SHOREWALKERS NEW YORK

Meetup
Shorewalkers: Members Only Group

Shorewalkers on Meetup:

Hike Leader Instructions

How do I post and manage a walk on Meetup

Last update: November 2024

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   b. Save, publish and announce
2. Manage your walk participants

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3. Communicate with your walk participants

   Comments, chats and sending message to all participants of a walk
4. Take attendance during your walk

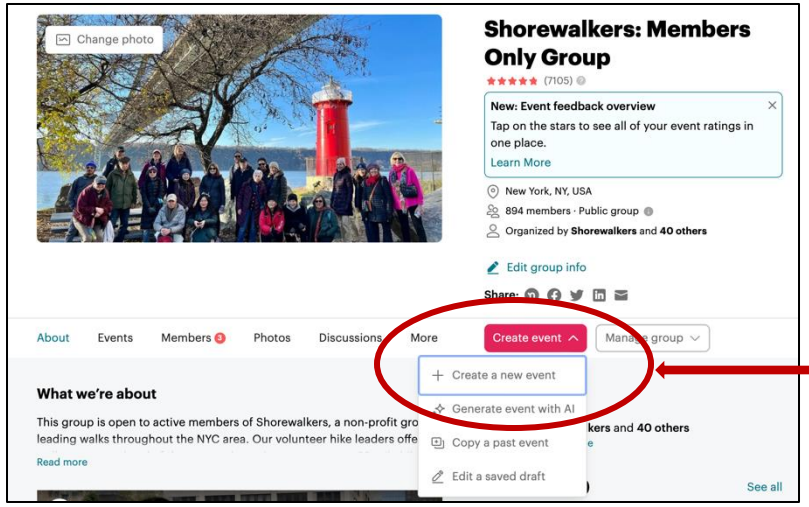
   Using Meetup for Organizers
5. After a walk

   Upload photos to Meetup, review walker feedback

1. Create & Publish a walk

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

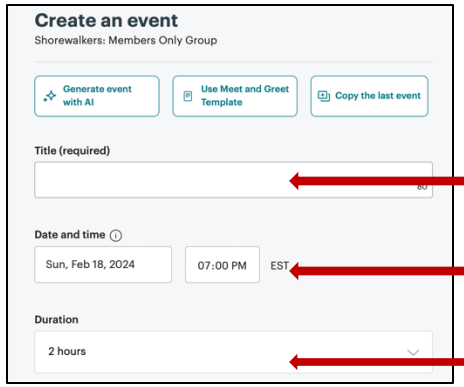
1 How to create a walk:



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:



Give your walk a catchy name.

Enter a date and meeting time.

Indicate how long (hours) the walk will last.

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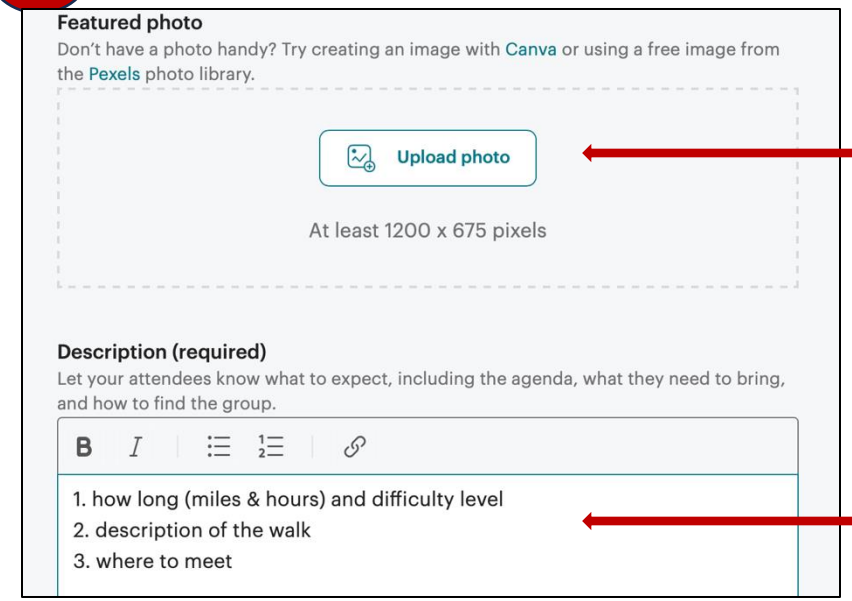
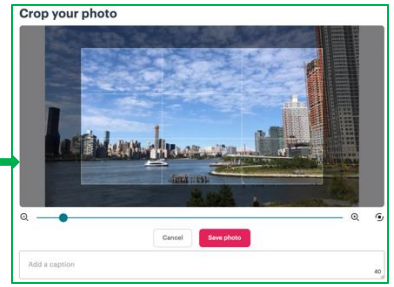
1. Create & Publish a walk

3 How to add a picture and walk description:



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):

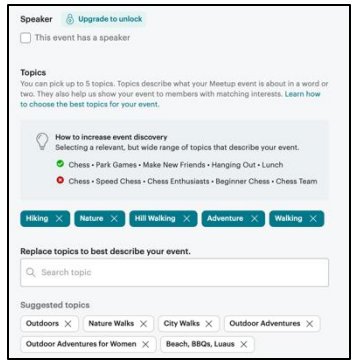
1.Must haves:

- milage
- 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

Other settings: No action necessary.



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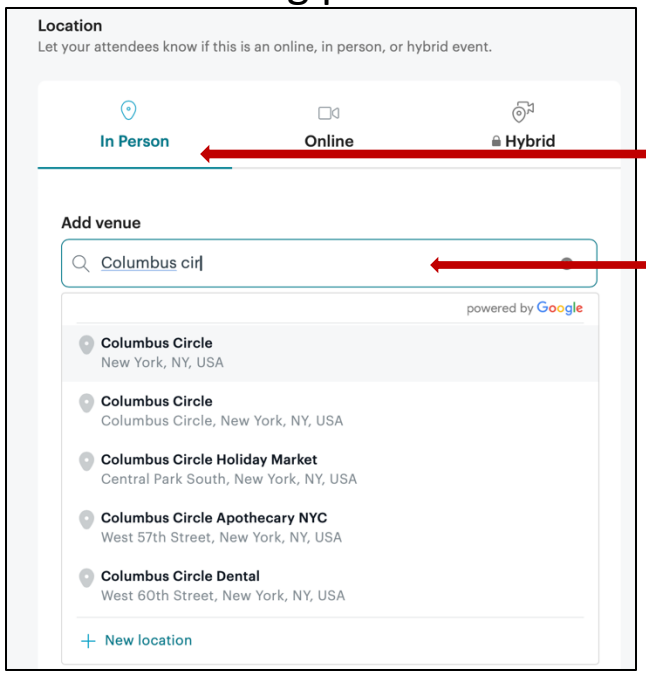
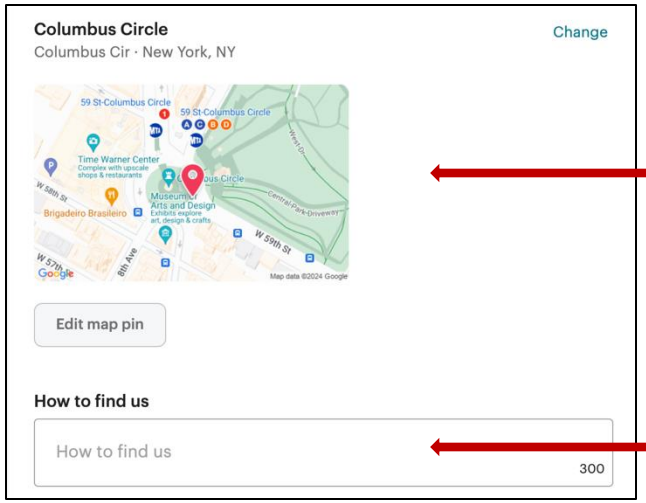
1. Create & Publish a walk

4 How to add a meeting point:



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.



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.

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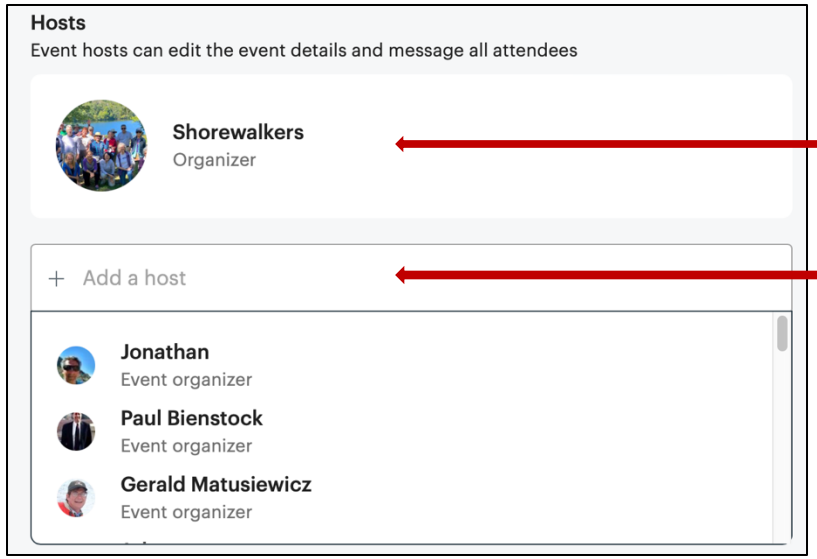
1. Create & Publish a walk

5 How to set host and co-leaders:



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.

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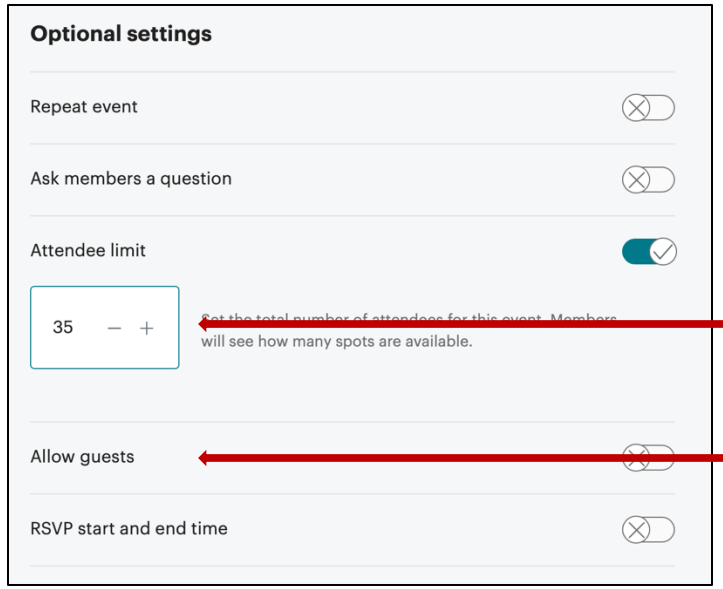
1. Create & Publish a walk

6 How to set attendee limits and policy to allow guests:



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.

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

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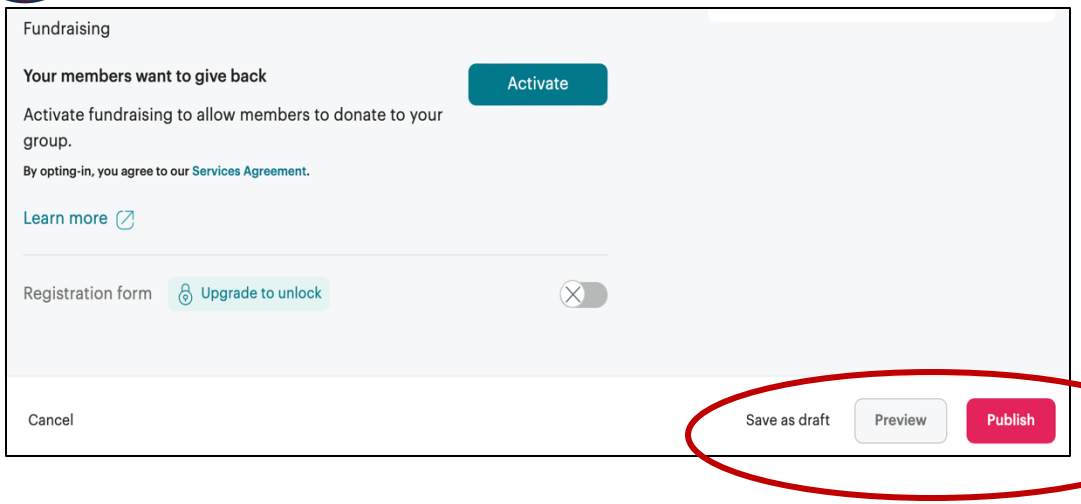
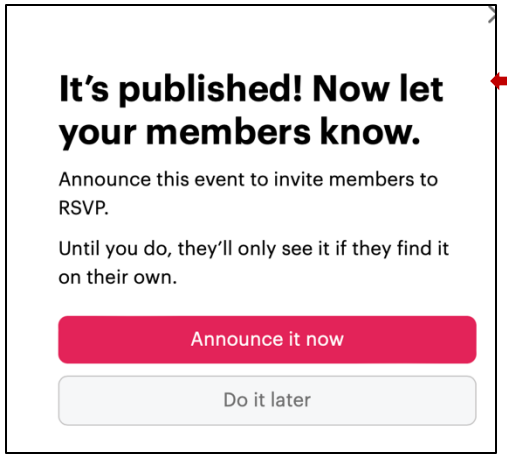
1. Create & Publish a walk

7 How to save/publish a walk:



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!



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.

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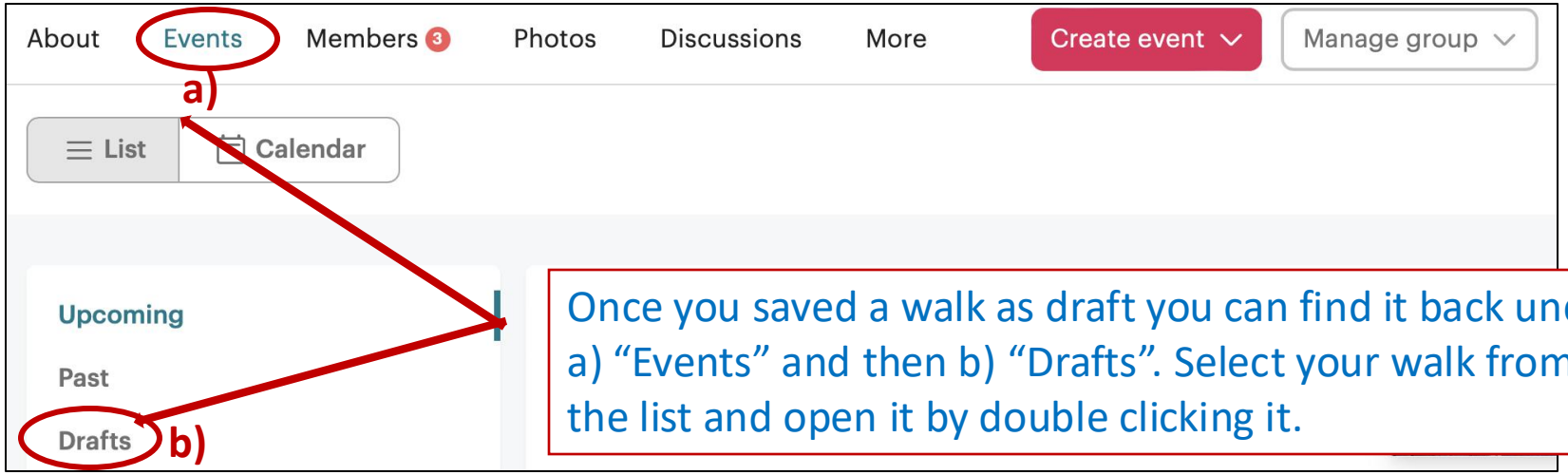
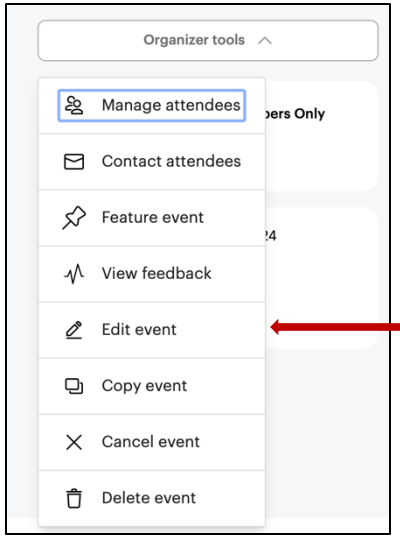
1. Create & Publish a walk

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



Once you saved a walk as draft you can find it back under a) “Events” and then b) “Drafts”. Select your walk from the list and open it by double clicking it.

9 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.

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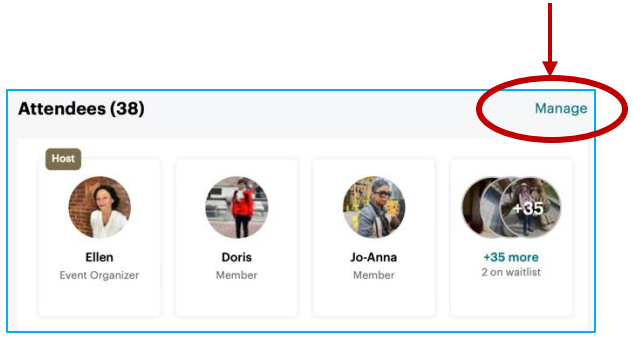
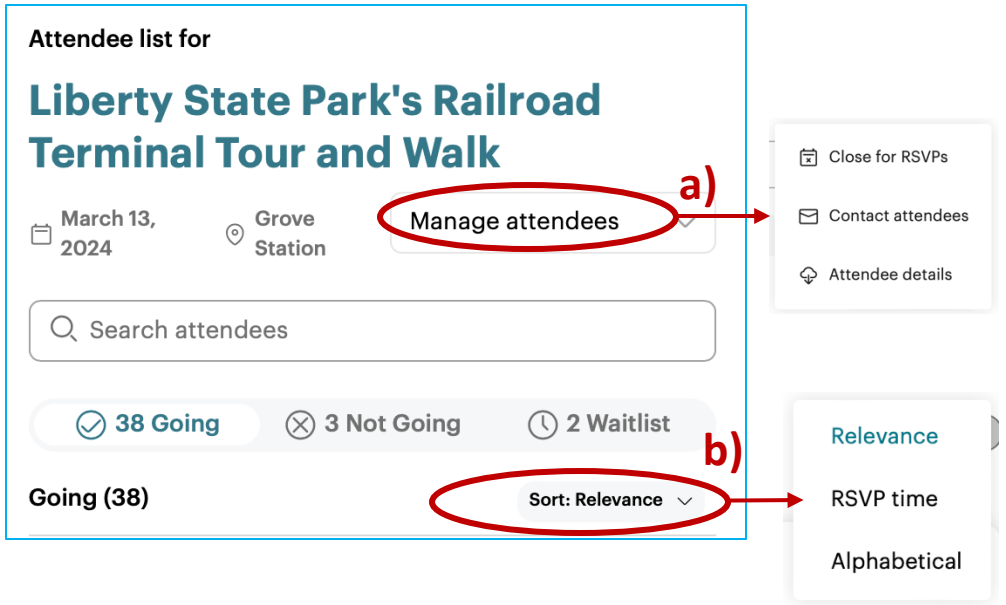
2. Manage your walk participants

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) How to manage attendees:

i. **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.

ii. **Contact attendees**: see next page

iii. **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.

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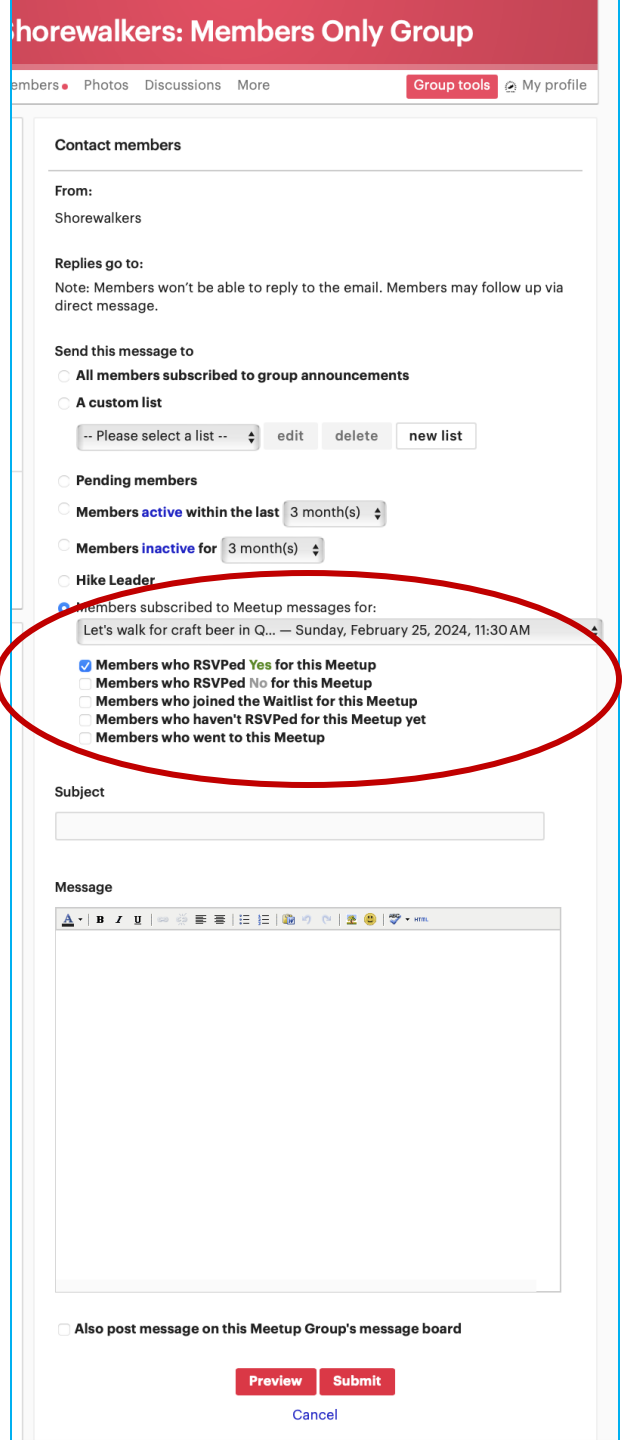

ii. Contact attendees:

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:
  1. Select the members you want to write to (esp RSVPed Yes)
  2. Add a subject in the "subject" line
  3. Write the text you want to share with the group
  4. Preview and submit.
  5. 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!

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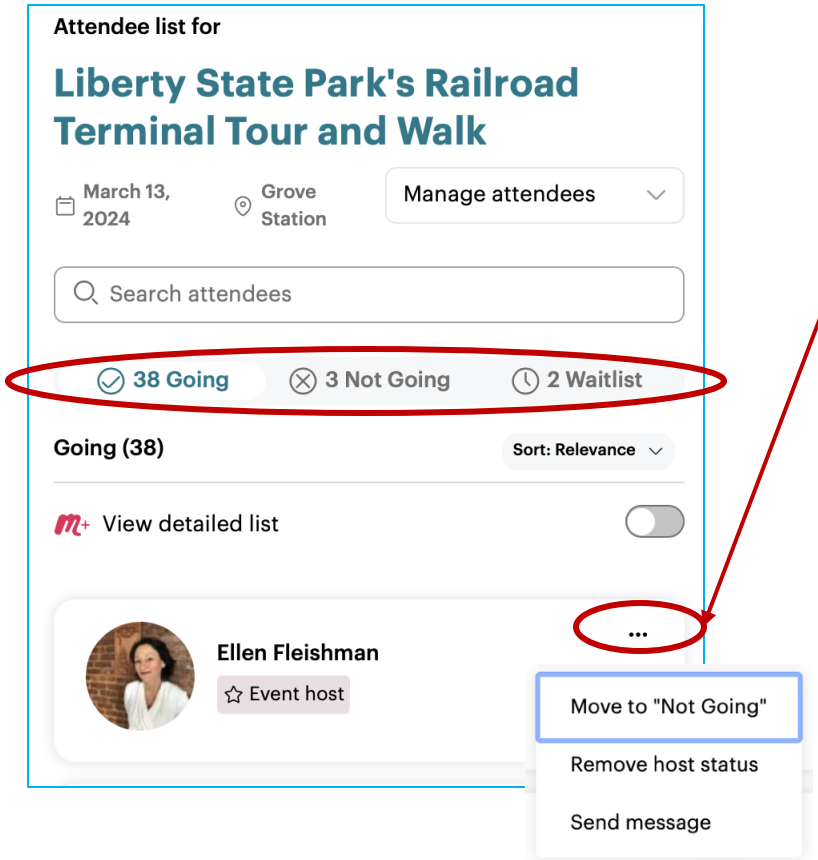

Manage walk participants individually:

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

a) The limit of walkers is increased for the walk.
b) A confirmed walker cancels their walk.
c) A person is manually moved. Note: as this action is visible to all make sure that others on the waitlist do not get frustrated.

NEW:

**** Shorewalkers with a paid Meetup+ account will move to "Going" with highest priority, then followed by those who are the longest on the waitlist "first come/first serve". ****

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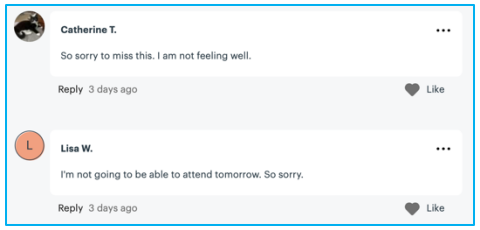
3. Communicate with your walk participants

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 <u>everybody</u> on Meetup.



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

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

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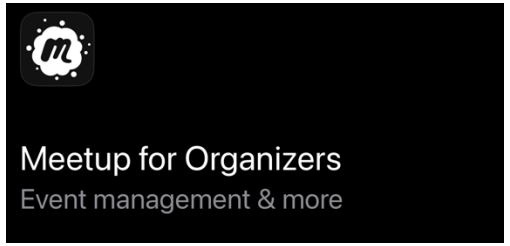
4. Take attendance during walk

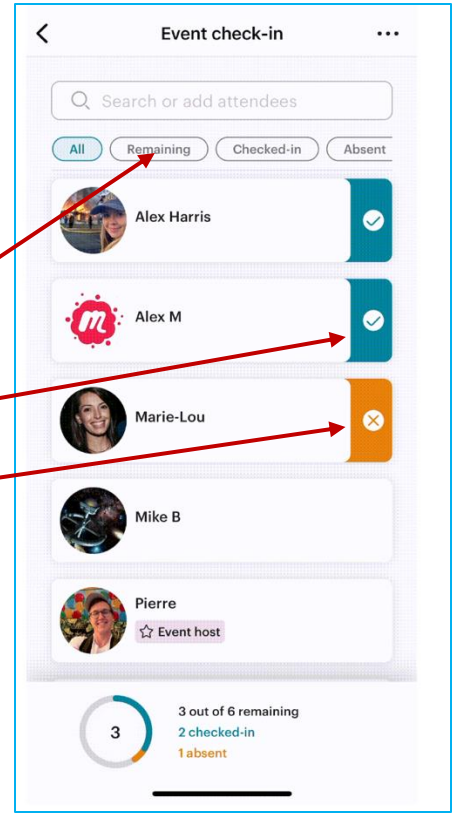


Make sure to have not only the regular meetup app (red logo) on your phone but also the “Meetup for Organizers” app (black logo). Both apps use the same login.

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.

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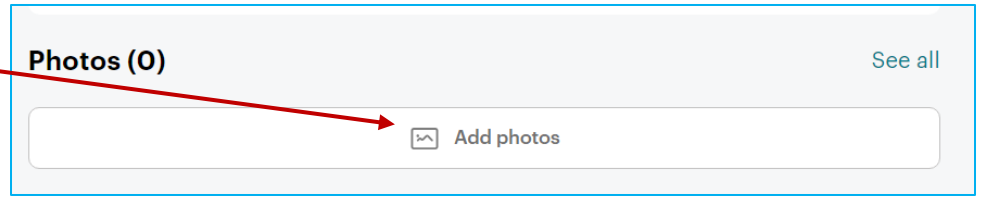
5. After a walk

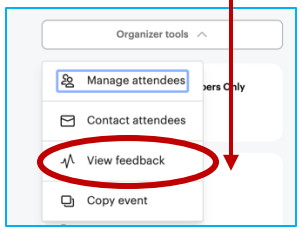
1. Photos from the walk: post your pictures from the walk on Meetup and ask walkers to do so as well. The photos uploaded on Meetup will be used by our Social Media team to share on Facebook and Instagram. Easiest way to upload photos to your Meetup event is to do it directly on your phone app:
   Click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

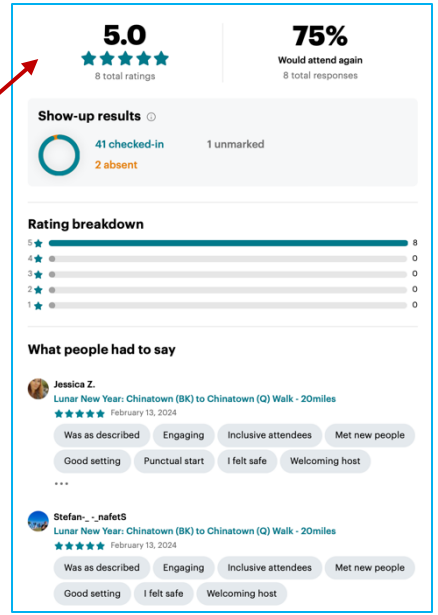


2. Walk feedback: Meetup has a new feature where attendees can rate a walk after the event.

   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:





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