USER GUIDE

Updated
7/6/2020

MemberNet 2.0 is your all-in-one resource for managing your Membership with SDTA. Here you will be able to update contacts, business information, profiles, photos, videos, events, and offers.

This user guide is a work-in-progress. If you have suggestions to improve the instructions in this document, please don't hesitate to contact us here.

Table of Contents

LOG IN

WHERE TO GO

The URL for signing in to MemberNet is: https://members.sandiego.org/.

Bookmark this URL in your web browser for quick access.

Your username and password should have been emailed to you shortly after you signed up as a Member of the San Diego Tourism Authority. If you need your welcome email sent to you again, please contact us at MemberNetHelp@SanDiego.org. Forgot your password? Use the link on the login page to retrieve your password.

WHAT TO EXPECT

Once you have logged in, there are many options for editing your information or submitting content for our team to review. There are four main tabs that help you navigate to various sections of MemberNet. The default tab is PROFILES, where you can edit information that appears on your business profile page on SanDiego.org. Other tabs include EVENTS, OFFERS, and GALLERY/MEDIA.

NOTE: As you are creating content on these pages, the MemberNet 2.0 system will automatically save your work, intermittently.

PROFILES

LEISURE PROFILE OR MEETING PLANNER PROFILE?

Most Members will have just one profile – for leisure travelers or meeting planners. But for those businesses that provide facilities or services for both, you will see two profile tabs. Be sure that you are on the correct profile tab before editing the information.

Edit Member Profile

LEISURE PROFILE | MEETING PLANNER PROFILE

COMPANY NAME

Your business name has been set based on your Membership account information. If you wish to update this information, please contact us at MemberNetHelp@SanDiego.org.

DESCRIPTIONS

SUBTITLE

Below your business name is the SUBTITLE. Here you have the opportunity to include a tag line, short description, or highlight about your business. (Max 50 characters)

Example: Beachfront dining in beautiful Coronado

DESCRIPTION

Your description is the primary content area that helps describe your business, products, and services. Keep this information focused on your key business attributes. Specific event information and offers should be entered in their respective tabs in MemberNet.

The information in this field will display automatically below your business name. (Max 850 characters)

NOTE: Try to keep this information section "evergreen" or general in nature – to avoid having a description that becomes outdated.

EXPANDED PROFILE DESCRIPTION

If you feel you need more space to elaborate on your business, please enter more content in this field. This is additional information to the DESCRIPTION field, and will display AFTER the main description once a user clicks the "READ MORE" button. (Max 2750 characters)

*NOTE: A Call-To-Action button (BOOK NOW or BUY TICKETS) displays automatically and is based on hotel or attractions registered with our booking partner aRes.

Inspired by its beachfront setting, Hotel del Coronado's signature restaurant 1500 OCEAN spotlights California Coastal cuisine with fresh local ingredients. Start with a craft cocktail at the Sunset Bar overlooking the Pacific, and then venture inside for an epicurean adventure of seasonal dishes paired with exceptional wines. This award-winning restaurant is a must-try.

Chef de Cuisine Meredith Manee cultivates The Del's beachfront herb garden for the freshest garden-to-table flavors, and blends local artisan products with spices from around the world to create unique and eclectic flavors. She has more than 13 years of experience in the industry to provide our global guests with the finest in California Coastal dining. Before she joined The Del, Chef Meredith has worked at a variety of Four Seasons Hotels and Resorts.

MANAGE YOUR PROFILE PHOTOS/LOGO

Every profile on the website will display a logo for your business as well as cover photo. You must include both of these items in order to publish your profile and be seen on the website. The thumbnail image is used to display in search results and will appear next to your listing.

For each logo, thumbnail or cover photo below, you have two choices:

1. Upload a new image.
   You will choose a file from your local computer and upload.
2. Select from Gallery & Media tab
   You will be shown your image gallery and choose a photo you have already uploaded.
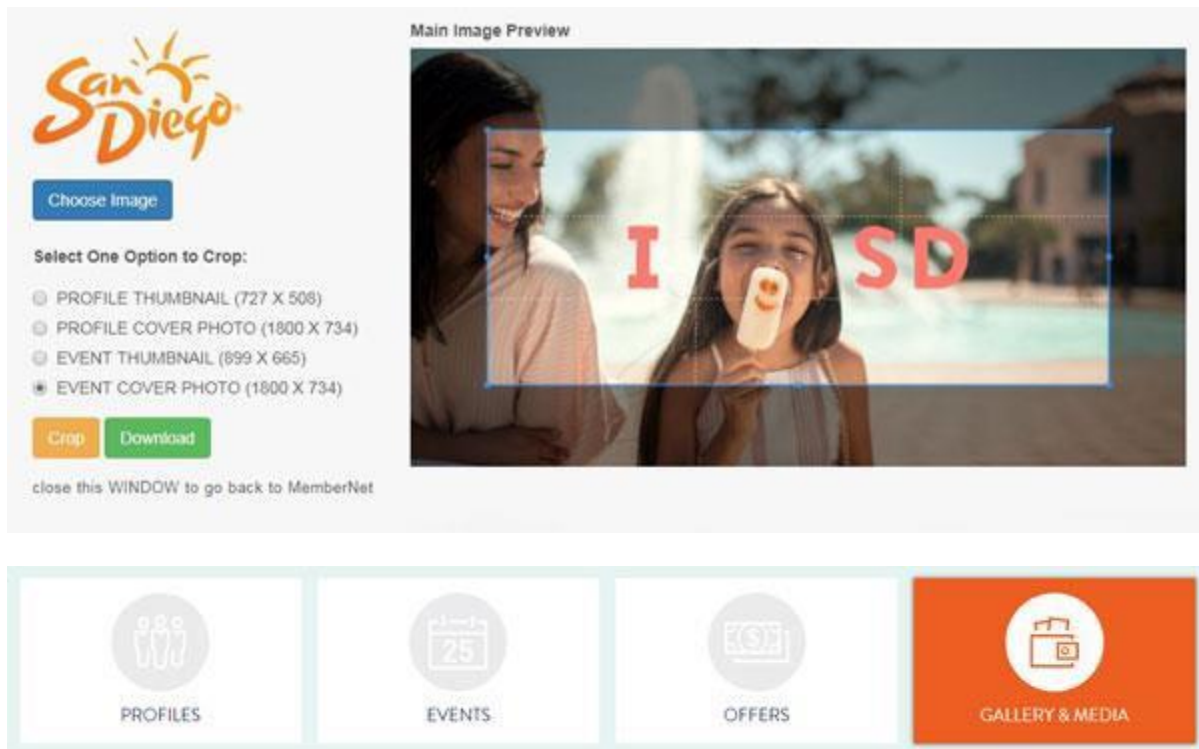
LOGO

Your logo should be a .jpg file and preferably on a white background.

LOGO IMAGE SIZE: 226PX X 124PX

PROFILE COVER PHOTO

This is your cover photo! Be sure to pick a photo that clearly represents your business, products, or services. The image should be high quality, well-lit, and provide the visitor a strong sense of place or inspiration to visit your business. **Profile Cover Photo Size: 1800 X 734 .jpg**

Example: A restaurant showcasing seared scallops – its most sought-after dish.

THUMBNAIL

The thumbnail image, used in search listings, is created from your cover photo image. In the photo editor, you can drag the photo left and right, up and down, and choose the exact area of the photo to display in the thumbnail region.

HOURS OF OPERATION

Provide the visitor with detailed information about when you are open for business.

Include your business hours for each day of the week. You may also choose to simplify your hours.

* *For businesses like hotels or charter transportation, please leave blank. Do not put 24/7/365.*

Examples:

1. **Open 24/7/365**
2. **Open Mon – Fri 9:00am – 8:00pm; Weekends 9:00am – 10:00pm**
3. **Open sunrise to sunset**

SOCIAL MEDIA LINKS

The SDTA website provides the opportunity to link to your social media channels. We currently include Facebook, Twitter, Instagram, YouTube, and LinkedIn. Enter each URL using the format below. If you don't use a specific social media platform, leave the field blank and the icon will not display on your profile.

Format for social media links:

- http://www.facebook.com/**yourbusiness**
- http://www.twitter.com/**username**
- http://www.instagram.com/**yourbusiness**
- http://www.youtube.com/**yourbusiness**

BUSINESS DETAILS

This information was created when you first became a Member of the San Diego Tourism Authority. Click the EDIT link to open a new window and update/modify your general business amenities and company contacts.

Note: To modify general business information like address, phone, etc., please contact us at: MemberNetHelp@SanDiego.org.

HIGHLIGHTS AND FEATURES

Below your main description, you can showcase or highlight important information about your business. This information is displayed in bullet lists and should include short, concise callouts.

(Column Title Max 40 characters; Bullet List Items Max 80 characters)

Examples:

- **What to Know**
- **What to Love**
- **Our Top Tours**
- **Recent Awards**
- **Don't Miss**

Highlights & Details

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor edit more information et dolore magna aliqua. (?)

COLUMN LIST 1 TITLE: Maximum of 40 characters	0/40	COLUMN LIST 2 TITLE: Maximum of 40 characters	0/40

BULLET LIST 1: Maximum of 80 characters	0/80	BULLET LIST 1: Maximum of 80 characters	0/80

BULLET LIST 2: Maximum of 80 characters	0/80	BULLET LIST 2: Maximum of 80 characters	0/80

BULLET LIST 3: Maximum of 80 characters	0/80	BULLET LIST 3: Maximum of 80 characters	0/80

BULLET LIST 4: Maximum of 80 characters	0/80	BULLET LIST 4: Maximum of 80 characters	0/80

BULLET LIST 5: Maximum of 80 characters	0/80	BULLET LIST 5: Maximum of 80 characters	0/80

SUBMIT/PREVIEW/SAVE

Once you have completed filling out your profile, you have three options.

1. PREVIEW – This will open up a new window so you can see exactly how your profile will display to the website visitor on SanDiego.org. This also automatically saves a draft.
2. SAVE THIS DRAFT – If you need to save and come back to edit later.
3. SUBMIT FOR REVIEW – This will alert the SDTA team to review your submission. Once you submit, the content is LOCKED when our team begins to edit. While our team is reviewing your submission, you will not be able to make any changes. You can however make changes before the SDTA begins to edit. Please allow 3 business days for the SDTA team to review and publish your content.

PREVIEW   SAVE THIS DRAFT   **SUBMIT FOR REVIEW**

EVENTS

DESCRIPTIONS

Event descriptions are related to a specific event, and do not affect your main Member profile. Up to 12 events may be displayed on your profile page and throughout the main SanDiego.org website. Though only 12 events display on the website, you may have more saved and unpublished in the system.

NOTE: We do not accept happy hours as events. Also, please do not re-name your event with a trending activity in town. *Example: Do not rename "Walking tour of San Diego" with "Comic-Con Walking Tour of San Diego"*

All events:

- Must be unique to your business
- Must not duplicate your other current events on SanDiego.org
- Must not hi-jack other business, offers, or events (i.e. can't use other business names, events in promotion of your event, unless they are related or affiliated or sponsors)
- Must not be similar with different titles, and shouldn't capitalize on local events, trending topics, or holidays (i.e. All-Star Game Week City Sightseeing Tour)
- Must direct users to a unique landing page, when linking to an external page

EVENT NAME

Enter the title for your event. (Max 50 characters)

EVENT SUBTITLE/HIGHLIGHT

Below your event name is the SUBTITLE/HIGHLIGHT. Here you have the opportunity to include a tag line, short description, or highlight. (Max 50 characters)

Example: Our 2016 theme: Pride Unites The World

EVENT DESCRIPTION

Your event description is the primary content area that helps describe this specific event. Keep this information focused on the event (not general business information). General business information should be entered on your main profile. (Max 850 characters)

EXPANDED EVENT DESCRIPTION

If you feel you need more space to elaborate on your event, please enter more content in this field. This is additional information to the EVENT DESCRIPTION field, and will display AFTER the main event description once a user clicks the "READ MORE" button.

Formed in 1974, as a sponsored program of The Center for Social Services, the first Lesbian and Gay Parade in San Diego celebrated the 1969 Stonewall Rebellion on New York's Christopher Street. The 501(c)(3) nonprofit organization incorporated in 1994 and today San Diego Pride continues to bring together the skills, talents and vision of a diverse community to produce the annual LGBT Pride Celebration which attracts 250,000 participants to Hillcrest for America's Finest Pride Parade and Festival.

The annual San Diego Pride Parade is among the largest in the United States! Come be a part of this year's historic celebration.

BUY TICKETS | READ MORE +

MANAGE YOUR EVENT PHOTOS/LOGO

Every event will display a logo for your event as well as an event cover photo and thumbnail. You must include these items in order to publish your event and be seen on the live website. The thumbnail image is used to display in search results and will appear next to your event listing.

For each event logo, event thumbnail, or event cover photo below, you have three choices:

1. Upload a new image
   You will choose a file from your local computer and upload.
2. Select from gallery
   You will be shown your image gallery and choose a photo you already uploaded.
3. Reposition your photo
   You will edit your current photo and choose a new area of the image to display.

EVENT LOGO

Your logo should be a .jpg file and preferably on a white background.

LOGO IMAGE SIZE: 226PX X 124PX

EVENT COVER PHOTO

This is your event cover image! Be sure to pick a photo that clearly represents this specific event. The image should be high quality, well-lit, and provide the visitor a compelling reason to attend your event. **Event Cover Photo Size: 1800 X 734 .jpg**

Example: An overview shot of a parade showcasing the spirit of the festival.

EVENT THUMBNAIL

The thumbnail image is created from your event cover photo image. In the photo editor, you can drag the photo left and right, up and down, and choose the exact area of the photo to display in the thumbnail region.

IMPORTANT CROPPING REQUIREMENTS:

The event thumbnail is displayed on a business profile page and event search results. When the image is displayed in these two page layouts, the actual area that is visible is slightly less than the full image you upload. Below is a visual representation of the "LIVE" area which displays the "safe"

part of the image. If you have text or important visual information, please ensure it is within the "LIVE" area before uploading your image.

EVENT CATEGORY

Your events are displayed on the website based on the category associated with your business. This category is pre-selected based on your membership category. You can view your category in the BizInfo section of MemberNet. You cannot change your business category, but you have the option to choose one additional category to associate with a specific event. Choose from the dropdown menu.

EVENT TIME AND LOCATION

These items will help guide your visitor to the right location to attend your attend.

START AND END DATE

1. Click on the date field and choose from the calendar your Start and End dates.
2. Check the box if your event takes place all day.
3. If your event runs past midnight, please check this box. This ensures that your event displays on the correct day.
4. Does your event repeat? Every Monday? Every Saturday & Sunday? Choose from the drop-down menu and set your days.

START DATE: (?)   **END DATE:** (?)

📅 03/22/2016   📅 03/23/2016

☐ THIS IS AN ALL DAY EVENT.

☒ THIS IS A SINGLE DAY, LATE NIGHT EVENT.

EVENT REPEATS: (?)

THIS IS A ONE (1) TIME EVENT	⌄

LOCATION

You have a few choices when choosing the location for your event. From the drop down menu, choose:

1. No location (this event takes place in several locations – i.e. Restaurant Week)
2. At your location (inside your business' primary location)
3. At another location (choose and enter the location of this specific event)

LOCATION FOR THIS EVENT: (?)

THIS EVENT HAS NO LOCATION	⌄

You also have the option of including specific directions to the event, to make it easier for visitors to find you.

Example: Enter in the main gates, and then turn left to the public field on the waterfront. Registration for this 5k walk will be under the blue tent.

{ OPTIONAL } DIRECTIONS: (?)   0/ 400

TIMES

This is an open field, but should be used to help visitors understand the time of your event.

{ OPTIONAL } DETAILS ON EVENT TIMING: (?)

EVENT PRICING

Please provide as much detailed information as possible to help visitors understand the pricing structure of your event before they arrive.

There are several key choices in this section:

1. Is this event free to the public? If so, check the box.
2. Pricing details should include all options available to the visitor (full price ticket, child price, veteran price, group pricing, etc.)
3. Do you have a specific URL/web page for visitors to purchase tickets online? Enter that URL in a similar format — http://www.yourwebsite.com/tickets
4. Great news – you can attach a specific EVENT OFFER/DISCOUNT to this event. Choose a previously created offer from the drop down menu, OR create a new offer now for this specific event.

CONTACTS & SOCIAL MEDIA

Be sure to make it as easy as possible for visitors to contact you with questions about the event, ticketing, or support. In addition to the specific event-related information, you can also display your business social media channels too. Be sure to check the box below.

SUBMIT/PREVIEW/SAVE

Once you have completed filling out your event, you have three options.

1. PREVIEW – This will open up a new window so you can see exactly how your event will display to a website visitor on SanDiego.org. This also automatically saves a draft.
2. SAVE THIS DRAFT – If you need to save and come back to edit later.
4. SUBMIT FOR REVIEW – This will alert the SDTA team to review your submission. Once you submit, the content is LOCKED when our team begins to edit. While our team is reviewing your submission, you will not be able to make any changes. You can however make changes before the SDTA begins to edit. Please allow 3 business days for the SDTA team to review and publish your content.

EDIT OR DELETE PREVIOUS EVENTS

Need to edit other events that are already published? At the bottom of your events page, you will see all previously created events. Simply click EDIT to make changes to an event and re-submit for review by our team.

NOTE: You should also periodically DELETE old events to keep your account clean and up-to-date. Events may be published up to 12 months in advance and will automatically un-publish after the event is over. Save time by keeping annual events in the system, and quickly update each year.

SAN DIEGO PADRES VS. WASHINGTON NATIONALS				EDIT	DELETE
VER: 1	Arnoldo.Aguilar@mirumagency.com	DRAFT: 06/19/17	PENDING	END DATE: 06/19/17		
SAN DIEGO PADRES VS. BALTIMORE ORIOLES				EDIT	DELETE
VER: 1	Arnoldo.Aguilar@mirumagency.com	DRAFT: 06/19/17	PENDING	END DATE: 06/19/17		
MLB ALL-STAR FANFEST				EDIT	DELETE
VER: 1	Arnoldo.Aguilar@mirumagency.com	DRAFT: 06/19/17	PENDING	END DATE: 06/19/17		
MLB ALL-STAR SUNDAY				EDIT	DELETE
VER: 1	Arnoldo.Aguilar@mirumagency.com	DRAFT: 06/19/17	PENDING	END DATE: 06/19/17		

OFFERS

DESCRIPTIONS

Offer descriptions are related to a specific offer. At any time, up to 12 offers may be displayed on your main profile page, event pages, and throughout the SanDiego.org website.

OFFER NAME

Enter the title for your offer. Be specific! (Max 50 characters)

Example: 30 for 3 - 30% off with 3 night stay

All offers:

- must be unique to your business
- must not duplicate your other current offers on SanDiego.org
- must not hi-jack other business, offers, or events (i.e. can't use other business names, events in promotion of your business, unless they are related or affiliated or sponsors)
- must direct users to a unique landing page, when linking to an external page

OFFER SUBTITLE/HIGHLIGHT

Below your offer name is the SUBTITLE/HIGHLIGHT. Here you have the opportunity to include a tag line, short description, or highlight. (Max 50 characters)

Example: All In Limo & Party Bus

Free Bottle of Champagne on a Wine Tour

with Aall In Limo & Party Bus

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REDEEM OFFER | READ MORE +

OFFER DESCRIPTION

Your offer description is the primary content area that helps describe this specific offer. Keep this information focused on the offer (not general business information). General business information should be entered on your main profile. Keep your offer short and to the point. Many users are reading on a mobile device; so the shorter, the better. (Max 850 characters)

Free Bottle of Champagne on a Wine Tour

with Aall In Limo & Party Bus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliquaur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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REDEEM OFFER

DISCLAIMER

Legal said so. We get it. If you must have a disclaimer, rules & regulations, please enter that information here.

DISCLAIMER:

OFFER CATEGORY

Your offers are displayed on the website based on the category associated with your business. This category is pre-selected for you based on your membership category. You have the option to choose one additional category to associate with each offer. Choose from the dropdown menu.

AUDIENCE

Offers can be set to display for specific audiences. Please be mindful of our website visitors and only choose categories that are appropriate for the offer.

Travel Trade is a group of professional travel agents who book travel for leisure groups to the destination. These offers should be targeted to the travel agent to entice them to include your business, products, or services in their planning of future group travel.

Meeting Planners plan professional events in San Diego and often seek out deals to cut costs and improve attendance at meetings and events. These offers should be targeted to the meeting planner to entice them to include your business, products, or services in their pitch to clients.

OFFER DETAILS

START & END DATES

1. Click on the date field and choose from the calendar your Start and End dates. These are the dates that the offer is VALID.

LINKS & COUPON CODES

1. Add a URL/LINK to the webpage where a visitor can redeem this offer.

2. Add a phone number for visitors to call and redeem this offer or ask questions.
3. Does your offer require a coupon code for tracking purposes? Enter that code here.

{ OPTIONAL } **REDEEM ONLINE:** (?)

{ OPTIONAL } **PHONE:** (?)

{ OPTIONAL } **ONLINE COUPON CODE:** (?)

PUBLISHING DATES

These dates represent the time that your offer is LIVE and displayed on the website. Your publish dates are typically longer than the offer dates. Offers may be displayed on SanDiego.org for up to 12 months.

Example – Offer is valid for the month of June, but you want to display it in April and May as well. The publish dates would be April 1 – June 30.

PUBLISH THIS OFFER BETWEEN : (?)

📅 03/22/2016   📅 03/23/2016

PROMOTION : (?)

Select from Dropdown ⌄

SUBMIT/PREVIEW/SAVE

Once you have completed filling out your offer, you have three options.

3. PREVIEW – This will open up a new window so you can see exactly how your offer will display to the user. This also automatically saves a draft.
4. SAVE THIS DRAFT – If you need to save and come back to edit later.
5. SUBMIT FOR REVIEW – this will alert the SDTA team to review your submission. Once you submit, the content is LOCKED when our team begins to edit. While our team is reviewing your submission, you will not be able to make any changes. You can however make changes before the SDTA begins to edit. Please allow 3 business days for the SDTA team to review and publish your content.

1.

EDIT OR DELETE PREVIOUS OFFERS

Need to edit other offers that are already published? At the bottom of your offers page, you will see all previously created offers. Simply click EDIT to make changes to the offer and re-submit for review by our team.

NOTE: You should also periodically DELETE old offers to keep your account clean and up-to-date.

MEDIA & GALLERIES

This area is home base for all of your images and videos. You can add new images and videos to the Media Library, for future use in your profiles and events. Or, add new images directly from your profile, event, or offer page. There are three tabs to become accustomed to, and the active tab is underlined in blue.
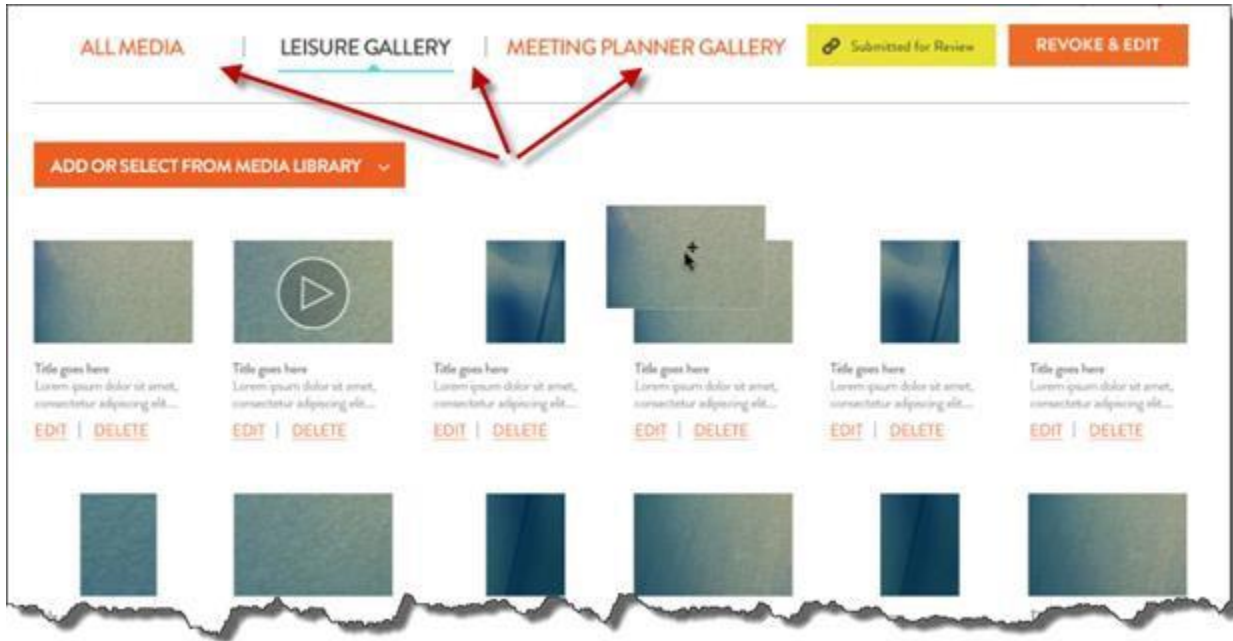
1. ALL MEDIA
   This tab displays ALL of the images and videos that you have added for use in your profiles, galleries, events, and offers.

2. LEISURE GALLERY
   This tab displays all of the images that you have chosen to display in the gallery on your Leisure Profile.
3. MEETING PLANNER GALLERY
   This tab displays all of the images that you have chosen to display in the gallery on your Meetings Profile.

GALLERY BASICS

In any of the galleries, you can drag & drop each item and re-order how they will display on the website. Click DELTE to remove a piece of content from your gallery. The content will still be available in your ALL MEDIA library.
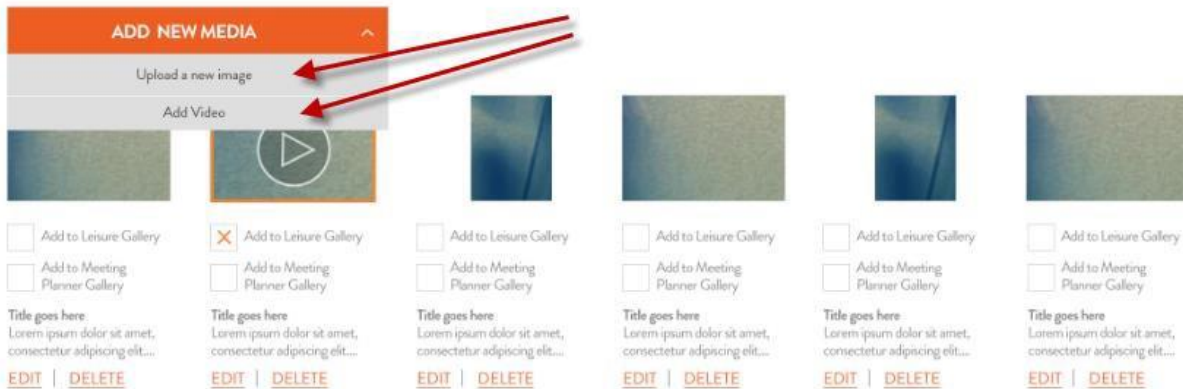

Click EDIT to re-size and re-position your image.

ADDING CONTENT TO THE MEDIA LIBRARY

You can add new images and videos to the Media Library, for future use in your profiles and events. Or, add new images directly from your profile, event, or offer page. Simply click on the orange bar to choose one of two menu items.

1. Upload a new image.
   This option will open up a new window where you will choose a file from your local desktop computer. Choose the file from your computer and click UPLOAD.
2. Add video.
   This option allows you to add the URL/LINK of an existing online video. (see "Video uploading" below)

ADDING IMAGES/VIDEOS TO GALLERY FROM MEDIA LIBRARY

While viewing your ALL MEDIA library, you can also quickly add images to a Gallery. Click the check box next to a Gallery and click SUBMIT at the bottom.
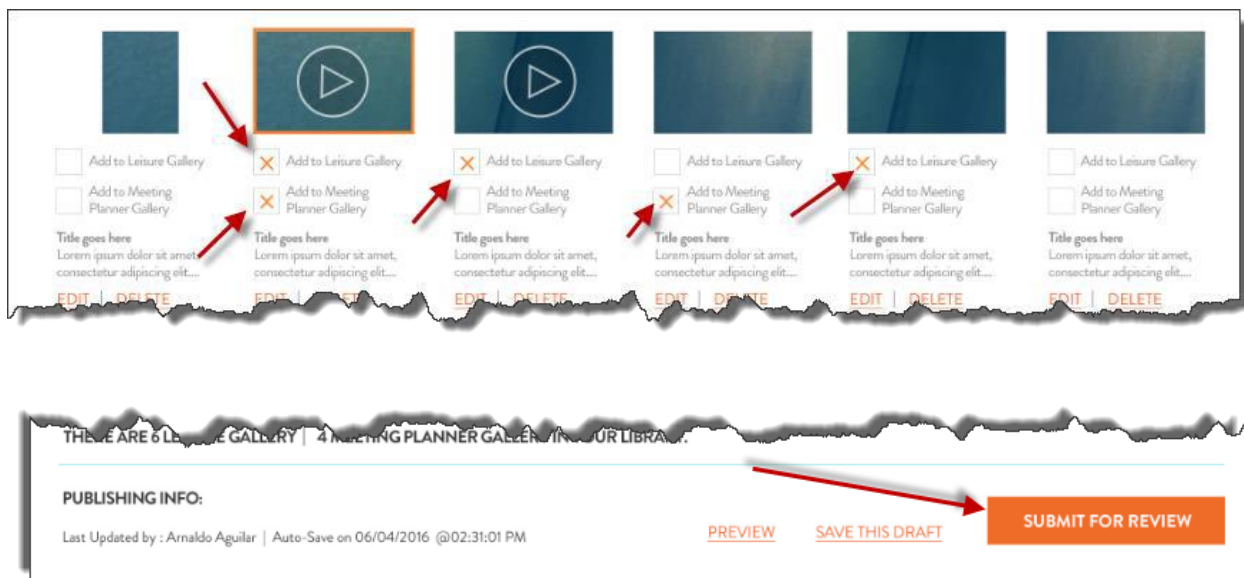
ADDING DIRECTLY TO A GALLERY

There are three ways to add content to a gallery, <u>if you are already viewing the gallery tab</u>. Click on the orange bar to choose one of three drop-down menu items.

Use our image editing tool to resize and crop your images to the exact size needed for your profile and events.

LEISURE GALLERY | MEETING PLANNER GALLERY | ALL MEDIA

(Note: your Gallery must contain a minimum of 6 Media items in order to display on your Profile on the Website)
To submit a new gallery or updates to a current gallery, please save from your Leisure or Meeting Profile, then re-submit for review. Thank you.

ADD NEW MEDIA ∨

1. Upload a new image.
   This option will open up a new window where you will choose a file from your local desktop computer. Choose the file from your computer and click UPLOAD.
2. Add Video.
   This option allows you to add the URL/LINK of an existing online video. (see "Video uploading" below)
3. Select from Media Library.
   This option allows you to choose an already-uploaded item from your "ALL MEDIA" library.

PHOTO EDITING

You can reposition a photo, and add a title, description, and photographer credit. This content is useful in describing your business and helpful to improve search results. This content will display below the image or video in your gallery.

Video uploading

When uploading a video, please enter the URL/LINK of the video already online. We accept video links from Youtube and Vimeo.

Hint: To grab the URL from a video online: When you are on the video page, simply highlight and copy the link from the top of your browser bar. Then paste it into the video field.
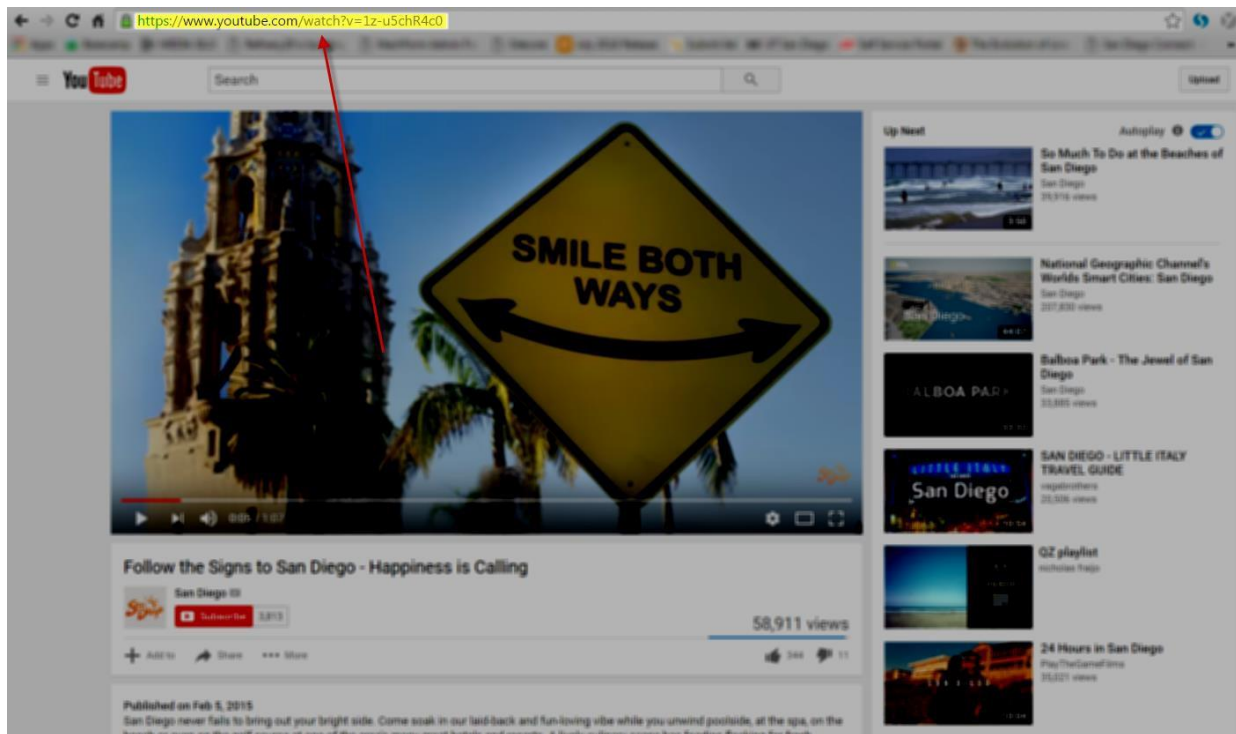
Be sure to also add a title (Max 50 characters) and description (Max 300 characters) to each video for display in the gallery.

The thumbnail image will be dynamically created for you based on your video link, but you have the option to change that image, if needed.

CONTACT US

We hope that your experience using MemberNet is easy and intuitive. If this user guide has not answered all of your questions, please do not hesitate to contact us. We are here to help you publish your content and become more visible online.

MemberNet Support Team

Jose Lazaro, *Technical Project Manager*

Alisha Ritchie, *Membership Services Manager*

MemberNetHelp@SanDiego.org