

Shorewalkers Meetup:

Hike Leader Instructions Part 1

How do I post and manage a walk on Meetup?

Last update: March 2021

Content:

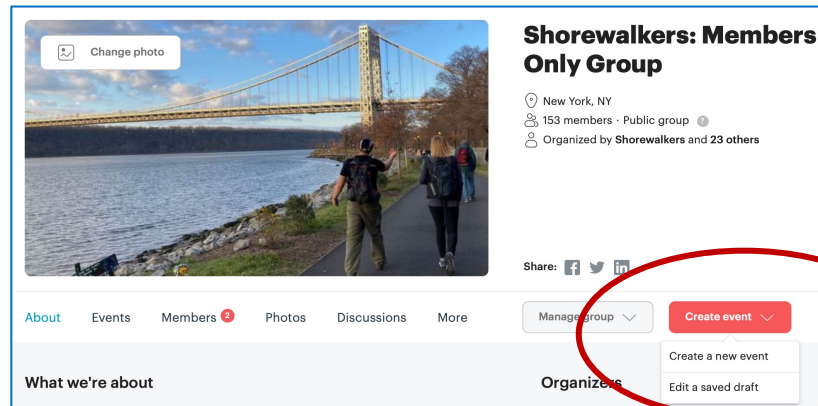
1. Create a new walk (create, edit, publish, announce)
2. Manage your walk participants

1. Create a new walk

Only “**event organizers**” can post walks.

1

How to create a walk:



Click on “**Create event**” and select “**Create a new Event**”. A new page will open, which you will have to fill in:

2

How to fill in the walk details:

A screenshot of the Meetup 'Create an event' form. The form is titled 'Create an event' and is for the 'Shorewalkers: Members Only Group'. It has several input fields: 'Title (required)' with a character count of 80, 'Date and time' with a date picker set to 'Sun, Dec 27, 2020' and a time picker set to '7 : 00 PM', and 'Duration' with a dropdown set to '2 hours'. To the right of the form is a section titled 'Tips for a great event' with three sub-sections: 'Be descriptive' (A good title immediately gives people an idea of what the event is about.), 'Get organized' (Describe things in a clear order so it's easy to digest. Start with an overall description of the event and include a basic agenda, before you move into really specific details.), and 'Add an image' (Upload a photo or image to give members a better feel for the event.). Red arrows point from the 'Title (required)' field to the 'Be descriptive' tip, from the 'Date and time' field to the 'Get organized' tip, and from the 'Duration' field to the 'Add an image' tip.

Give your walk a catchy name.


Enter a date and meeting time.

Indicate how long (hours) the walk will last.

3

How to add a picture, walk description and meeting point:

Featured photo

 Upload photo

At least 1200 x 675 pixels

Description

Let your attendees know what to expect, including the agenda, what they need to bring, and how to find the group.


1. where to meet
2. how long (miles & hours) and difficult
3. description of the walk

3915

Location

☐ Make this an online event

Add venue


 Search or add a location

Upload a nice picture from your own photo library that showcases your walk. Best format: landscape.

Example: Once the picture is uploaded, crop it to your liking and add a short description if you like

Crop your photo

Drag the corners of the box to frame your photo



Add a caption

40

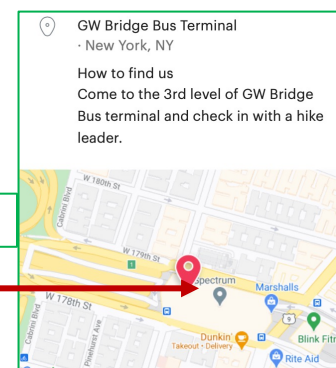
Finish

Enter all relevant information for your walk.

Deselect "Make this an online event"

Enter a meeting location. Make sure the pin (red pin) in the map shows exactly where you want to meet. If not, you can move the pin.

Example



How to set attendee limit, guests and save/publish walk:

Optional settings

Repeat event ☐

Ask members a question ☐

Attendee limit ☒

25 Set the total number of attendees for this event. Members will see how many spots are available.

Allow guests ☐

RSVP start and end time ☐

Event fee ☐

Cancel

Tips for a great event

Be descriptive
A good title immediately gives people an idea of what the event is about.

Get organized
Describe things in a clear order so it's easy to digest. Start with an overall description of the event and include a basic agenda, before you move into really specific details.

Add an image
Upload a photo or image to give members a better feel for the event.

[Get more tips in the Organizer Guide](#)

Select the maximum number of people you want on your walk. We recommend for now 25 or less.

You can allow Shorewalker members to bring guests or leave at zero and members should message for approval.

- **Save as draft:** while you put the walk together you can always save what you have written as “save as draft”. This will keep your walk under “drafts” and not publish it. Only other “event organizers” will be able to see it.
- **Preview:** this shows your walk as if it was published. It is good for reviewing what you have written. You can always go back to “edit” and change the content or press “publish” to publish the walk on the Meetup Group.
- **Publish:** when you publish your walk, it will be visible to all walkers. Note: no automated message will be sent to the Meetup members!
- **Announce:** Once your walk is published you can “Announce” it. This means that all Shorewalker Members Only Meetup members will receive an email that a new walk is posted.

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How to find your walks that you saved as “Draft”:

The screenshot shows the top navigation bar of the Shorewalkers website. The 'Events' link is circled in red and labeled 'a)'. Below the navigation bar, there are two tabs: 'List' and 'Calendar'. Under the 'List' tab, there are three filter buttons: 'Upcoming', 'Past', and 'Drafts'. The 'Drafts' button is circled in red and labeled 'b)'. To the right of the filters, there is a text box with instructions: 'Once you saved a walk as draft you can find it back under a) “Events” and then b) “Drafts”. Select your walk from the menu and open it by double clicking on it.'

6

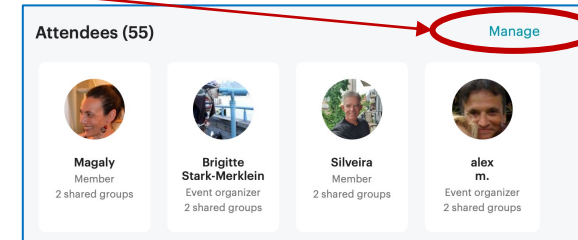
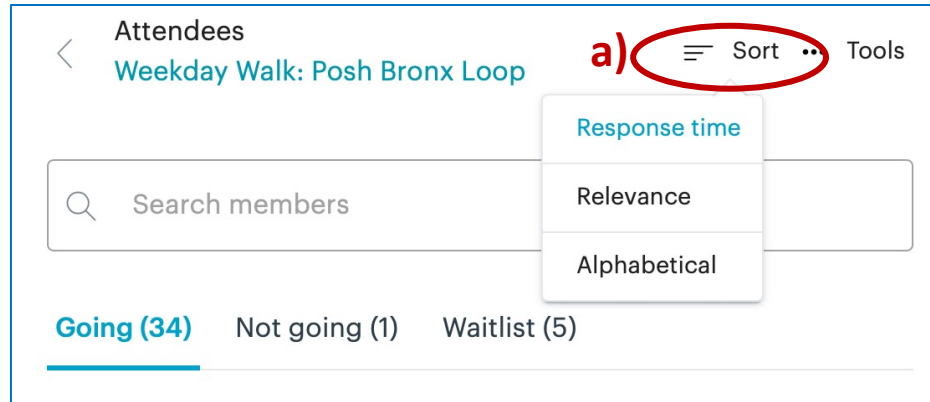
How to edit walks:

The screenshot shows the details page for a hike event titled 'Happy New Year's Day Hike' on Friday, January 1, 2021, hosted by 'Shorewalkers'. The page features a photo of a group of hikers in front of a stone building. On the right side, there is a dropdown menu labeled 'Organizer tools'. The menu is open, showing options: 'Event check-in', 'Preview', 'Edit event', 'Copy draft', and 'Delete draft'. A red arrow points to the 'Edit event' option. Below the photo, the word 'Details' is visible.

Click on “Edit event” and update your walk. Once done you can either save as draft again or publish.

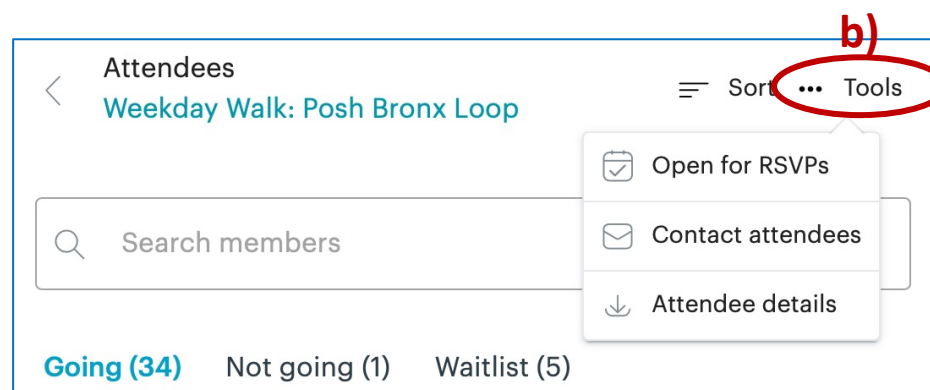
2. Manage your walk participants

Once walkers sign up for your walk, you have several options to manage their participation. Go to “Attendees” and click on “**Manage**” (on the right top corner).



A drop-down menu appears when you click on:

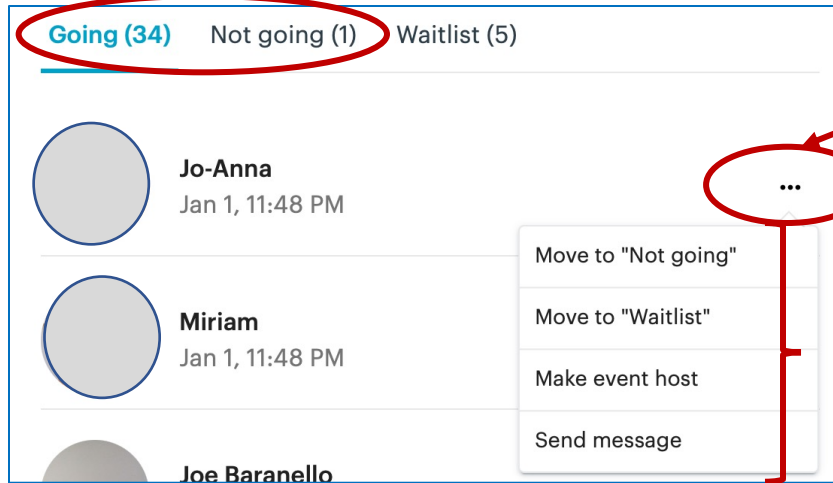
a) Sort participants and waitlist by Response time, Relevance or Alphabetical



b) Tools, which allow you to

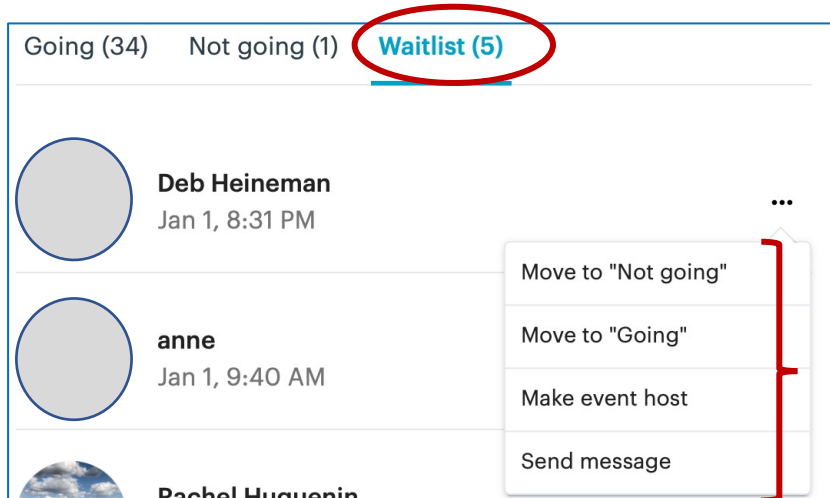
- Open/ Close for RSVPs: if you have too many people signing up you can close the RSVP, which means that nobody can sign up for your walk until you reopen the RSVP again.
- Contact attendees: for details on how to contact your walk participants see part 2 of the presentation about communication.
- Attendee details: for details on how to download an Excel formatted list of your walk participants see part 2 of the presentation about communication.

In addition, you have various options to move walk participants yourself between “going”, “not going” and “waitlist” by clicking on the 3 dots to the right side of each walker’s profile:



The ones that are “**Going**”:

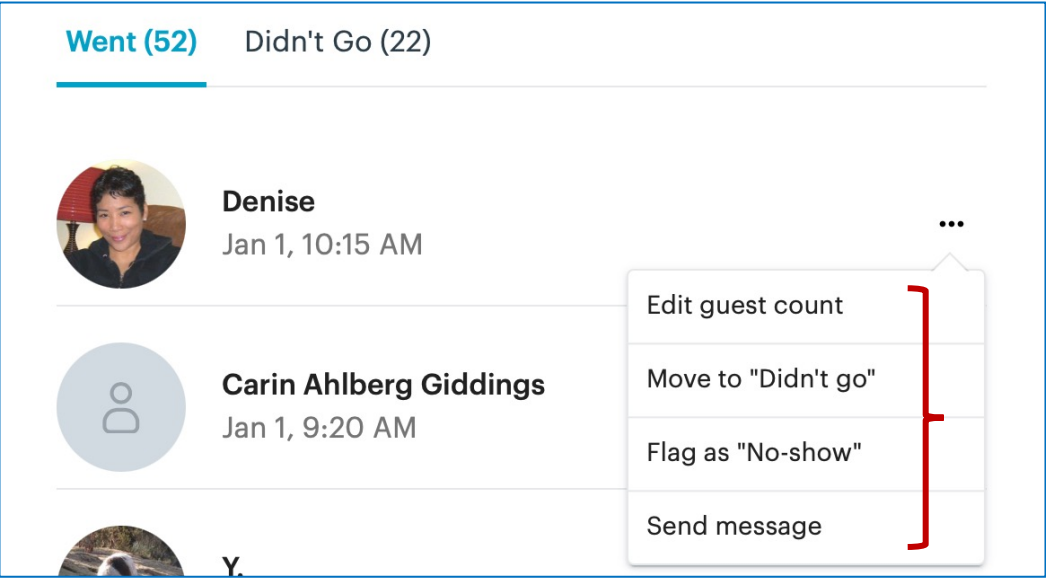
1. Move to “Not going” if people don’t know how to cancel (under “Not going” you can move people to “Going”)
2. Move to “Waitlist”
3. Make event host (please don’t use)
4. Send message (which is private message on the Meetup chat tool)



The ones that are “**Waitlist**”:

1. Move to “Not going”
2. Move to “Going”
3. Make event host (please don’t use)
4. Send message (which is private message on the Meetup chat tool)

Once you did your walk, the walk will move to “Past Walks” under “Events”. You can go to every single participant and update the following:



The ones that “**Went**”:

1. Edit guest count (in case they brought a guest)
2. Move to “Didn’t go”
3. **Flag as “No-show”**, which will be visible to us but not to anybody else. We can see for each person how reliable they are in showing up for walks.
4. Send message

Note: the “Waitlist” will no longer be visible once the walk is over.

Meetup analytics:

Meetup is keeping track of every participant and their participation in events. We can use this information for our own analytical purposes to get further insight into our members. Here the information that is being tracked by Meetup and available to us:

Total RSVPs
RSVPed Yes
RSVPed Maybe
RSVPed No
Meetups attended
No shows