EXTRANET GUIDE

FOR STANDARD USERS

explore **m** MINNESOTA

HOW TO MANAGE YOUR LISTINGS AND EVENTS ON EXPLOREMINNESOTA.COM

1. **Visit the URL:** https://extranet.exploreminnesota.com
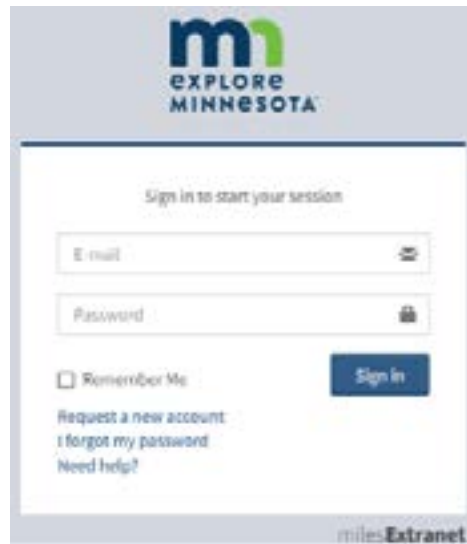
2. **Enter your email address.**

3. **Enter your password.**
    » Note that all passwords are case sensitive. *If this is the first time you are logging in, follow the "Forgot Password" instructions below.*

    » **Forgot Password:** If you cannot remember your password, or it is your first-time logging into the ex-tranet, please select "I forgot my password" and enter in your email address followed by "Send password reset email." If you have a user account registered in the system, a reset link will be sent via email to the email address entered. Be sure to check your spam and junk folders if you do not receive your reset link.

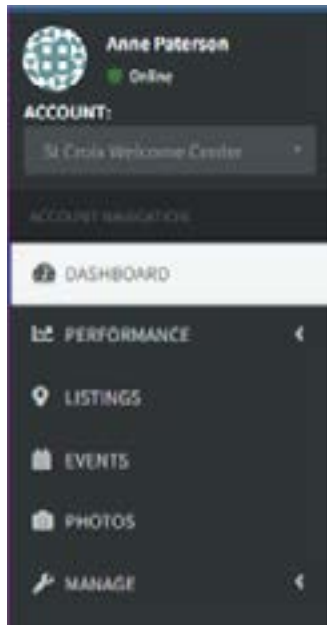   Once you have logged into the Extranet you will see this Dashboard:
    »

If you have made any recent updates to your Events and Listings, links to those Events and Listings will appear on the page.

If this is your first time using the Extranet, or if you have not set up any Listings or Events, this view will not appear.

NAVIGATION

On the left-hand side of your screen, you will see multiple **navigation options** that allow you to jump from page to page throughout your Extranet account.

On the top left, you can see your **name** and **status** to confirm that you are online and under the correct user ID.

Within the dashboard, you may navigate to other tabs to access **your listings, your events, and your uploaded photos**.

Under **manage**, you may view and edit **your users** and your **settings**. Each section is described in greater detail below.

Account Navigation Terms:
- **Listings:** view, add, and modify your listing by selecting the "Listings" menu item from the left-hand navigation. This will provide a view of all listings associated with your account.
- **Events:** view, add, and modify your event by selecting the "Events" menu item from the left-hand navigation.
  - » **Always check the "Expired" tab BEFORE creating new events. PLEASE DO NOT ENTER EXISTING RECURRING EVENTS AS NEW EVENTS.**
  - » **There are multiple formats to view your events in the Extranet:**
    - The "Calendar" view displays events on a monthly calendar. (This view is not recommended.)
    - The "List" view displays all the upcoming events in the catalog. (Preferred view.)
    - The "Expired" tab displays events past their event date. Update the existing event listing for recurring/repeat events. After the new dates are entered to a future date, the event will be re-published on the website and the event will move over to the "List" catalog view.
- **Photos** for your photo library are uploaded at the account level using the "PHOTOS" link on the left-hand navigation menu. Once photos have been added to your photo library, you can assign photos to your listing and events.

CREATE A NEW LISTING

Follow the steps below to add a new listing:

1. **There are two options to access the new listing form:**
   » Select the + icon found on the blue task bar at the top of the page, then select "New Listing" or
   » From the black Navigation menu, click on "Listings" and click on the green Create listing button found on the upper right corner.
2. **Complete the required fields.**
3. **Select the categories that accurately represent your listing.** This determines where your listing will appear on **ExploreMinnesota.com**.
4. **Add the listing description in the Description box.** This information will be displayed in the "About" section on ExploreMinnesota.com. Every listing description is required to have a minimum of 100 characters. You may use the toolbar buttons for bold, italic, and bulleted lists within your description.
5. **Click the "Create" button at the bottom of the page.** Once created the "Contact Information" page will display.

**IMPORTANT: YOUR LISTING IS NOT YET COMPLETE!**

6. **Enter important details.** Press "Edit" to include (press "Save" to set each field):
   » Phone numbers: Please add at least one phone number. You can add several numbers to your listing.
   » Emails: Add your business and booking emails.
   » Websites: Include the entire URL beginning with https:// (or http://). Do not duplicate URLs.
   » Social Media: Add your user handles for Facebook, Instagram, Pinterest, TripAdvisor, Twitter, and YouTube accounts for display on your listing.
   » Map and location information: Select "Edit" on the Map box and either click "Geocode from Address" to update automatically or use the tools at the top of the box to set the map pin manually.
7. **Please allow two business days for your updates to be received, reviewed, and approved by an administrator.** Explore Minnesota Tourism reserves the right to edit or deny a listing request that is not in the best interest of EMT or the State of Minnesota.
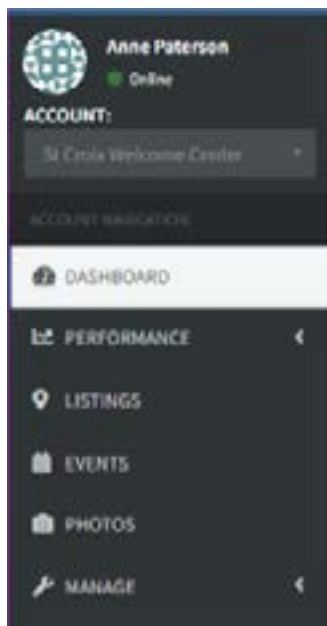
Sample screen shot:
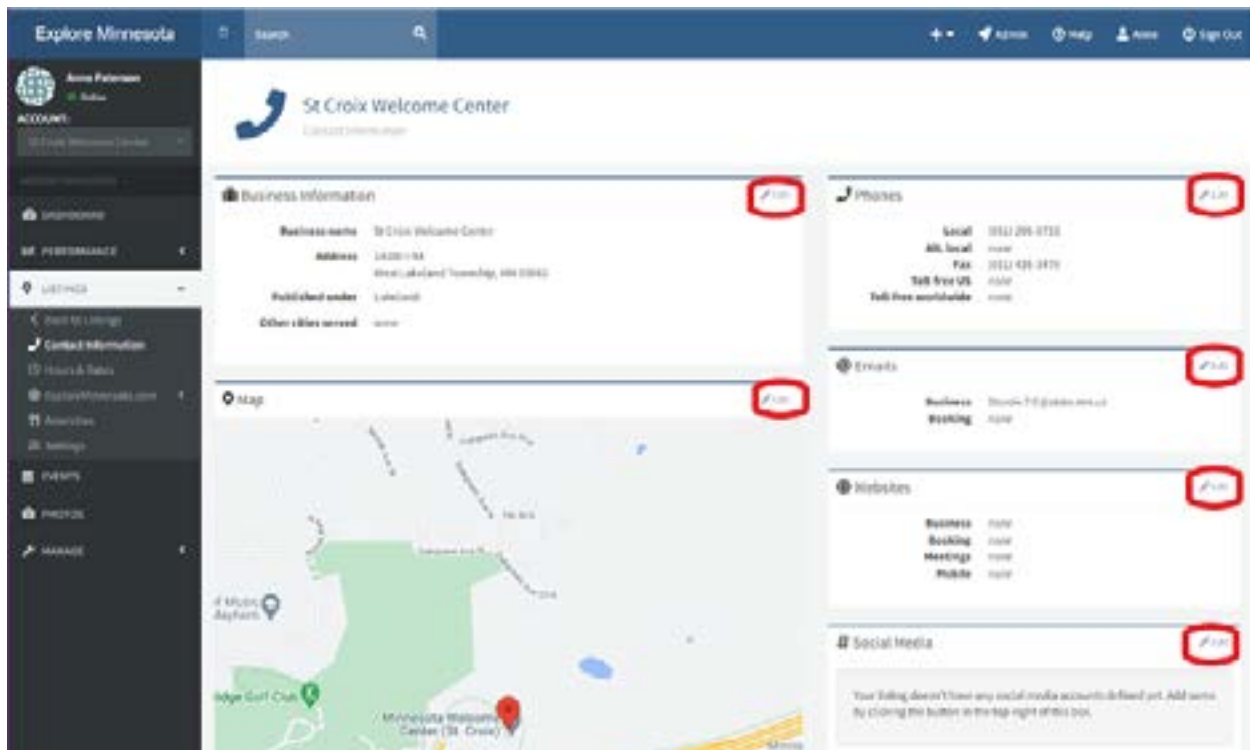
MANAGE AN EXISTING LISTING

Select **"LISTINGS"** in the black navigation menu. All listings associated with your account will appear in the listings view. You may edit an existing listing here.
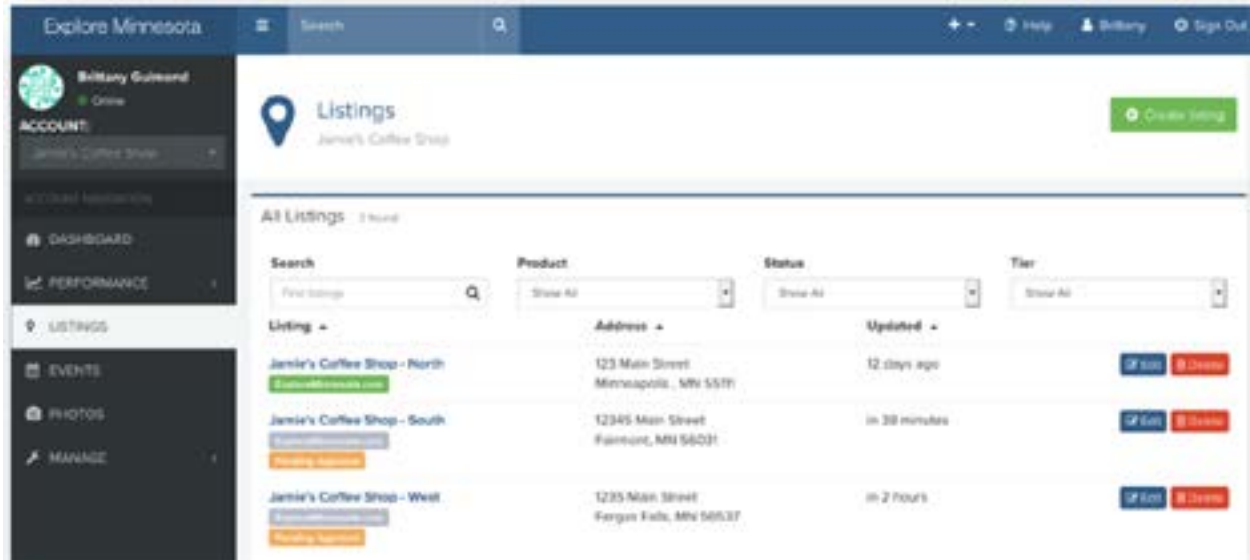
Click the blue **"Edit"** button to update your listing.

From this menu, you may edit the following:
- » Contact information.
- » Hours & rates (See "HOURS & RATES" for more detail).
- » Categories. Only select categories truly representative for the listing. Note: Explore Minnesota reserves the right to make changes as they deem necessary.
- » Description.
- » Edit/assign photos from your uploaded photo library. (See "PHOTOS" for more detail.)
- » Video.
- » Amenities (Important: check the accessible to disabled box if appropriate).
- » **Permanently Out of Business?** Request to delete your listing. Important: Deleted listings cannot be restored.
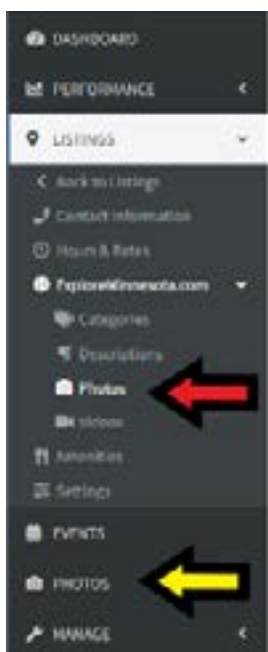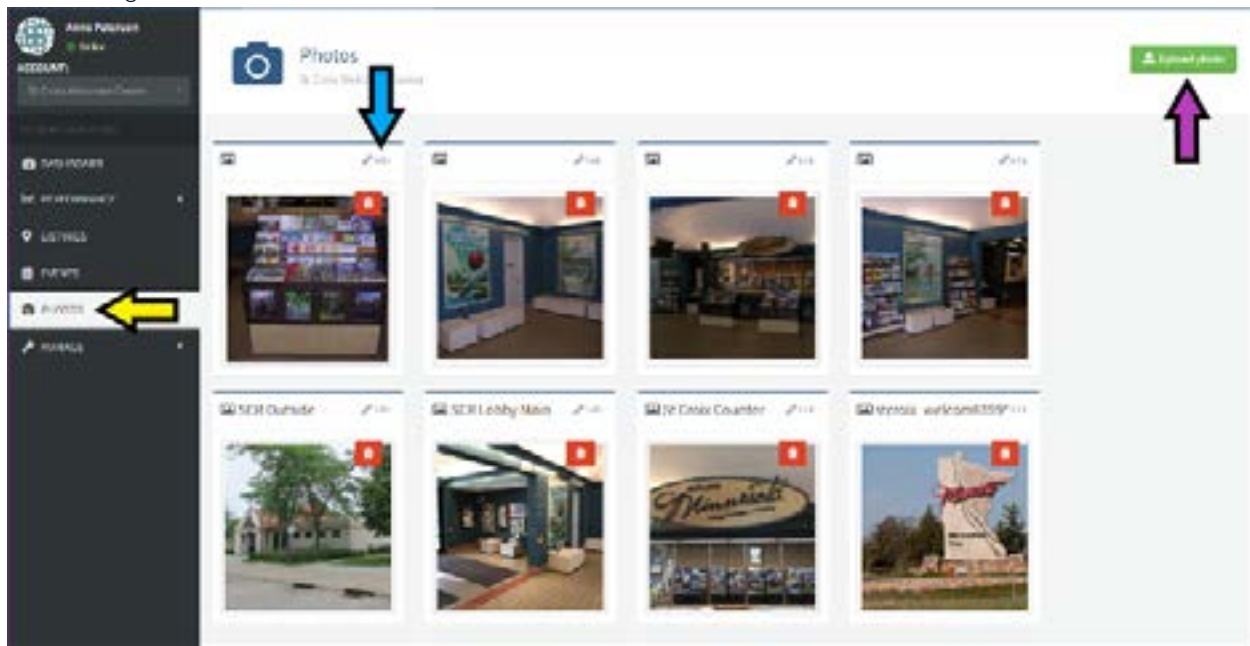
Hours & Rates:
1. Click the "Edit" button to update hours of operation and rate information.
2. Hours of operation: select one: year-round or seasonal. Enter details for each season.
   - » Enter hours only for seasons your business is open.
3. Choose **Hours** to edit open and close times.
   - » If your business is open 24/7, select the "All Day" checkbox for each day, as applicable.
   - » If your business is open varied hours, enter the specific hours for each day.
   - » Important: Remember to click on the green "+Add Hours" button after each entry.
   - » Press the blue "Save" button.

MANAGE AN EXISTING LISTING (CONTINUED)

4. Update or add a new **Rate category** in the "Name" box (for example: adult, children under 12, veterans, senior).
   » Enter the price for each category.
   » Reminder: Click on the **green "+Add Rate" button** after each entry.
   » Note: A new row will automatically appear to allow multiple rates.
   » Press the blue **"Save"** button.
5. To delete any field, click the red trash can icon.

Photos:
   » Upload photos to your photo library by choosing the **"PHOTOS"** link (see yellow arrow) in the black navigation menu.

» Click on the green **"Upload photo"** button (see purple arrow) to add new photos to your photo library.
» Once photos are loaded into the photo library, click on **"Edit"** (see blue arrow) to add captions and alt text to each photo.
» Photos can be assigned to listings and/or events in this edit screen, or photos can be assigned in the individual listing by selecting "Photos" (see red arrow) in the listing menu.
» The Yellow Arrow: Upload photos to your photo library.
» The Red Arrow: See all the photos in your photo library and assign photo(s) to an individual listing. You can easily add several photos to a listing, change the primary photo and/or change the order of appearance.

NOTE: Please allow two business days for your updates to be received, reviewed, and approved by an administrator. Explore Minnesota Tourism reserves the right to deny a request for a listing that is not in the best interest of EMT or the State of Minnesota.

CREATE A NEW EVENT

Step 1: Ask yourself, has the event happened before? If the answer is yes, then stop! There's no need to start fresh. Simply update your expired listing. (Fast forward to the "Manage an Existing Event" section on the next page.)

Step 2: Even if you think you know the answer, please ALWAYS check the "Expired" tab BEFORE creating a new event.

This is important for several reasons:
1. Save time! The information is already entered, and the event is already correctly classified.
2. Many events are also linked to articles on our website. Updating an existing event ensures travelers will see the most current information. This also ensures your event listing isn't deleted from the article(s) and replaced with another event.
   » **Reminder:** There are multiple formats to view your events in the Extranet:
     – The system defaults to "Calendar" view. *(This view is not recommended.)*
     – Please choose "List" view to display all upcoming events in the catalog. **(Preferred view.)**
     – The "Expired" tab displays events past their event date. Update an existing event listing for recurring/repeat events. After new dates are entered date in the future, the event will reappear on the website and the event will move over to the "List" catalog view.

Follow the steps below to add a new event:
1. There are two options to access the new event form:
   » Select the + icon found on the blue task bar at the top of the page, then select "New Event" or
   » From the black Navigation menu, click on "Events" and click on the green Create listing button found on the upper right corner.
2. Complete the required fields.
3. When entering dates, if the event takes place over multiple days, first enter the start and end dates, then select whether the event is an all-day event and/or happens every day or recurs on given days of the week. Enter hours if needed. Click the green "+Add Date" button to save your date selection. If the event has an irregular recurrence pattern, enter an additional date array using the "+Add Date" button.
4. Additional rates can be added by selecting the "+Add Rate" button. Each rate can be given a "Name" to identify the rate, such as "Adult Admission."
5. Select categories that accurately represent your event. This determines where your listing will appear on ExploreMinnesota.com. *Note: Explore Minnesota reserves the right to make changes as they deem necessary.*
6. Add the event description in the description box. This information will be displayed in the "About" section on ExploreMinnesota.com. Every event description is required to have a minimum of 100 characters. *You may use the toolbar buttons for bold, italic, and bulleted lists within your description.*
7. Click the "Create" button at the bottom of the page. Once created the "Contact Information" page will display.

IMPORTANT: YOUR EVENT IS NOT YET COMPLETE!

CREATE A NEW EVENT (CONTINUED)

8. Enter important details. Press "Edit" to include (press "Save" to set each field):
   » Phone numbers: Please add at least one phone number. You can add several numbers to your listing.
   » Emails: Add your business and booking emails.
   » Websites: Include the entire URL beginning with https:// (or http://). Do not duplicate URLs.
   » Social Media: Add your user handles for Facebook, Instagram, Pinterest, TripAdvisor, Twitter, and You-Tube accounts for display on your listing.
   » Map and location information: Select "Edit" on the Map box and either click "Geocode from Address" to update automatically or use the tools at the top of the box to set the map pin manually.
   » Please allow two business days for your updates to be received, reviewed, and approved by an administrator. Explore Minnesota Tourism reserves the right to edit or deny a listing request that is not in the best interest of EMT or the State of Minnesota.

Sample screen shot:
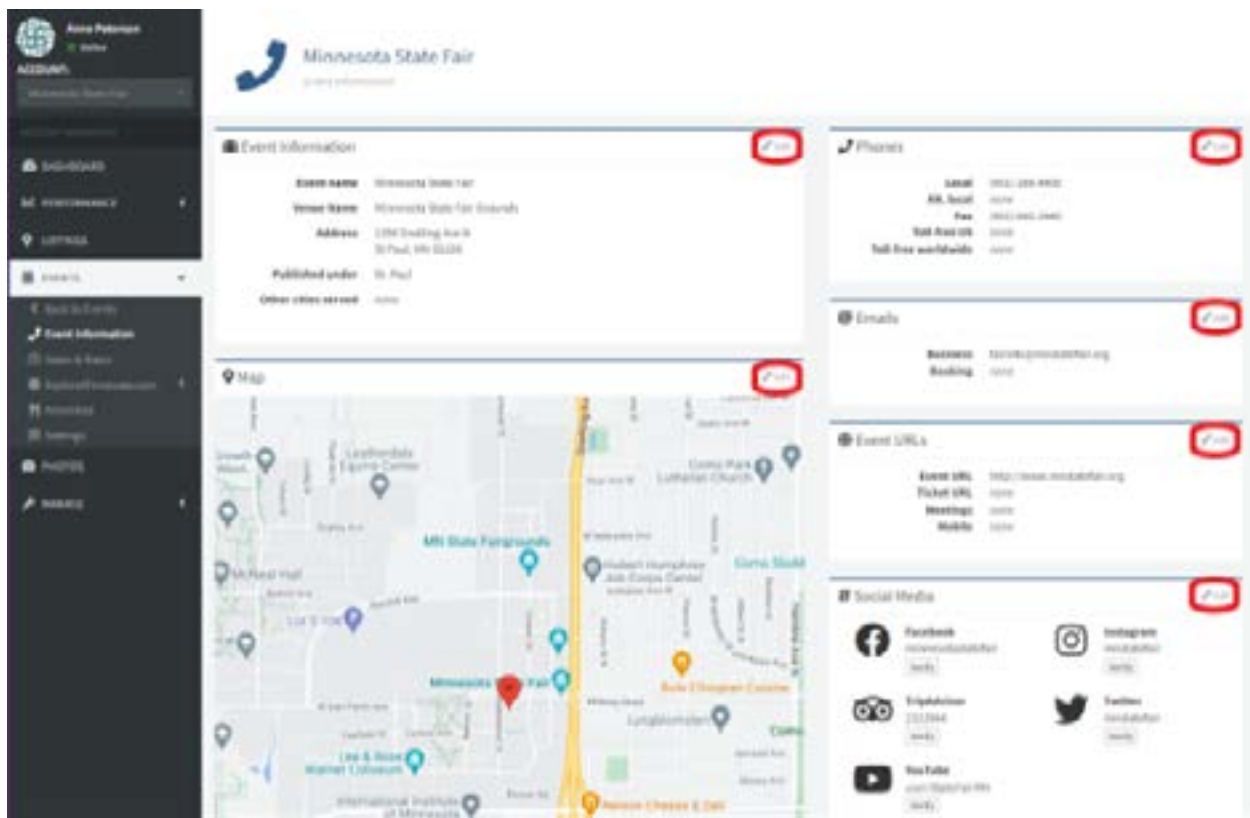
MANAGE AN EXISTING EVENT

Select "Events" in the black navigation menu:
  » The system defaults to the "Calendar" view. *(This view is not recommended.)*
  » The "List" view displays all the upcoming events in the catalog. **(Preferred view.)**
  » The "Expired" tab (circled in red below) displays events past their event date. Update the existing
    event listing for recurring/repeat events. After new dates are entered to a future date, the event
    will reappear on the website and the event will move over to the "List" catalog view.
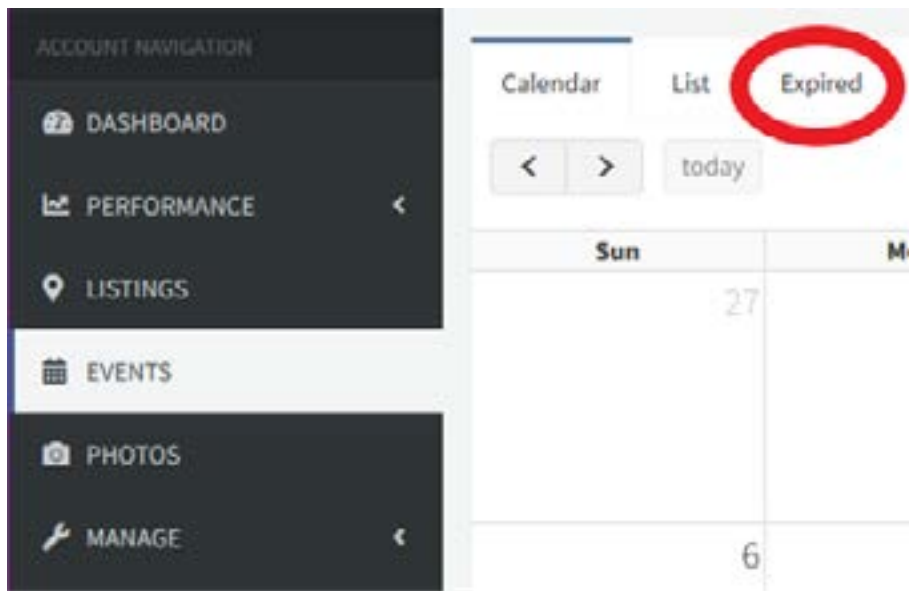
  » Click the event name or the blue "Edit" button to update your event.
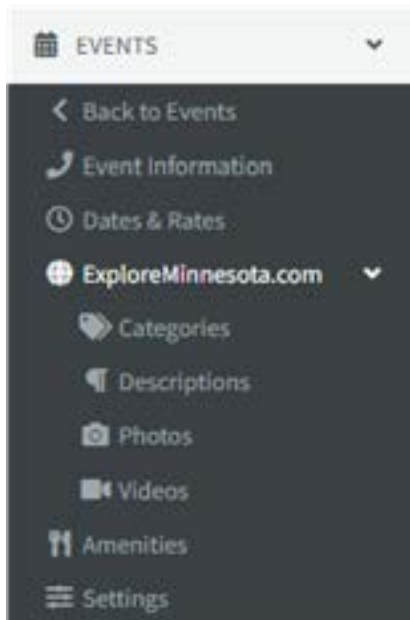
From this menu, you may edit the following:
  » Contact information.
  » Dates & rates (See "DATES & RATES" for more detail).
  » Categories. Only select categories truly representative for
    the listing.
    – *Note: Explore Minnesota reserves the right to make changes as
      they deem necessary.*
  » Description.
  » Edit/assign photos from your uploaded photo library. (See
    "PHOTOS" for more detail.)
  » Video.
 » Amenities (Important: check the accessible to disabled box
    if appropriate).

MANAGE AN EXISTING EVENT (CONTINUED)

Dates ans Rates:
  » Click the "Edit" button to update event date and rate information.
  » Choose **Event Dates** to edit dates and hours
      – If an event takes place over multiple days, first enter the start and end dates, then select whether the event is an all-day event and/or happens every day or recurs on given days of the week.
      – Enter both the event start and end times if the event is not an all-day event.
      – If the event has an irregular recurrence pattern, enter an additional date array using the "+Add Date" button. If your event is open varied hours, enter the specific hours for each day.
      – *****If you know future event dates, they can be entered all at this time***** (example: the MN State Fair is always the 12 days before Labor Day, they have their dates set through 2030) This ensures your event doesn't end up expiring and displaying *"The dates for this event have passed. No future dates are available at this time." on the event listing."*
      – Important: Remember to **click on the green "+Add Hours" button** after each entry.
      – Press the blue **"Save"** button.
  » Update or add a new **Rate category** in the "Name" box (for example: adult, children under 12, veterans, senior).
      – Enter the price for each category.
      – Reminder: Click on the green **"+Add Rate" button** after each entry.
      – Note: A new row will automatically appear to allow multiple rates.
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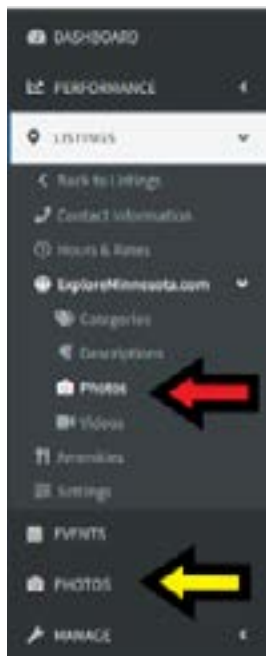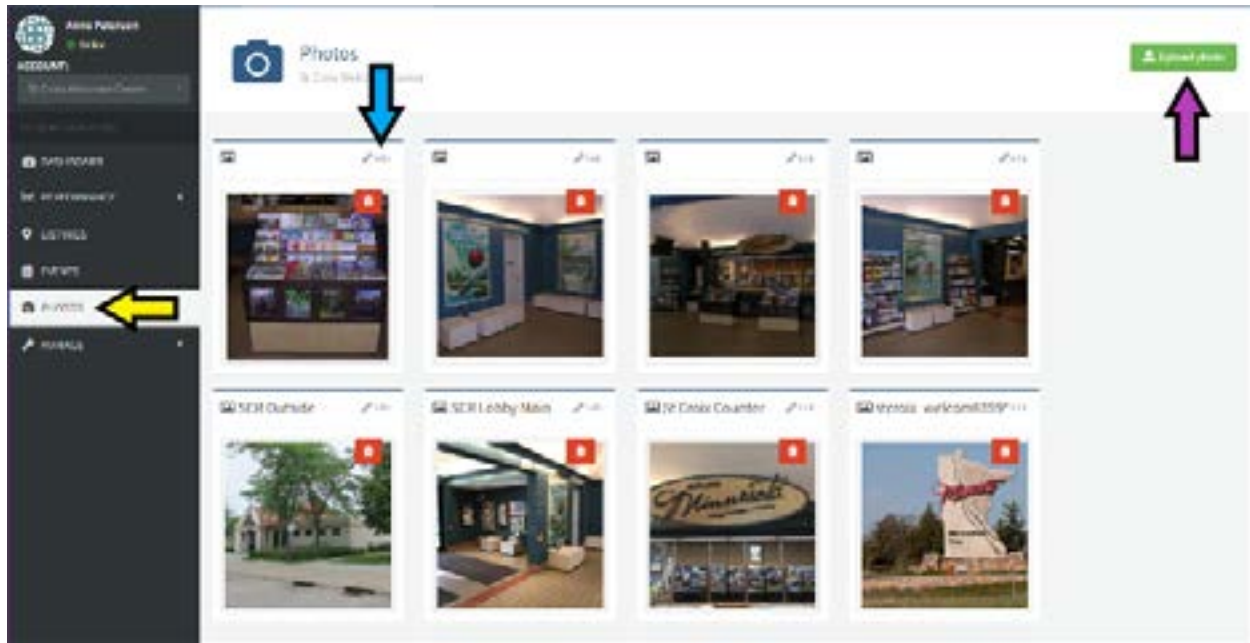
» Click on the green "Upload photo" button (see purple arrow) to add new photos to your photo library.
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For any questions or further assistance with the Explore Minnesota Tourism Extranet contact:
Anne Paterson at 651-539-5103, **Anne.Paterson@state.mn.us**