shop		
		-Antiquing		
		-Auction House		
		Asian		
		- 888s/Inns		
		-im		
		Dakery/Cafe		
		⊡ Ba//Pub		
		Barbeque		
		⊡ leach		
		🗁 Boating & Salling		
		Campground/RV #ark		
		Caribbean/Jamaican		
		Calino Destination		
		Conference/Neeting		
		Comage/Cable		
		🗇 Family Fun		
		Tishing		
		⊡ French		
		 Hiting & Biking History 		
		- Hotel		
		ice Oran		
		in the Ar		
		🗇 indian		
		C Ballan/Mediterranean		
		Latin American/Spanish		
		C Maxima		
		Middle Eastern		
		(Motel		
		Maseums & An Galleries		
		Music & Concerts		
		C Nature & Outdoors		
		□ Nght Lfe		
		Parks & Forests Performing Arts		
		C Pick-Your-Own		
		Piera		
		C Resort/Spa		
		🖂 Seafood		
		Shopping		
		Specialty Trails		
		□ Sporting		
		C -Golf Course		
		-Sporting Events & Activities		
		D Steak House		
		_ Thesters		
		O Vacation Rental		
		O Wegetariae/Vegan		
		Water Activities		
		Wineries & Breweries		
		Regions		
		Greater Hartford/River Valley		
		Creater New Haven		
		Litchfield Hills		
		Vysitic Country		
		and the second of the second o		
		Season		
		(C fail		
		⊡ Holidays ⊡ Spring		
		D Spring D Summer		
		U Wester		
		Experiences		
		C Active Adventures :		
		ants & Culture		
		CHINNA		
		D Rest & Relaxation		
		Romantic Escapes		
		Culmary Adventures		
		Towns		
		r Dowins - Sona - Anatoxi Anatoxi Anatoxi Anatoxi Anatoxi Anatoxi		
		10 Year on		
		Acatria		
		Amoria		
	Create deal Cancel	Acatoria		

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

\star 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.

\star 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

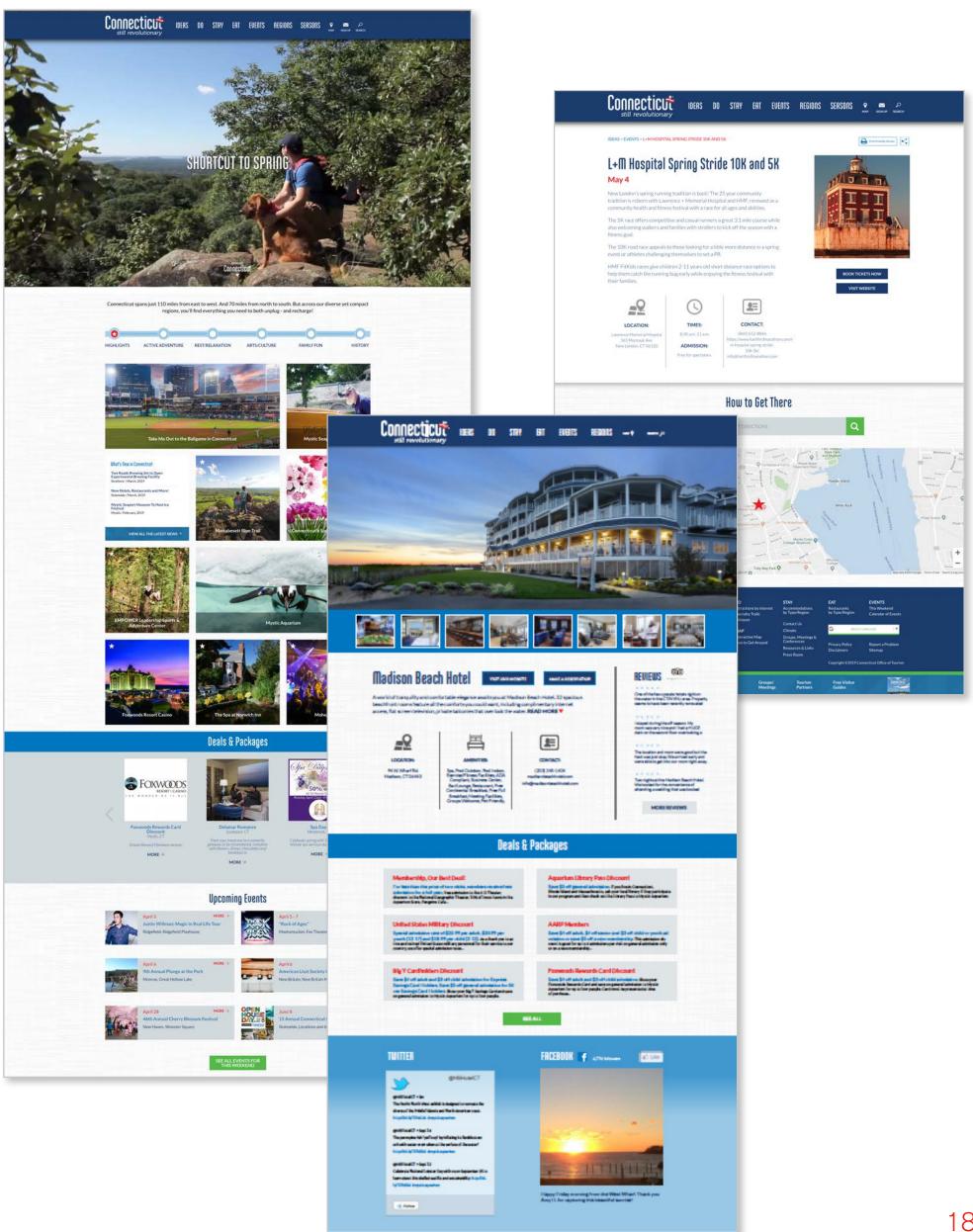
You can also help drive where you deal shows up on the site by checking off the appropriate "experience(s)" that it's applicable for. Please note, you can check off up to two different experiences.

★ Save



PARTNER HELP SCREENS

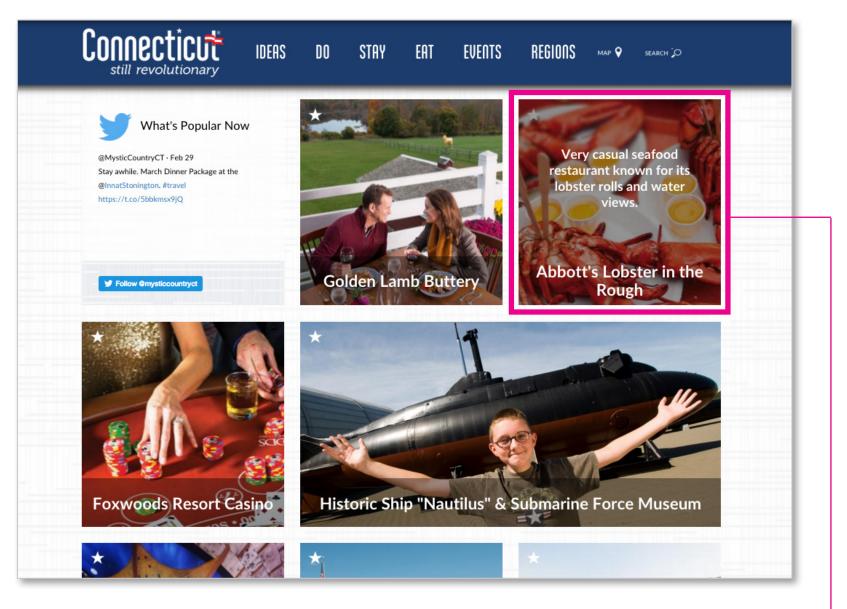
ADDITIONAL SUPPORT SCREENS FOR THE CMS





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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* <u>short descriptions</u> 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.



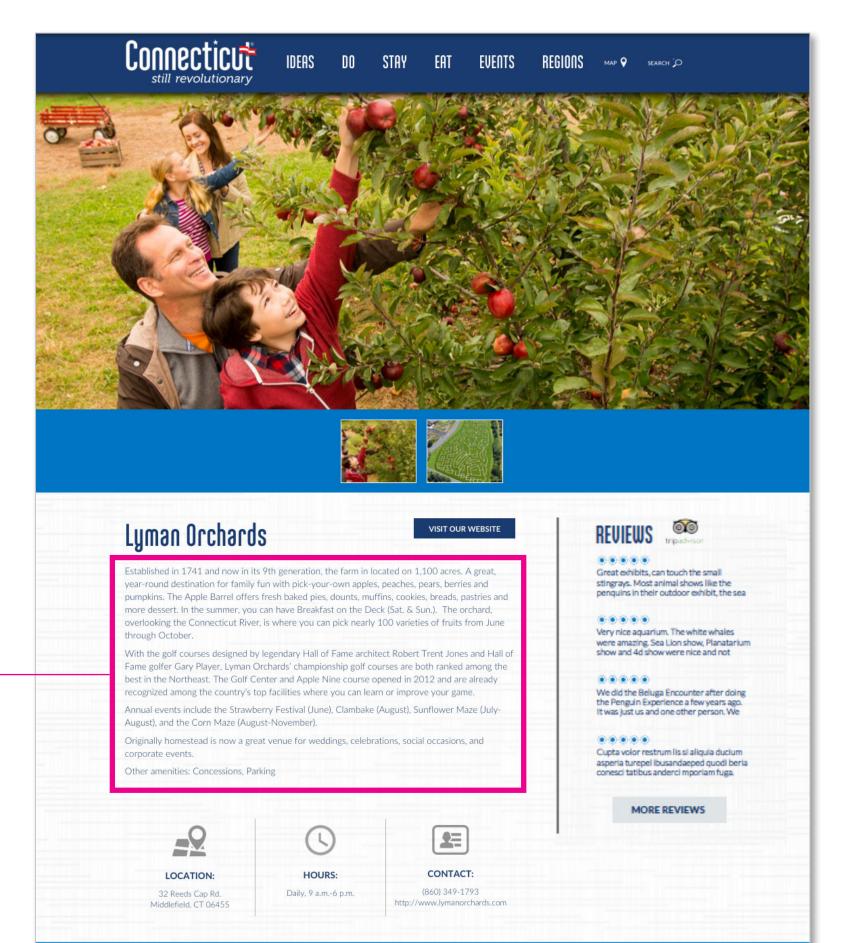
Example above shows how your short description will be presented to users in our "grid" format.



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 <u>fill out your</u> <u>long description</u> with as much appeal as possible.*

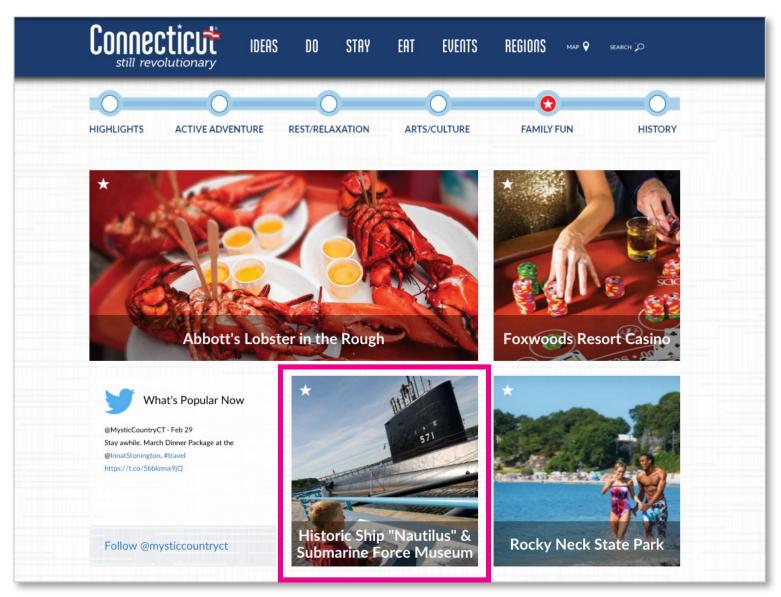




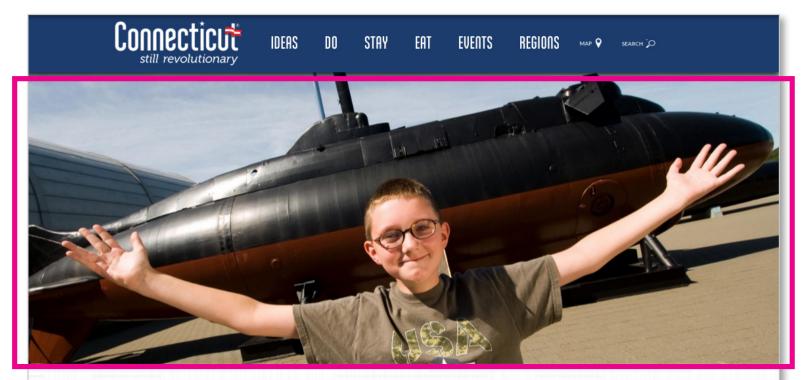
Example above shows how your long description will be presented to on your listing page. Ideally this description should be a paragraph to two paragraphs, max. It should provide an executive overview about your attraction, restaurant or hotel and aim to drive visitors over to your site directly to book 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.



Basic In Catego

Trail Ir Events

Basic Information *	I have permission to use the following imagery
Categories	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 a 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 aris understand that these photos will not be sold or diven to non-tourism entities. Crivisi, com reserves the rights to use votanted inappropriate.
Media	understand that these photos will not be sold of given to non-courtsmentutes. Crivisit con reserves the right to belete any content deemed mappropriate.
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.

agreed that we have the rise from our postings. I

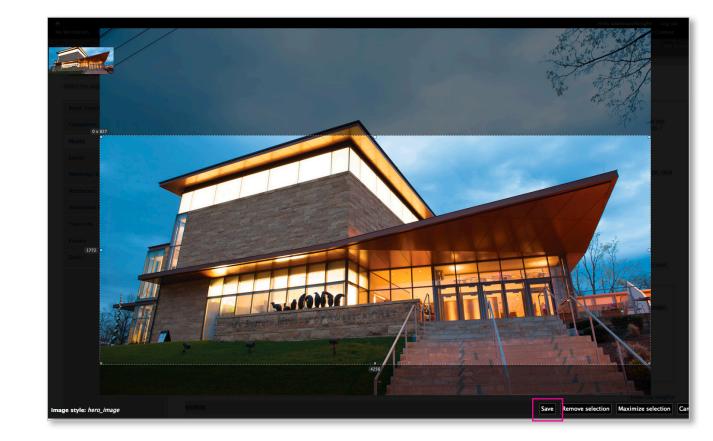
Basic Information *	I have permission to use the following imagery
ategories	All of the photos we are uploading are free from any copyrights and trademarks. The photographer, the location and any people shown in these photographs have agreed that we have the rights to use these images to promote our 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 origine to non-convirsm emitties. Crivisic.com reserves the rights to use a vocontent deemed inappropriate.
edia	understand that these protos will not be sold of given to non-courts in entries. It is includin reserves the right to detecte any content declined inappropriate.
	Square Image
ocial	Browse No file selected. Upload
eetings/Group Info	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, clic here.
ttributes	Files must be less than 5 MB. Allowed file types: png jpg jpg. Images must be larger than 376x376 pixels.
dditional Contact Info *	
rail Info	Hero Image Browse No file selected. Upload
vents	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.
Deals	Files must be less than 10 MB. Allowed file types: png jpg jpeg. Images must be larger than 1169x484 pixels.
	РНОТОЅ
	Your listing page also supports 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.

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.

formation *	I have permission to use the following imagery
ies	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 rourism 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. CTivisit.com reserves the right to delete any content deemed inappropriate.
	Square Image
	Browse No file selected. Upload
s/Group Info	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.
les	Files must be less than 5 MB. Allowed file types; png jpg jpeg. Images must be larger than 376x376 pixels.
nal Contact Info *	
fo	Hero Image
	Сгор
	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.
	РНОТОЅ
	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: prog jog jpeg. 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!



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, <u>the image carousel</u> (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.*

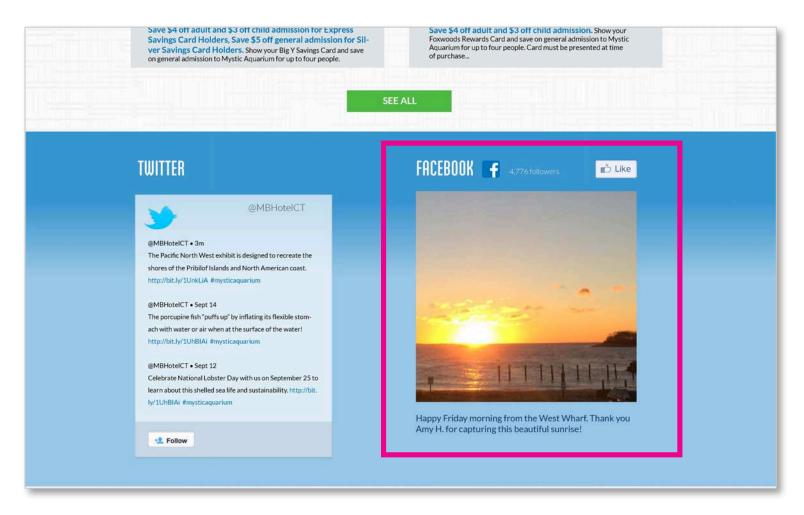
When a user clicks on the carousel images, a slideshow will appear that allows them to browse through all of your photos. *We'll get into how to bring in your social media on the next tab.*



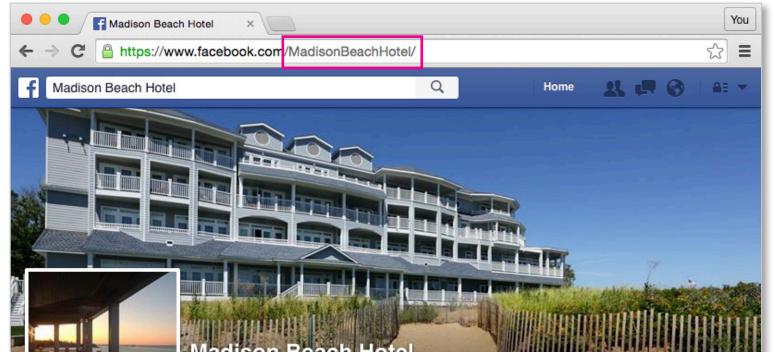
Example above shows an image carousel containing additional uploaded imagery as well as integration of your Instagram and YouTube videos (if you choose to leverage it). If not, the carousel simply won't appear on your listing page.



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.



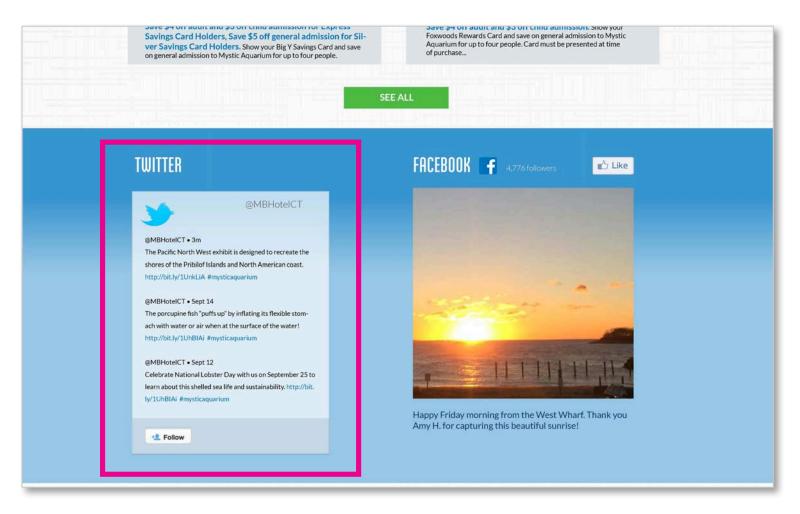
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- 1. Go to your public-facing profile page on Facebook
- 2. In your address bar (highlighted above) you'll see the unique URL that identifies your page
- 3. Simply copy and paste EVERYTHING that comes after the <u>www.facebook.com/</u>

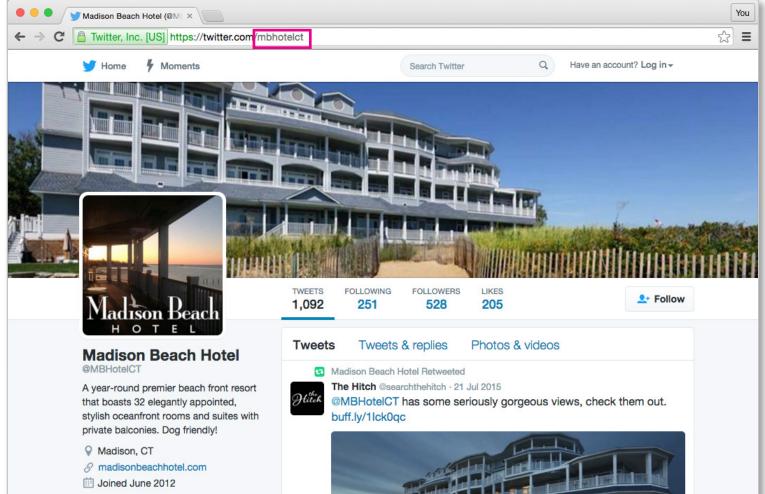
In the example above, you would copy "MadisonBeachHotel/' and then paste it into the Facebook field within the content management tool.



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.

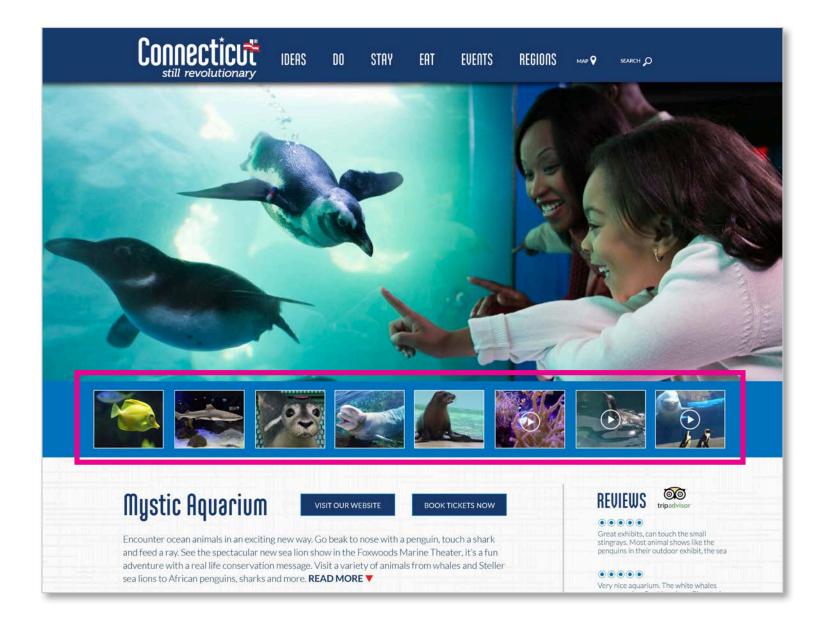


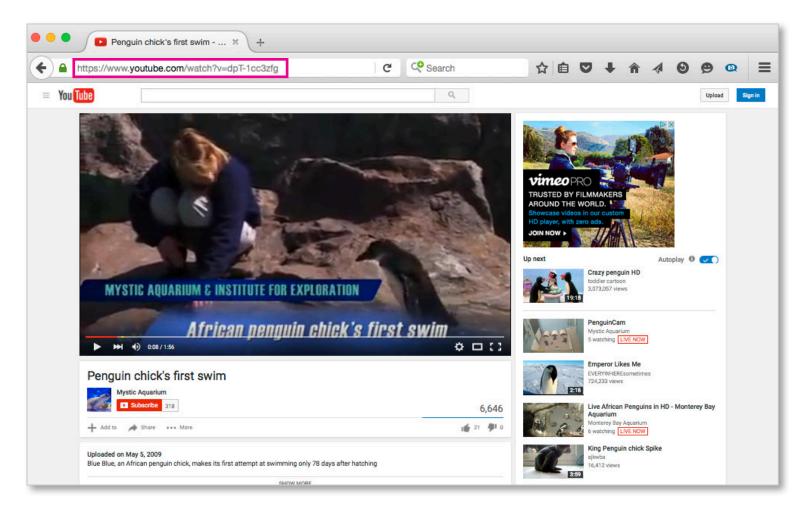
- 1. Go to your public-facing profile page on Twitter
- 2. In your address bar (highlighted above) you'll see the unique URL that identifies your page (aka, your "handle")
- 3. Simply copy and paste EVERYTHING that comes after the <u>www.twitter.com/</u>

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.





- 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.



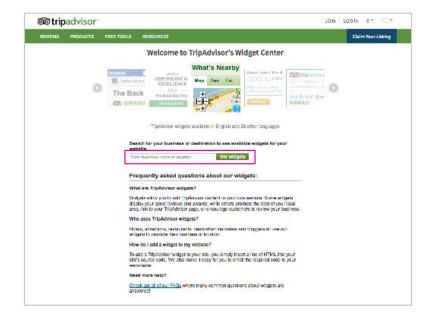
One of the additional features offered to any listing, is the ability to integrate *TripAdvisor reviews directly into your listing page*. Please note that depending on what type of photography you are using for your listing page — either a square up (below, left) or a hero-horizontal (below, right) you will need to bring in a different widget from TripAdvisor. We'll outline all of the details on that below.

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Example of listing with Square-Up image

How to get your TripAdvisor widget for this style

1. Open up a new tab/window in your web browser and go to **http://www.tripadvisor.com/Widgets**



 Start typing in the name of your property into the "Enter business name or location" field. Once you've found it, simply click on the Get Widgets button.



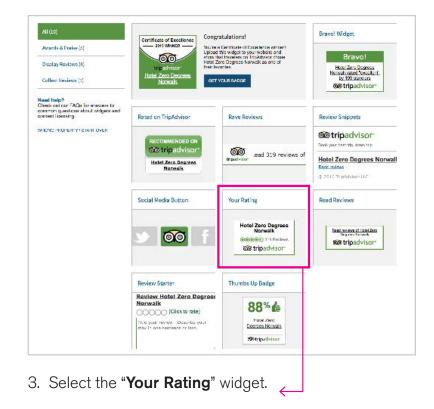
Example of listing with Hero-Horizontal image

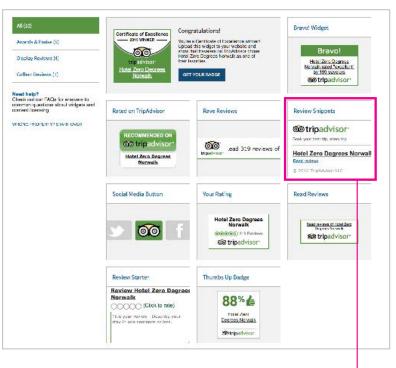
How to get your TripAdvisor widget for this style

1. Open up a new tab/window in your web browser and go to http://www.tripadvisor.com/Widgets

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 Start typing in the name of your property into the "Enter business name or location" field. Once you've found it, simply click on the Get Widgets button.





3. Select the "Review Snippets" widget.







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Veed help? Thek out our FAQs for answers to common questions about widgets and content licensing	Silve (a) "An element open (see early "a) ener "At miner the analysis of Sil (a) "All (All (a) (a) (b) (b) (b) (b) (b) (b) (b) (b) (b) (b	and from the insulation and
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4. **Copy the HTML widget code** from the box and then paste it back into the CMS field for TripAdvisor (shown below) in your original window/tab.

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5. **Save**