

DSA SF Events Team How-To/FAQ

- **What does the events team do?**

We use the chapter's calendars, social media accounts, and newsletter to promote chapter-sponsored events.

- **What access do I need to be part of the events team?**

Events team members must be:

1. Subscribed to the chapter calendars -- see the [calendar FAQs](#) for more details
2. Added to the events@dsasf.org email alias -- this makes it so you receive emails sent to that address and also gives you write access to the calendars
3. Added as an editor to the [DSA SF Facebook page](#) -- this lets you create events and posts as the page (Facebook account required)
4. Added to the @DSA_SF team on [TweetDeck](#) -- this lets you post as the chapter on Twitter
5. Added to the [DSA SF members](#) private Facebook group

- **How do members submit events to the events team?**

Events are submitted using the event form, here: <https://dsasf.org/submit-event>

- **How does the event form work? What happens when someone submits it?**

Several things may happen when the form is submitted, depending on what was entered into the form. The system works using a combination of Google Forms with a custom script and [Zapier](#) for automation.

1. As soon as the form gets submitted, a script runs on the server that randomly selects a member of the events team to assign the event to. Then the script sends an email to the submitter and the assignee with a copy of the form input.
2. If the submitter selected "calendar" under "Promotion Options," an event will automatically be created in either the Private Calendar or Public Calendar (depending on their response to the question "Is this a members-only event?")
3. If the submitter entered text in the "Scheduled Twitter content" field, their tweet (with an image, if they entered a link to an image in that field) will automatically be posted at the date and time they chose.
4. If the submitter checked "Yes" under "Is this event aimed at new members?" then the calendar event name will automatically have an 🐣 emoji added to the beginning, and a note will automatically be added to the end of the calendar description indicating that the event is good for newcomers.
5. Two days before the event, the assignee will receive an automatic reminder email about it.

- **What do I need to do when an event gets assigned to me?**

Your main responsibilities are to proofread the form inputs, which are reproduced in the email, for errors (see “*What can go wrong?*” below) and to make sure everything requested in the “Promotion Options” list is set up.

- **Facebook event:** What you do here will depend on whether the event is *members-only* or not. Use the event name and description provided by the submitter in the event form. If they provided an image, use it for the event.
 - **Members-only event:** Create an event in the [DSA SF members group](#), then invite DSA SF members to it.
 - **Non-members-only event:** Create an event [as the DSA SF page](#), then invite DSA SF members to it.
- **Facebook post:** After creating the event, schedule a Facebook post [as the DSA SF page](#). Include a link to the event in your post. Scheduling it for one day before the event usually works.
- **Newsletter:** The newsletter template is sent out weekly. If the submitter requested newsletter inclusion, you need to edit the newsletter template before the weekly deadline. A good rule of thumb is to start including an event in the newsletter two weeks ahead of time, or three weeks ahead if the newsletter is sparse.
 - **Event listing:** Add the event to the “upcoming events” section at the top of the newsletter.
 - **Newsletter section:** Add the event to the “upcoming projects” section of the newsletter. Include an image and the event description.
- **Recurring events:** If the event is recurring, only one event will be automatically created on the calendar -- you’ll have to manually create the subsequent ones. (When you create the Facebook event, you can set it up to occur on multiple dates.)

- **What can go wrong?**

Because of technological limitations of our current implementation and inevitable human error, sometimes the process goes awry. That’s why we send the email with a copy of the form input. Here’s what you should look for:

- Check that the dates and times make sense -- i.e. that they’re in the future, and that the end time comes after the start time. If either of those things aren’t true, the automated processes will have failed, and you can either set everything up manually, or ask the submitter to resubmit.
- Make sure the event details are clear and appropriate -- sometimes people enter info in the wrong field. If something is wrong with the calendar details, you can edit the event directly on the calendar.

- If the submitter scheduled a tweet, make sure that the content is stylistically appropriate and that it includes the vital details about the event. We've had submitters schedule tweets that say "Come to this great event!" without including a location, date, or time in the tweet. If there's a problem with a scheduled tweet, you'll need to ask someone with Zapier access (currently mobilizer@dsasf.org) to cancel it, and then you can schedule a new one using [Tweetdeck](#).
 - In general, if anything is unclear, use the email thread to ask the submitter to clarify.
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- **Anything else I should know?**
 1. Besides the event form, we also have a social media form that members can use to post to the chapter Twitter and Facebook. It's here: <https://dsasf.org/social-media>
 2. [Boomerang for GMail](#) is a handy tool for making emails pop back up to the top of your inbox at a specified time.