

UPLOADING A NEW EVENT TO THE MMP WEBSITE

The *Meaningful Movies Project* website is a great resource for you to use to get the word out about your community film events. If your group has already been added to the MMP site, and you've received your login credentials, you are positioned to access the site and post your event. Below are the steps you need to take: Go to <http://meaningfulmovies.com/>. Login using the Username and Password sent to you earlier.

First, some prep work:

1. General Guidelines:

- a. When cutting and pasting into the text editor, always first turn on the “paste as plain text” button.
- b. While you're entering your event information, it might be helpful to keep 2 browser windows open: One of the event data entry page, and one of the final page. After you 'publish', and are entering remaining info, or editing, you can toggle back and forth to see the results as you work.
- c. See: “MMP WEBSITE RULES OF THE ROAD” in the Forums: <http://www.meaningfulmovies.org/wp-content/uploads/2015/03/MMP-WEBSITE-RULES-OF-THE-ROAD.pdf>
- d. **FORMAT FOR TITLES AND TEXT:** Please only use 'Capital First Letter' format, not 'ALL CAPS'. The Program is designed to switch between these automatically as required for particular locations within the website. Using ALL CAPS overrides this, makes the site look randomly formatted, and makes postings sometimes harder to decipher.

2. Gather your materials: Below is what you'll need (items marked with an asterisk are ***REQUIRED** to post your event; the other items are optional). It's advisable to collect and save all this info (e.g., in a Word document) ahead of entering your event onto the website. Then you can easily cut & paste as you go.

a. *Title:

- i. Do not use ALL CAPS. Capitalize the first letter in all important title words.
- ii. Do not use the word “Film: _____” to prefix the title
- iii. Do not use quotation marks
- iv. Example: The Point, with Special Guest: Ringo Starr

b. *Description of Film / Event (200 words max)

Be sure the first sentence in your film description best describes film, covers your intent, guests or whatever your primary focus is, so that this info displays on the Home Page before the description is truncated.

c. A Link to the Trailer (use the complete URL, including http://) to the trailer on YouTube, Vimeo, or other video sharing site) Be sure to test this after your event is posted. The most compatible and reliable trailers are on YouTube and Vimeo. Typically, other sources do not work.

Example: <https://www.youtube.com/watch?v=l2a-dvxtN0>

*On the Event Edit Page, All trailer url's need to have “https://youtube.com/” or “https://vimeo.com/” at the beginning of it. To find the trailer, it's easiest to do a search for “Film Name” + trailer + YouTube (or vimeo). **It's highly unlikely that other urls will work.** Always check links after you upload your info.*

d. Film POSTER IMAGE in .jpg or .png format -- (**Poster Image MUST BE AT LEAST 250 pixels wide** x any height – proportions are not necessarily important, but vertical orientation is best) **Note: for image editing with Pixbuilder or Powerpoint help see the Helpful Hints section below**

Try to keep the file size of the final Poster Image you use to under 500k.

e. *Film FEATURED IMAGE-- .jpg or .png, format sourced from the film's website or Google Image Search— The Feature Image MUST have a width of at least 270 pixels wide and at least 180 pixels high.

The Feature Image MUST have a ratio of 3 units wide x 2 units high.

An image of 300 pixels wide x 200 pixels high, or 500 pixels wide x 233 pixels high is perfect.

Try to keep the file size of the final Feature Image you use to under 500k.

About the images used:

1. Poster Image: This will appear on the event's page beside the event description.
2. Feature Image: This will appear on the Home Page listing of the event, and on your Group Page under 'Our Upcoming Events' (and Our Past Events).
3. The main image displayed when the event page is opened is from the Trailer (it contains a default image that you cannot alter).

One way to capture images for use:

1. Open your web browser (here Google Chrome is used – the process may differ with other browsers)
2. Do a search for the "Name of the Film" in quotes, plus the word 'film' or 'movie' in the search box.
 - a. If the title is ambiguous and the search results in a lot of other topics, narrow by adding something specific about the film, like the director's name.
3. Select "Images" as the type of search. Find this selection typically below the search box.
4. Select an image and click on it. It will expand. There should be a listing to the side or below listing the size of the image. (Be sure this is an image that you have permission to use – i.e., same as found on the website, or very obviously made available by the filmmakers or distributor. More info below)
5. Right-click on the larger image, and click on 'save image as...', and save under the appropriate folder on your computer.
6. Most (but not all) websites will allow you to right-click directly on an image and save it in the same way. You will need to verify the pixel size.

Sources for images – THIS IS AN IMPORTANT LEGAL MATTER. It is mandatory and important to everyone's protection that you use only images that you have permission to use.

Only use:

1. Press packages from the filmmakers or distributors
2. Film's website (usually the best source) – if the image is on their website, and you are promoting their film, one can assume implied permission (but not a guaranty). Email the filmmakers or distributors with copies or/and links to promotional materials asking them to please contact you if they have any issues (and permanently save your email with your files for your event).
3. Images from the open sources listed in the document on our MMP website, "PUBLIC DOMAIN RESOURCES FOR IMAGES."
4. Other images you have personally secured copyright permission to use.
5. Images/photos you have created yourself.
6. Image searches using your browser (be reasonably sure that they are originally sourced from the filmmaker or distributor. The originating website should be listed there somewhere, where you might find out more info on the image's origin.
7. If you cannot find appropriate images, you can use your 'Snipping' tool to capture images from the trailer or the film itself. There are many of these. The one for Microsoft lives in the 'Accessories' program folder ("Snipping Tool")

f. *Release Year (example: 1971)

g. *Running Time (example: 90 min, or 1 hr 30 min)

h. *Director(s) – If you cannot find the director, use a producer's name. (IMDB is a good source. Search on the web for: IMDB + "Film Title" in quotes) (example: IMDB + "The Point")

i. Special Guests (example: Ringo Starr, Ex-Beatle and Narrator of the film)

j. Sponsors (example: The Planet Earth, and all her sister planets and "heavenly bodies")

k. URL for the film's Facebook page. Usually found on the film's main page.

3. Create your event

- a. Login to the site by clicking "Member Login" in the gray navigation bar at the top of the site.
- b. Once logged in, hover your mouse over your name at the top right corner of your screen.
- c. Click on "Events." (If you've previously posted events, you'll see them here.)

If you choose to create a new event using a past event rather than creating it from scratch, be very sure you use the "Duplicate" button to create a copy first. Be sure you preserve your past event as-is, and use the duplicate copy to edit. After events have passed, all events move into the "Past Events" category, and show up on your Group Page, as well as when anyone searches for a keyword in your posting. If you edit the past event without copying first, it is gone forever.

Not only are these a permanent record of your own past events, they serve as a resource for other Network members who may wish to show the same film, they serve as a resource for the general public, and they help drive web traffic to the site.

- d. Click on the grey Add New button
- e. Add your film "Title" in the space provided.
- f. BE SURE TO SAVE YOUR INFO AS YOU GO. Use "save draft" or "Publish" (both on the right side of the page).

Note: "Save Draft" will save the Event Page, without displaying it publically. "Publish" loads your Event Page to website and can be seen publically. "Publish" will give an error at the top of the page and may not save until all the (*)required items are added. Use "Save Draft" until then.

For more info on Drafts and Saving, see **Publish vs Draft & Saving Your Work in the Helpful Hints section below**

- g. Add your "Description of Film" – **be sure to use the 'paste as plain text' function** (see below). Use the **bold tool** function on the toolbar to add appropriate emphasis (see above). Consider your formatting carefully – the program will auto-format your materials to keep consistency throughout the website. Too much formatting can be distracting, more difficult to read and drive folks away from your page. If you include links in your text, you will need to manually add these in. Highlight the text (or url) and click on the **"Insert/edit link"** button (see above). **Also see "MAKING A LINK "LIVE" WITHIN YOUR TEXT" in the Helpful Hints section below.**

- h. Under "Where": select your location on the drop down. (Note: All text entry boxes are opened/closed by the small arrow on the right side).

- i. Under "Bookings/Registration": Leave this box UNCHECKED. This function will soon be removed from the Event Edit Page.

- j. Under "Events Pages" / "Trailer Link": Add the link for the film's trailer. Again, be sure this is from YouTube or Vimeo. The likelihood of another link is very low. Be sure to double check that it's working.

- k. Click on "Publish or "Update" (both are on the right side of the page).

l. Add your "Poster Image"

- i. Click on the box "Add Image". This will take you to the Media Library. **CAUTION:** When in this window, if you want to go back to the form, be sure to close the window first using the upper left hand 'X'. If you hit "back" or "backspace" and haven't saved your form data, you may lose it.

- ii. If you need to add an image, click on the "Upload Files" tab. Then click on "Select Files", and select your image from your computer folders.

iii. After it uploads, highlight it and click on “Select” in the lower right corner, and you’ll see the image appear on your event form.

(For further info on images see section 2d above and image editing with Pixbuilder or Powerpoint in Helpful Hints section below

m. Back on the form, add the “Release Year”, “Running Time” and “Director(s)”.

n. Under “Special Guests”, add their name and affiliation only. (If you have special guests, you might want to consider adding information on them in your Event Description write-up and why they’re coming (including, out of courtesy, add a link to the organization if appropriate).

o. Under “Sponsors”, add the sponsoring organization’s name, and their organization’s url if appropriate.

p. Under “Facebook Link”, add the film’s Facebook page.

q. Under “Discussion”, be sure the box is checked to “Allow discussions”.

r. Under “Group Ownership”: Be sure to select your group. Example: Wallingford. This one is easy to miss. Please don’t. *Completing the ‘Ownership’ drop-down box for your events, allows your events to link to other parts of the site.*

s. Under Add To Any, be sure the box for ‘Show any sharing’ is checked.

t. Now move to the right side of the page at the top. Enter your event date & time using the drop downs. Both beginning and ending date & time are needed.

u. Below in the Event Tags field, Add 7 or 8 “tags” – these are keywords that browsers will use to find your event. – Add new ones or use the “most used” tags, or a combination.

v. Click on “Publish or “Update” (both are on the right side of the page).

w. Below, under Featured Image, click on “Set Featured Image”. (**Note pixel size limitations listed: 270 pixels wide MINIMUM, and the proportions MUST BE 3 units wide x 2 units high**) In the “Set Featured Image” window, upload and/or select your image as you did above for the poster image. When your media image is highlighted, you will see several fields located to the lower right .There is no need to fill these out. Click on the “Set Featured Image” (blue box - lower right) to complete and take you back to the form page. You will now see your Feature Image.

x. Click “Publish” (or “Update”). Your event is now live on the site! You can click on “View Event” at top of form, or go to the Home page, and it is displayed if it is one of the 9 soonest events, or on subsequent pages; or go to your Group Page to view.

CONGRATULATIONS! Now your event is available for all to see.

4. Checking and correcting errors and make corrections where necessary

a. To view your event, click “View Event.” Carefully check your event to be sure there aren’t errors and that nothing important is missing. If you need to make any corrections, just click “Edit Event” in the top toolbar to return to the event editor. Once you’ve completed your corrections, again click “Publish” to save your changes.

b. If there is a problem, or later you need to make changes or additions, open the event by clicking on it on the Home Page or elsewhere, and click on “Edit Event” in the black bar at the top of the page.

HELPFUL HINTS

Publish vs Draft & Saving Your Work:

On the right side of the “Edit Event” page, under “Publish”, one can toggle the “Status” between Draft & Publish. Changing the status to Draft allows you to temporarily remove an event from public view. This is also helpful to allow you to view your event briefly on the Home Page (be sure to change to “Draft” status again, or your temporary work will be publically visible). To temporarily view your “Event” page while building it, just “Save Draft”, and hit the “View Event” button in the top black administrator’s navigation bar.

Be sure you hit the “SAVE DRAFT” as soon as you start entering data for a new event, and use it often. This can be very unforgiving. In various places (especially the Media Library), be sure to use the “X” in the corner of new windows to close them rather than the “Back” arrow or “Backspace” key. This could cause you to lose everything you haven’t previously saved.

IMAGES

Feature & Poster Images:

When you get to the “Feature Image”, the required ratio of length to height must be 3w:2h (and at least 270 pixels wide x 180 pixels high). Whatever is outside of this ratio will not be displayed. If you can control this ratio, it makes your predictability much better. The “Feature Image” display ratio is designed to be sure there is uniformity across all displays where multiple events are shown at one time, i.e., the Home Page, the images that stack on the email newsletter, the images displayed on our group pages, etc. **See the sections on using PixBuilder or Powerpoint in the Hints section below.**

The primary use of the “Poster Image” is to break up the text and add additional interest to the specific event page. The minimum width is set at 250 pixels, but the ratio is not as important, and more of an aesthetic judgement on the group administrator’s part. Using the “Poster Image” function is far superior to just adding an image somewhere within the text. Consistency from event to event, and throughout the website is important for both ease of readability and for a unifying, well organized aesthetic.

Recycle Your Images

If you’re uploading a film event that’s already been shown by another group within the network, there are likely Feature & Poster Images already in the website’s media library accessible from the ‘Dashboard’, or here:

<http://meaningfulmovies.org/wp-admin/upload.php>. **If you remove an image that you are reusing, be sure to remove this from your “Edit Event” page only; DO NOT PERMANENTLY DELETE OR REMOVE IT FROM THE “MEDIA LIBRARY” ITSELF.** If you remove an image from the “Media Library”, it removes it from everyone else’s event who used this, and is no longer available for others to use in the future.

Also, be sure not to delete or change the other images you may find in the Media Library. These are incorporated into other Groups’ event postings. If you want to alter any of the images in the Media Library, please first copy these to your computer by right-clicking the image and clicking “Save as...”, then altering as needed and uploading the modified image to the Media Library.

Adding An Image Within The Text Of An Event Posting

You can always add an image to the text to give additional emphasis or interest, but they should not be used as a substitute for the Feature or Poster Image. Position your cursor where you think the photo should go, usually at the beginning or end of a paragraph or sentence – experiment a bit. Click on the “Add Media” button above and to the left. Select “Media Library” to add an image that’s already uploaded, or load your own. On the lower right, click on the orange button “Insert Into Post”. Your image should appear where your cursor was. You can also edit the image (very limited) by clicking once on the image, and working with the edit tools that appear above. Between the selection of sizes (including ‘custom’), the 4 formatting buttons and pulling the image around the edges of your text, it provides some flexibility. Add a link within the image, using the “Link To – Custom URL”.

Pixbuilder Studio- Free imaging editing software

PixBuilder Studio is an Open Source, downloadable, free image editing program very similar to Photoshop. Regarding resizing photos, I’ve been experimenting with PixBuilder Studio to see if it’s something to recommend to all – it’s a semi-clone of Photo Shop, but seems fairly easy to learn the minimal basics. Free download at: http://download.cnet.com/PixBuilder-Studio/3000-2192_4-74096.html.

When you initiate the cropping tool, look over to the right, in the “Layers Panel”. You’ll find a button to constrain proportions. (If it’s not there, go to ‘view’ in the menu and click on ‘panels’ – you can turn these panels off and on)

If you set this for width=3 & height=2, your proportions are perfect for the “Feature Image”, and your cursor drawn across the picture maintains this proportion. As long as the image you’re going to crop contains an acceptable image at 3:2 proportion, the process is simple.

After you have your image the right proportions, go to “Edit” in the top menu, click on “image size”, and you can see the actual size and make adjustments. I usually try to save things in the 500+/- pixel width – this makes it work for the MMP website, and for Facebook which requires a minimum of 400 pixels for many of their image uploads. Be sure that the “Constrain Proportions” is checked. Remember, for our website, the Feature Image must be at least 270px wide by 180px high.

Then, under “File” on the top menu, click on “Save With Preview...”.

Under the “Quality” slider at the top right, you can adjust the overall kB size of the file (viewed at the bottom of the screen for original and your proposed size). To preserve space on our hosted site, it’s best to try to keep these images to 200 to 300kB if possible. Of course, if the image is poor at that filesize, you can bump it up some; or you may have to find a higher quality image.

Here’s an instructional YouTube on PixBuilder – noisy background, but covers most of what any of us need to know: <https://www.youtube.com/watch?v=Zol8b8UOsU8>.


Image editing with POWERPOINT

1) Copy and paste an image into a new PowerPoint file. 2) Select the image then select the Picture Tools tab above,. This will bring up a bunch of image editing functions (cropping, image size, color correction, artistic effects etc. To set the correct height and width for the “Feature Image” see dimension boxes on the far right of the Picture Tools. Use a proportion ratio of 3 wide x 2 high. When finished, right click “save as picture” and select your format (jpg or png)”. Note If you want to combine more than one image and save as one image, select all the images you want to combine, right click “group” then right click “save as picture”.

Making A Link “Live” Within Your Text

Making a link “live”: e.g., for adding a link within the text of your event description.

To add a live link within the text of your event description:

On your “Edit Event” page, first add the url link where you want it within the text body. Then highlight the url, click on the ‘link’ symbol () in the tool bar above, and the ‘insert/edit link’ box will open. Note that (usually) if your url is complete (including the http://...) the ‘URL’ line will be already filled out. Otherwise you will need to paste it in. Be sure you include the http://... at the front of the url, not just www... .

Be sure to check the box “Open link in a new tab” – this will open the link for the viewer in a separate tab while still keeping your event page open (which you want). Otherwise, this will exit them from the MMP site altogether and your event info. They may or may not come back to the site and your event for more details.

The convention is:

Check this box if the link opens a new page outside of the website (this keeps the current MMP page open).

Uncheck the box if the link opens a new page, image or document that’s on the website, i.e., keeps you on the website.

But think through how the end user might use the info – it might be appropriate to check the box even if the new page is on the website.

If you want to use regular text for your link rather than the url, e.g., [what world sees](#), instead of something cumbersome like <http://damnthisisreallyaverylongwebaddressandwishitweresmaller.ugh>, first add the verbiage (e.g., “what the world sees”) into the text, highlight the verbiage, click on the ‘link’ symbol to bring up the ‘insert/edit link’ box, and just add the url address. Again, check the box “Open link in a new tab”.

Unless the url unacceptably long, it might be best to leave the actual url. If someone copies your post to repost it somewhere else in raw text (i.e., without the live url link), at least the actual url goes with it rather than just the words you assigned to the url, and they can then just paste this into their browser.

END