



Shorewalkers on Meetup:

Hike Leader Instructions

How do I post and manage a walk on Meetup

Last update: February 2024

Content

Click on each link below to jump directly to the chapter you want to review:

1. [Create a walk](#)

- a. Create and edit (fill in, add pictures, add meeting point, set host, set attendee limit & guests)
- b. Save, publish and announce

2. [Manage your walk participants](#)

Open/close for RSVP, contact attendees, waitlist, manage attendees individually

3. [Communicate with your walk participants](#)

Comments, chats and sending message to all participants of a walk

4. [Take attendance during your walk](#)

Using Meetup for Organizers

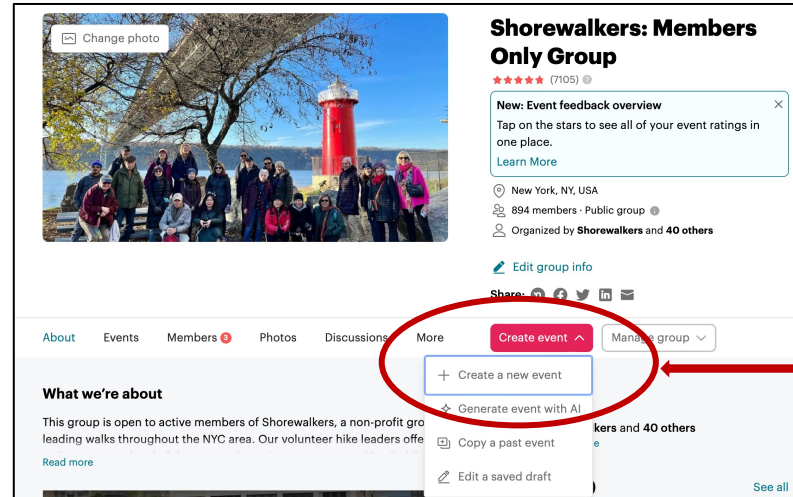
5. [After a walk](#)

Upload photos to Meetup, review walker feedback

1. Create a walk

Only “**event organizers**” can post walks.
These instructions are specifically for Meetup on your computer.

1 How to create a walk:



Click on the red button “**Create event**” and select

- “**Create a new event**”. A new page will open, which you will have to fill in.
- If you have led that walk before, you can “**Copy a past event**” by finding the event on the Past calendar and clicking “**Copy Event**”. The cover picture and text will already be there, and you just need to update the date and any changes you want to add.

2 How to fill in the walk details:

A screenshot of the 'Create an event' form for the 'Shorewalkers: Members Only Group'. The form has three tabs: 'Generate event with AI', 'Use Meet and Greet Template', and 'Copy the last event'. The 'Title (required)' field is highlighted with a red arrow. The 'Date and time' section shows 'Sun, Feb 18, 2024' and '07:00 PM EST', with a red arrow pointing to the time field. The 'Duration' section shows '2 hours', with a red arrow pointing to the dropdown menu.


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 and walk description:

Featured photo
Don't have a photo handy? Try creating an image with [Canva](#) or using a free image from the [Pexels](#) photo library.

 Upload photo

At least 1200 x 675 pixels

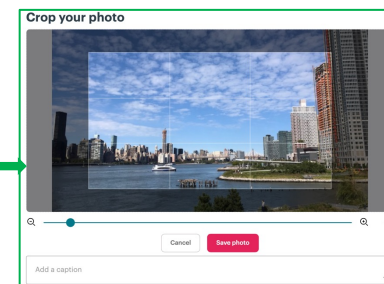
Description (required)
Let your attendees know what to expect, including the agenda, what they need to bring, and how to find the group.

B *I* | :≡ 1≡ | 

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

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.



Enter all relevant information for your walk.


Guidelines for what information to include in your walk write-up (non-exhaustive):

1. Must have:

- mileage
- difficulty level
- Duration of walk
- where to meet (subway station name and numbers if available)
- High level description of walking route
- lunch break specifics (can buy at point or must bring)
- any special watchouts (need hike boots, waterproof, extra water because hot, etc),
- easy to drop out or not


2. Should have:

- points of interest on the walk
- Bathrooms at start

Speaker  [Upgrade to unlock](#)

☐ This event has a speaker

Topics
You can pick up to 5 topics. Topics describe what your Meetup event is about in a word or two. They also help us show your event to members with matching interests. [Learn how to choose the best topics for your event.](#)

 **How to increase event discovery**
Selecting a relevant, but wide range of topics that describe your event.

✓ Chess • Park Games • Make New Friends • Hanging Out • Lunch

✗ Chess • Speed Chess • Chess Enthusiasts • Beginner Chess • Chess Team

Hiking × Nature × Hill Walking × Adventure × Walking ×

Replace topics to best describe your event.

Suggested topics

Outdoors × Nature Walks × City Walks × Outdoor Adventures ×

Outdoor Adventures for Women × Beach, BBQs, Luau ×

No action necessary.

3

How to add a meeting point:

Location
Let your attendees know if this is an online, in person, or hybrid event.

In Person **Online** **Hybrid**

Add venue

Search: Columbus Circle

powered by Google


- Columbus Circle**
New York, NY, USA
- Columbus Circle**
Columbus Circle, New York, NY, USA
- Columbus Circle Holiday Market**
Central Park South, New York, NY, USA
- Columbus Circle Apothecary NYC**
West 57th Street, New York, NY, USA
- Columbus Circle Dental**
West 60th Street, New York, NY, USA

+ New location

Select “in Person”.

Enter a meeting location and select from Google Map to ensure the right location is picked.
Tip: you can test the location by clicking on it once you have saved the draft. If the wrong location was selected go back and correct.

Columbus Circle
Columbus Cir · New York, NY Change



Edit map pin

How to find us


How to find us 300

Once selected, a map will show up. Make sure the **red pin** on the map shows exactly where you want to meet. If not, you can move the pin by clicking on “Edit”.


You can also add extra information about the meeting spot.


4 How to set host and co-leaders:


Hosts
Event hosts can edit the event details and message all attendees

**Shorewalkers**
Organizer

+ Add a host

**Jonathan**
Event organizer

**Paul Bienstock**
Event organizer

**Gerald Matusiewicz**
Event organizer


Because you are logged into Meetup your name will show up as “host”.


You can select other hike leaders as co-leads from the list or type in their Meetup name.

Event fee

☐ This is a paid event

Choose at least one communication tool ⓘ

Chat 
Recommended to help keep you connected with your event attendees

Comments 

We recommend to have “Chat” switched off.

You can have “Comments” on, which allows participants to write comments on the event page.

How to set attendee limits and policy to allow guests:

Optional settings

Repeat event ☐

Ask members a question ☐

Attendee limit ☒

35 — + Each total number of attendees for this event. Members will see how many spots are available.

Allow guests ☒

RSVP start and end time ☐

Set the maximum number of walkers you want to admit to your walk.

If you decide to let guests attend, you must add the Waiver language to the write-up. You are not responsible for confirming that the guest signed the waiver.

Fundraising

Your members want to give back ☒ **Activate**

Activate fundraising to allow members to donate to your group.

By opting-in, you agree to our [Services Agreement](#).

[Learn more](#)

Registration form ☒ Upgrade to unlock

No action necessary.

Guidelines for maximum number of walkers on your walk:

- For a walk with multiple stops and commentary, 15–20 is usually a comfortable size
- an individual hike leader can handle 25–30
- co-leaders can handle 40
- An Open Walk is defined as a walk with few turns or street crossings, such as a Saunter Stretch. Set maximum walkers at 65–80+, depending on the number of co-hike leaders on the walk.

Our no-show rate averages 20 percent and can be factored in your decision for attendee maximum.

Use the following language in the write-up of your event in case you allow guests:

On this walk, you can invite a guest to join, but you will have to get your guest to sign a waiver. If you would like to bring someone, please forward them this guest waiver and make sure they sign it before coming to the walk:

<https://app.waiversign.com/e/659a09c1b851170012c1225c/doc/659a0cdf15c42c0012f2cdc3?eventName=Shorewalker%20Walks%202024>

How to save/publish a walk:

Fundraising

Your members want to give back

Activate fundraising to allow members to donate to your group.

By opting-in, you agree to our [Services Agreement](#).

[Learn more](#)

Registration form [Upgrade to unlock](#)

Cancel Save as draft Preview Publish

Once you are done with your writeup you can:

- **Save as draft:** while you put the walk together you can always save what you have written as “safe 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 to 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!

It's published! Now let your members know.

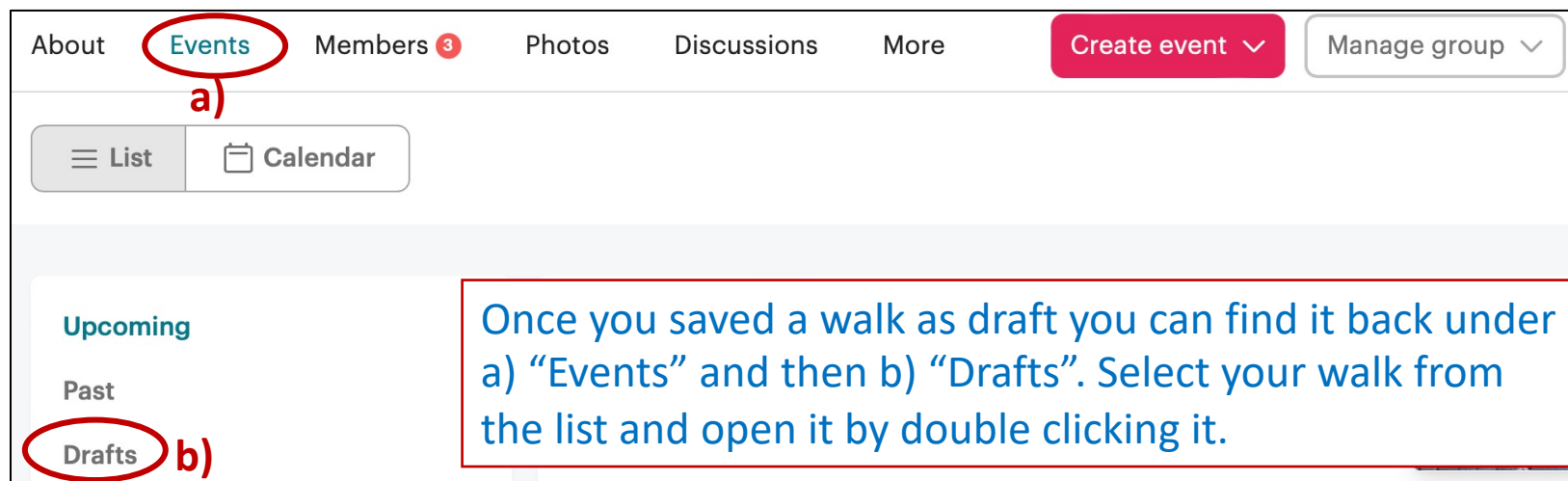
Announce this event to invite members to RSVP.

Until you do, they'll only see it if they find it on their own.

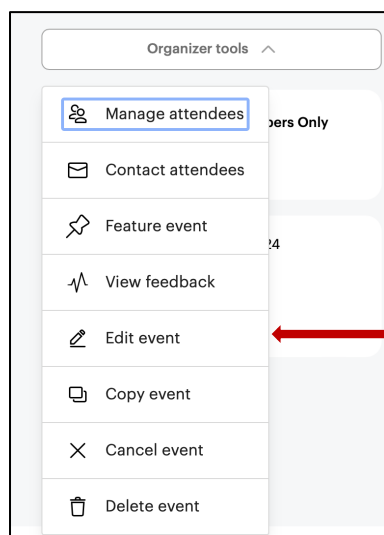
Announce it now Do it later

Announce: Once your walk is published you can “Announce” it. This means that all Shorewalkers Members Only Meetup members will receive an email that a new walk is posted.

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



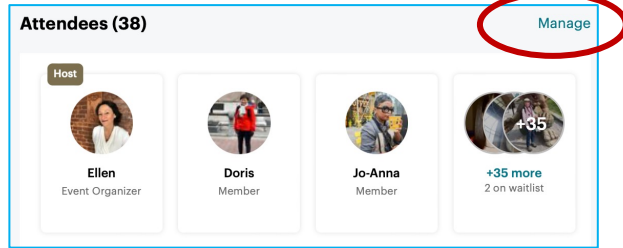
7 How to update a walk that was saved as “Draft”:



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).



Attendee list for

Liberty State Park's Railroad Terminal Tour and Walk

March 13, 2024
Grove Station

Manage attendees

Search attendees

38 Going 3 Not Going 2 Waitlist

Going (38)

Sort: Relevance

Close for RSVPs

Contact attendees

Attendee details

Relevance

RSVP time

Alphabetical

a) How to manage attendees:

- Open/Close for RSVP:** you can stop members from signing up for your walk by closing the RSVP. Important: closing the RSVP also stops participants from taking themselves off the confirmed list! You can reopen the RSVP any time.
- Contact attendees:** see next page
- Attendee details:** downloading the attendee list (confirmed and waitlist) as an Excel spreadsheet.

b) You can sort participants and waitlist by Relevance, RSVP time or Alphabetical.

Contact members

From:

Shorewalkers

Replies go to:

Note: Members won't be able to reply to the email. Members may follow up via direct message.

Send this message to

☐ All members subscribed to group announcements

☐ A custom list

-- Please select a list -- edit delete new list

☐ Pending members

☐ Members active within the last 3 month(s)

☐ Members inactive for 3 month(s)

☐ Hike Leader

☒ Members subscribed to Meetup messages for:

Let's walk for craft beer in Q... — Sunday, February 25, 2024, 11:30 AM

☒ Members who RSVPed Yes for this Meetup

☐ Members who RSVPed No for this Meetup

☐ Members who joined the Waitlist for this Meetup

☐ Members who haven't RSVPed for this Meetup yet

☐ Members who went to this Meetup

Subject

Message

A rich text editor toolbar with various icons for text formatting, alignment, and media insertion.

☐ Also post message on this Meetup Group's message board

Preview

Submit

Cancel

ii. Contact attendees:

When clicking on “Contact attendees” a new window will show up.

- When to use: when you want to send a message to all who RSVPed “yes” and/or are on the waitlist for this specific walk. A reason for writing to participants could be, for example, to give them walk specifics the day before the walk (e.g., bathroom at start, weather updates, etc).
- How to use:
 - Select the members you want to write to (esp RSVPed Yes)
 - Add a subject in the “subject” line
 - Write the text you want to share with the group
 - Preview and submit.
 - Members will receive an email.
- Caution: do not select “Members who haven’t RSVPed for this Meetup yet” because it would send an email to all 1,000+ Shorewalkers on Meetup!

Attendee list for

Liberty State Park's Railroad Terminal Tour and Walk

March 13, 2024 Grove Station Manage attendees

Search attendees

38 Going 3 Not Going 2 Waitlist

Going (38) Sort: Relevance

View detailed list

Ellen Fleishman Event host

...

- Move to "Not Going"
- Remove host status
- Send message

Manage walk participants individually:

By clicking on the 3 dots next to a walker's profile you can

- Move them to "not going" if they are confirmed / Move them to "going" if they are on the waitlist
- Make them a host or remove the host status
- Send a message (which is a private message on the Meetup chat tool)

Waitlist:

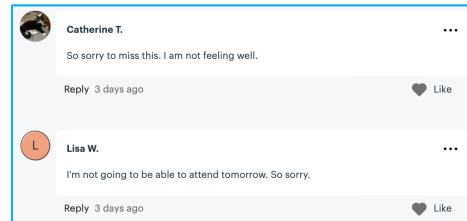
Walkers will be moved from the "waitlist" to "going" once

- The limit of walkers is increased for the walk. Waitlisted members will move to "going" on a "first come/first serve" basis. Those who are the longest on the waitlist will move first to "going".
- A confirmed walker cancels their walk. Waitlisted members will move to "going" on a "first come/first serve" basis.
- A person is manually moved. Note: as this action is visible to all make sure that others on the waitlist do not get frustrated.

3. Communicate with your walk participants

You have 3 options to communicate with your walk participants via Meetup:

1. By entering a comment in the “Comments” section of your walk. These comments can be seen by everybody on Meetup.



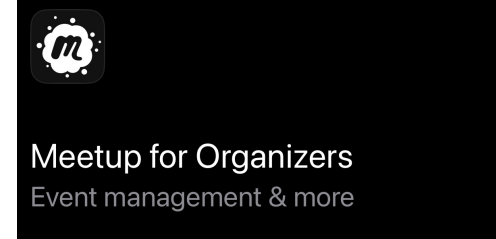
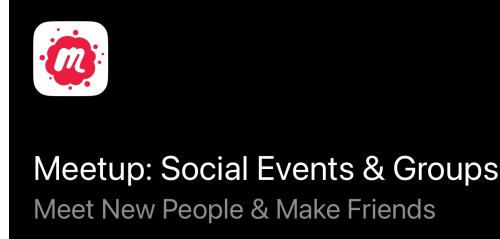
2. By sending a direct message to each walk participant individually.

Chat with Sigrid

3. By sending a message to all walk attendees (see previous page 11 for all details).



4. Take attendance during walk



Make sure to have not only the regular meetup app (red logo) on your phone but also the “Meetup for Organizers” app (black logo). Both apps use the same login.

Meetup for Organizers:

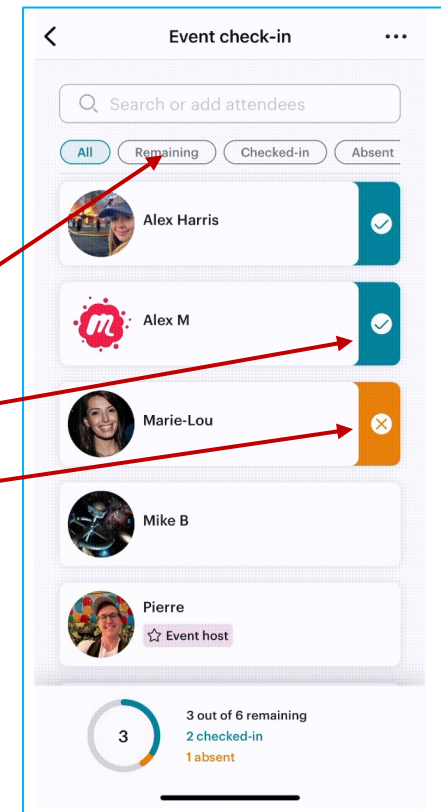
You can take attendance with this app at the beginning of the walk:

1. Select your walk in the app. You can start checking in attendees an hour before the event starts, and up to 24 hours after the event has ended. Click Event Check-in and walk participants will show up in a list.
2. Click "**Remaining**" above the list to show only those attendees who have not yet checked in.
3. For each attendee, swipe from right to left on their name to **check in** or mark **absent**.

You can also mark no-shows in the app.

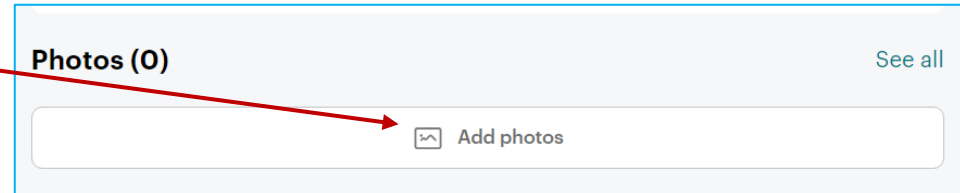
Keeping attendance of the walk helps you as hike leader to

- easily see that all attendees are present, and the walk can begin or
- If somebody is missing and you either have to wait, contact them or start the walk without them.



5. After a walk

1. Photos from the walk: post your pictures from the walk on Meetup and ask walkers to do so as well. The photos uploaded on Meetup will be used by our Social Media team to share on Facebook and Instagram. Easiest way to upload photos to your Meetup event is to do it directly on your phone app: Click “Add photos”, add & post:



2. Walk feedback: Meetup has a new feature where attendees can rate a walk after the event.

If you are interested, you can see comments and rating by individual participants here.
We are not reviewing or monitoring these ratings!

- a. Go into your past walk.
- b. Click “Organizer tools” and “View feedback”
- c. You will see the rating by those who provided it:

