

VisitMaine.com How-to Guide

Below are some simple directions for using the
Maine Office of Tourism website.

First, some important rules:

- VisitMaine.com markets Maine to travelers and helps them journey to our state. Content on our site – Business/Organization Listings, Calendar Events and Deals - must be tourism-related.
- VisitMaine.com is a do-it-yourself website. Users are provided free website access to write and update content themselves. The Maine Office of Tourism helps users with website issues or problems.
- The Maine Office of Tourism reserves the right to edit any and all content on VisitMaine.com and may remove any content at any time.
- If you list your business or organization on VisitMaine.com, that listing must include a public email address. If you don't wish to include a public email address, you may instead link to your website, as long as it includes an email form for travelers to contact you.
- The Maine Office of Tourism communicates with users via email. We send email about website issues and tourism marketing. Should you, or anyone working with your account, unsubscribe from these emails, we may suspend your account, your listing(s) and any other content on VisitMaine.com.
- If change your account's email address, please update it in your account settings or contact us for help. (Your account's email address is the one you use to sign into VisitMaine.com.) If you forget to change it, we may no longer be able to contact you. Then, we may suspend or delete your account and content.

Getting an account on VisitMaine.com

Before using our website, you must apply for an account.

1. Click the "Partner Login" link at the bottom of the VisitMaine.com homepage.
2. Click on the words: "Need to apply for a new account?"
3. Fill out the online form that appears.
4. Press the "Submit" button.
5. Your account request will go to the Maine Office of Tourism for consideration. If approved, you'll receive an email with a password to login to your new account.

Signing In

Once you have an account, you will receive a password. Then, you can sign into VisitMaine.com, add content, edit and update it.

1. Click the “Partner Login” link at the bottom of the VisitMaine.com homepage.
2. Click where it says, “Been here before?” and log in with your email address and new password.
3. You’ll be taken to your “Dashboard”, the page that hosts your content on VisitMaine.com.

Changing Your Password

1. If you’ve forgotten your password and can’t log into the system, click the ‘Partner Login’ link on the bottom of the VisitMaine.com homepage.
2. Type in your login email address in the space marked “Been Here Before?”
3. Click the “Forgot Password?” link. The system will automatically email you a new one.
4. To change your password after you’ve logged into VisitMaine.com, go to your Dashboard page and click on the “Edit My Profile” link in the left sidebar. Once in the “Edit My Profile” section, change your password and save.

Posting to the VisitMaine.com Event Calendar

Many organizations use VisitMaine.com only for its Event Calendar. Remember, all events posted on VisitMaine.com must be of interest to a majority of travelers coming to Maine.

To post to the calendar:

1. Sign into VisitMaine.com.
2. Press the “Add New Content” button on top of your Dashboard page. That button is marked with a large green “+” sign.
3. Choose “Events – Event” from the list of content types displayed.
4. A new Event template will appear. It contains four panes. The first is the Text pane. Enter the basic information: the event name, type, dates, etc. When finished, press the “Save and Next” button.
5. The second pane, for Media, allows you upload photos, video links or PDFs. You are not required to post media if you don’t wish to do so. When finished, click the “Update Status” and “Next” buttons. (Have questions about adding media? Check below).

6. The third pane is the Contact pane. **Each event must have a completed Public Contact with a name, phone number and/or email address for the event.** To create a Public Contact, click the ‘Add a New Contact’ button, fill in the fields, and press ‘Save Contact.’ Make sure it is saved as a ‘Public Contact.’ Then, click the region where the event will take place, if you know it, and click “Save Collection Info.” Finally, click the “Update Status” and “Next” buttons at the bottom of the pane.
7. The final pane, the Mapping Pane, lets you map your event. If your event is at a single location, type in the street address or use your mouse to click the map and place a pointer on the location. You can also use latitude/longitude coordinates or map multiple points. (Questions? Check out our “Mapping” section below) When finished mapping your event, press the “Save and Exit” button. Your event will be submitted to the Office of Tourism for consideration.

Creating a Business/Organization Listing

Many Maine businesses and organizations create listings on VisitMaine.com. Those listings are available to:

- Maine business with physical locations in the state that travelers can visit (except for certain rare exceptions).
- Businesses or organizations that are “inherent to tourism and have value to the vast majority of people planning trips to Maine.”

Note: Before logging onto VisitMaine.com, check the website. Does your business or organization already have a listing? If so, log into your account on VisitMaine.com. Check your Dashboard page. Does that listing appear in your list of Content? If it does, open and update that listing instead of creating a new one. If the existing listing doesn't appear on your Dashboard, contact the Maine Office of Tourism. We'll help you find the existing listing so you can update it.

To create a new listing:

1. Click the “Create New Content” button at the top of the Dashboard page. A new pane will open. Choose the type of business or organizational listing you wish to create. There are numerous “learn more” tips in the “Create New Content” area to help you choose the right type of listing.
2. After the listing opens, you will see four panes. The first is marked “Text.” In it, enter basic information about your business or organization. Once you’ve finished, scroll to the bottom and click the “save and next” button.
3. The second pane is for Media. Here, you upload photos, embed video or add PDFs. When you’re finished, click the “Update Status” and “Next” buttons. (Have questions about adding media? Check below in the media sections)

4. The third pane is for Contacts. Each listing must have a completed Public Contact that includes a name, a public email address and/or a link to a website with an email address so visitors can contact you.
5. To create a Public Contact, click the “Add a New Contact” button, fill in the fields, and press “Save Contact.” Make sure it is a “Public Contact.” Click the tourism region where the business or organization is located, if you know it. Click “Save Collection Info.” Finally, click the “Update Status” and “Next” buttons at the bottom of the pane.
6. The final pane is for Mapping. Here, you map where your business or organization is located and/or operates. You can type in your street address; use latitude/longitude coordinates; move the pointer with your mouse; or map multiple points. When finished, press the “Save and Exit.” (Have questions? Check the “Mapping” section below)

Adding Photos to Content

Photos are vital to user experience on VisitMaine.com. To add photos to content:

1. Go to your content’s Media Pane.
2. Click the “Add or Edit Images” link and it will expand and say: ‘Select Image Files.’
3. Check the box that says: *By uploading images I certify I am not violating the copyright of any individual or organization.*
4. Click the “Add Files” button.
5. A new pane will appear allowing you to browse your computer files.
6. Find the photo you want and press the “Open” button.
7. The photo will upload into your listing.
8. Start over for your next photo.

Setting the image order

1. Choose the image that you want to appear first on your content.
2. Look for the word “Rank” next to each image. In the number box, type the number “1.”
3. Choose the order for other photos in the same way: type “2” in the number box for the photo you’d like in second position, “3” for third, etc.
4. To set an image as your business/organization logo, check the box below that image that says “Logo”.
5. Press ‘Update Images’ when finished.
Note: when adding a logo to a group of images, don’t make it the first image. A logo sometimes won’t appear properly if it’s the first in line.

Embedding video clips in your content

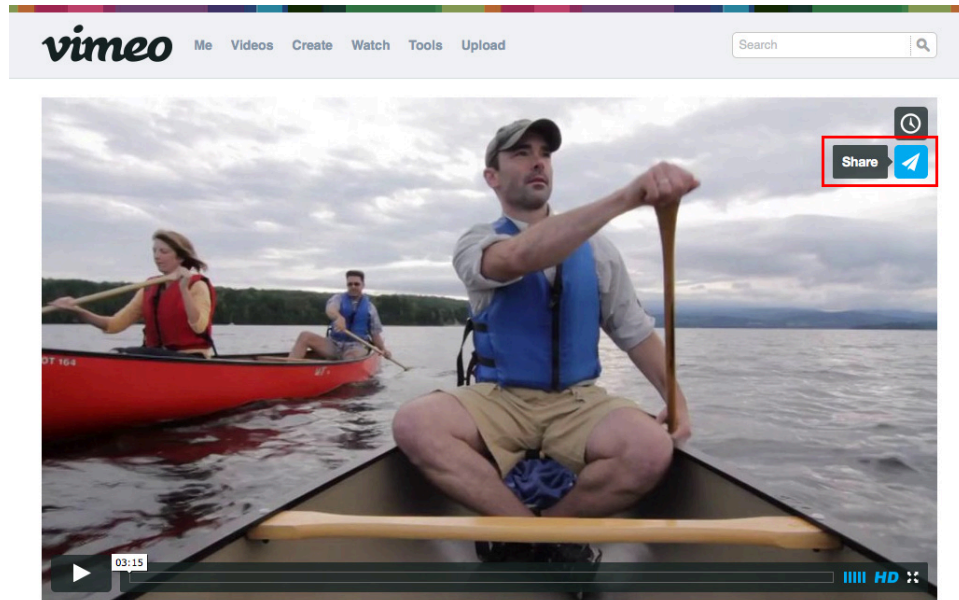
VisitMaine.com doesn't host your video files. Instead, it embeds special code that links your content to videos you've posted on YouTube and Vimeo. Here's how to do it:

1. Post video clips on YouTube or Vimeo. We recommend that the videos you link to VisitMaine.com be no longer than a minute or so.
2. Log into VisitMaine.com.
3. Once you've signed in, go to your Dashboard and choose the piece of content that you'd like to link to your video. Open it.
4. Open the "Media" pane and click "Add or Edit Embedded Videos."
5. Enter the title of the video, the embed code from either Vimeo or Youtube (see below for specifics) and click "Submit Embed Code."

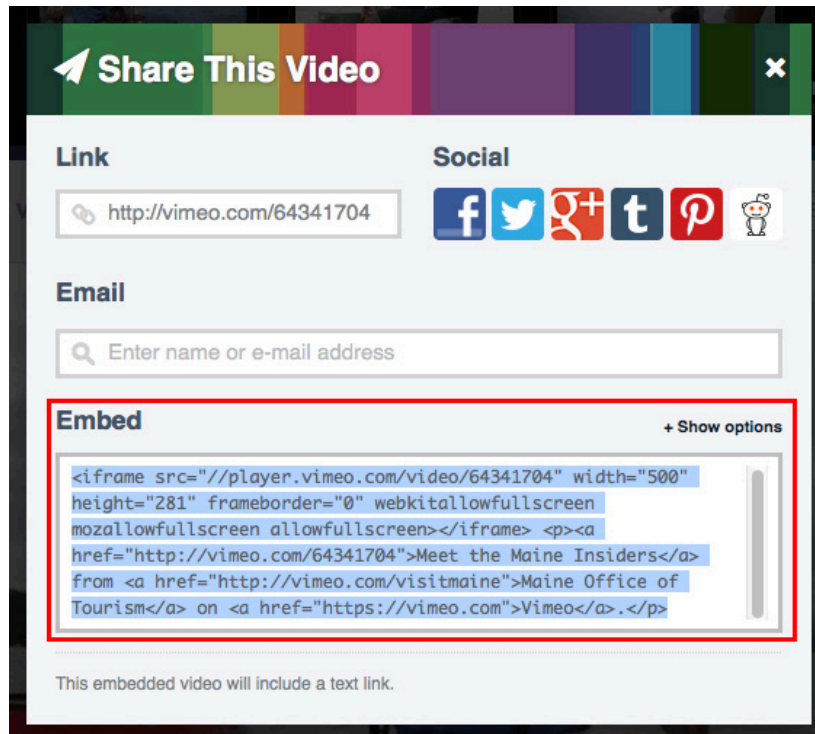
(See Next Page)

Embedding Vimeo Videos

1. Click on the paper airplane share button.



2. Copy the embed code to paste into your content.



Embedding Youtube Videos

1. Click "Share."
2. Click "Embed."
3. Copy the embed code to paste into your content.



YouTube

Maine Lighthouses

VisitMaine.com · 92 videos

4,403

Like About Share Add to

Share this video Embed Email

Share with playlist starting from current video

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<iframe width="560" height="315"
src="//www.youtube.com/embed/DmgGaksRsHo?
list=PL292070D5188AF7E7" frameborder="0"
allowfullscreen></iframe>
```

Mapping Your Content

You can add a map to any listing or calendar event. Maps help readers find your businesses and organizations and pinpoint the locations of your events.

To create a map, go to the ‘Mapping’ pane on your listing or event. From there, you can create a map with:

1. A single location
2. Multiple locations
3. A marked path, line, or route
4. A marked area.

Map a Single Location

On the Mapping pane, click “Map a Single Location.” A new pane will open. You’ll be given three options:

1. *Create a map using your address.* Click the words “Search for a place name or address.” A field will appear. Type in the address for your business, organization or event and press the “Go” button. You’ll be presented with that address as a link and asked to confirm it. Do so. A marker, showing your address, will appear on the map.
2. *Create a map using latitude and longitude co-ordinates.* Click “Input Lat/Lon.” New fields will appear. Type in your co-ordinates. A marker, showing your address, will appear on the map.
3. *Create a map by hand.* Scroll down the page to the map. Use the cursor and the “+” key to move in and zoom to the spot where you’d like to place your map marker. Click the map with your mouse. A marker will appear on the map.

Note: you can move a map marker by grabbing it with your mouse.

Map Multiple Locations

On the Mapping pane, click “Mark Multiple Locations.” A new pane will open. Set a single marker on your map, using the directions above. To add a second marker, press “Click here to add another marker to the map” and then click the map. Repeat the process to add additional markers. To finish, press “Turn off add new marker tool.”

Map a Path, Line or Route

On the Mapping pane, click “Mark Path, Line, or Route.” A new pane will open. Set a single marker on your map, using the directions above. Zoom in.

There are two methods to draw a path or route on the map:

- Click a starting point and then, click additional to create a path. Double-click to complete the route.
- Use the Freehand Drawing Tool to draw a line. Start by clicking “Use the Freehand Drawing Tool.” Put your cursor on the map where you want to begin your route. Click and hold down your mouse button and draw a line along your route. Release the mouse button to finish.

To change a route, click “Edit Route.” Use your mouse to grab the route and drag to expand or edit it.

Map an Area

On the mapping pane, click “Mark an Area.” A new pane will open. Set a single marker on your map, using your address, latitude and longitude coordinates, or your mouse. Zoom in.

There are two ways to draw an area on a map:

- Click a starting point on your map. Click to create a series of points until you surround the area you want to map. Double-click to complete the area.
- Use the Freehand Drawing Tool. Start by clicking “Use the Freehand Drawing Tool.” Put your cursor on the map. Click and hold down your mouse button and draw a line surrounding the area you’d like to map. Release the mouse button when finished.

Important Notes

- You can move a map marker by grabbing it with your mouse.
- To help readers better understand your maps, add or edit the text on your map markers. To change the text, hover over a marker with your mouse. A text palette will open. Fill in the text field with a description of the map marker - “main store,” “start of parade,” etc.
- Made a mistake? Click the “Reset” tab on top of the mapping pane. You’ll be asked if you want to reset your map. Click “OK.” You’ll be taken back to the first Mapping pane, where you can begin again.
- Remember to press “Save” or “Save and Exit” when you’ve finished mapping.

Creating a Deal

Deals (which you might call “specials,” “packages,” etc.) can be posted on VisitMaine.com by businesses or organizations with listings on the site. A Deal must provide customers with goods or services at discounted prices or be part of packages giving added value to the visitor.

Note: Deals on VisitMaine.com may last no longer than 180 days.

To post a Deal:

1. Sign onto VisitMaine.com
2. On your Dashboard page, choose the listing to which you'd like to add a Deal. Listings are in the section marked “My Content.” Click the listing to open it.
3. Scroll down the first pane of your listing, the Text pane. Stop when you get to the “Supporting Content” area. Inside that area is the Deal section. Click on “Add New.” A blank “Deal” template will appear.
4. Complete the details for the Deal, save, and submit it. We will consider your request.
5. Note: All Deals are linked to listings. They cannot be created independently.

Questions or problems? Contact greg.gadberry@maine.gov or steve.lyons@maine.gov