



# Mission Website Webinar

U.S. Department of State

Mission Websites Event Calendar  
DST/IIP  
September 19, 2018

# Event Calendar

An awesome (not *that*) new site feature

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The Event Calendar rocks and you should definitely be using it

# Did you know ...

**Your Mission Website** has a robust calendar feature where you can record, promote, and track any events your post may want to list?!

Only **15 out of 194** posts are using it!

Special shout outs to:

**India**

**Singapore**

**Eritrea**

**The American  
Institute in  
Taiwan**

# Event Calendar Basics

Main Components and Content Creation

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## Events

### Similar to posts

BUT THEY'RE NOT POSTS

Have similar features though, including:

- Add media
- Use categories/topics to sort on the site

## Categories

### Help organize event types

Creates filters for users based on category

Can be color-assigned on the calendar for easier visibility

## Locations

### Important info

People need to know where to go to attend, right?!

Creates filter based on location

Embedded Google Map adds visual dynamism

Can be reused for recurring events or popular event locations

# Let's see it in action

Some great live examples

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# Event Calendar All-Stars

- [Singapore](#)
- [India](#)
- [The American Institute in Taiwan](#)
- [Eritrea](#)



# Let's add events!

Well, first the category and location, but  
we'll get there.

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# Event Calendar Site Nav

- Sitemap (of course), but that's not ideal for users
- Can't go under the News & Events section of the website -- recommend to go under "Embassy"

The screenshot displays the website for the U.S. Embassy in Slovakia. The header includes the embassy logo and name, along with social media icons and a search bar. The main navigation menu features links for Visas, U.S. Citizen Services, Our Relationship, Business, Education & Culture, Embassy (highlighted), and News & Events. The 'Event Calendar' section is active, showing a calendar grid for the current month. The calendar highlights an event on Tuesday, the 27th: 'America on Wheels' Roadshow Set to Roll into Twenty-Six Slovak Towns, with a '7:00 pm Touch n' Go' event on the 3rd. To the right of the calendar, there is a 'U.S. EMBASSY' contact information box, an 'EVENT CALENDAR' section with a 'Learn More' button, and a 'WORK WITH US!' section with a 'Jobs at the Embassy' button.

U.S. Embassy in Slovakia

Visas U.S. Citizen Services Our Relationship Business Education & Culture **Embassy** News & Events

Event Calendar

Home | Event Calendar

< > today

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	
"America on Wheels" Roadshow Set to Roll into Twenty-Six Slovak Towns						
	7:00 pm Touch n' Go					
2	3	4	5	6	7	8

U.S. EMBASSY

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EVENT CALENDAR

Learn More

WORK WITH US!

Jobs at the Embassy

# Promote the Calendar on Site!

- If you create a **post** about an event, promote the event calendar with a Custom Sidebar!
- Be sure to tag posts about events with the “Events” category for filter
  - Won’t sync to calendar, but helps organization
- Promote on a homepage slide and/or make a sticky post for your blogroll on the homepage

# Adding the Event Calendar

## Step 1:

Email the Help Desk at  
[embassy@america.gov](mailto:embassy@america.gov)

## Step 2:

Just kidding, that's it!  
Seriously, it's that simple.



# Questions?

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