

Youth week events on nsw.gov.au – a guide to making the upload process easy, quick and worthwhile

Creating your event

Once you have logged into the nsw.gov.au content management system (nsw.gov.au/user/login) click on “Workbench in the top left corner of your page. Then click “Create content”.

Scroll down the page and click on “Event”. Select “Event: Youth Week event” before clicking “Submit”.

This will take you to the edit menu of your event template.

Using the 5-step event template

Entering your event into the nsw.gov.au content management system consists of 5 steps:

1. Content – to compile basic information for young people and search engine optimisation
2. Event – to populate key information to be displayed on your page and used across a variety of sections on nsw.gov.au
3. Tags – To make sure our system can categorise your event and display it in the right places, to the right audiences.
4. Media – To add an image
5. Governance – To control who can access and change this information internally.

Step 1- Content

Title – this will be the title of your event in the finder, on google etc. 70 characters is the maximum recommended length.

Summary – this should be 1 or 2 sentences summarising your event. It will appear on the finder, at the top of your event page, and as the page summary on Google.



Event description – What can people expect when attending? Do they need to bring particular equipment? How can they travel to the event? How can they RSVP or purchase a ticket? This is the place to put the details about your event. This is also the best place to put contact details for your event including:

- Name
- Email
- Phone number
- Website

Please note: If you have a call to action such as “visit our website for more details” or “RSVP here” etc. that you use a UTM or short link for better analytics and traffic. See bottom of this document for more details.

Step 2- Event

Have the following details ready:

- event cost
- age range
- whether the event is wheelchair accessible
- event dates and times (click on ‘add another item’ to add another date if the event has multiple instances)
- event location (this the location name people see)
- council name
- event address (this should be the physical address of the event location).

Enter these details as prompted by the template.

Step 3 – Tags

Please enter the following tags for your event:

Agency – “Department of Communities and Justice”.

Audience – “Citizen” and “Young people”.

Topic – “Young people” and any others you may think are relevant to your event. Please do not add “events” or “Events and awards”.

Event category – Choose whichever option suits your event best.

Location – Type your council name into the box and click from the available options in the drop down. When done correctly a number will appear in brackets at the end of the box.

The screenshot shows a form with the following sections:

- Agency ***: Department of Communities and Justice
- Page owner**: -None- (with a note: "Set the owner of this page for analytics. By default, the first tagged agency is used.")
- Audience ***: -Young people, Citizen
- Topic ***: Young people, Technology
- Industry**: Choose some options
- Campaign**: Choose some options
- Event category ***: Arts and crafts
- Location**: Expanded to show a table:

Region	Order
Councils » Canterbury-Bankstown Council (899)	0

Step 4 – Media

This is the section of the page you can add your image.

Simply click on “Add media” and then “Choose file” in the top left section of the pop up.

From here choose the image you would like to associated with your event. Once added this will appear in at the top of your page, and in the event search filter.

Realistic or graphic images can be used, but text or logos on these images should be avoided as they aren’t compliant with accessibility standards.

Step 5 – Governance

This section may automatically populate for you, but if not add ‘Youth Week contributors’ to this box.

Approving, finding and publishing your event

How can I preview my event before I publish it?

After you have entered all your information into the template, scroll down to the bottom of the page and click “save”. This will show you what the page will look like once published.

To send a preview of this page to others before publication click on “Pre-published draft” in the top right of your preview page and click on “Preview link” in the menu.

You can then copy the URL that appears on the page and send it to anyone in your organisation to preview. This link gives people access to see the most recent draft of the page.

If someone receives this link they will not be able to edit the page, but we recommend you only send these internally within your organisation.

How do I find my event in the content management system to edit it?

Ensure you are logged into the nsw.gov.au content management system (nsw.gov.au/user/login). You can then click on “My edits” to see pages you have created.

Alternatively you can click on “Manage” in the top left menu of your page, and then “Content”. Once you’re on this page you can search for the title of your event, or type your name into the “Authored by” field to find your content.

How do I publish my event?

Go into the edit page of your event and scroll to the bottom. Under “change to” select “Published” from the drop-down and then click “Save”. You should then be redirected to the live version of your page. You will know it is live because there is a green button in the top right hand side of the page that says “Published”.

How can I track who has seen my event on nsw.gov.au

We highly recommend using trackable links for the call to action on your event. You can use 2 kinds of links, depending on where you’re sending traffic.

If you’re sending traffic to your own website

Most websites are tracked using Google Analytics or a similar program. If you have access to view these analytics, we suggest using a campaign URL builder so that your system can more easily recognise that traffic has come from nsw.gov.au onto your website. There are lots of free options including:

- [GA campaign URL builder](#)
- [UTM builder](#)

If you’re sending traffic to an external website (such as Eventbrite) or you don’t have access to your website analytics

To track clicks on URLs without access to an analytics platform, it is best to use a short link. Clicks on these links are tracked and can normally be viewed by logging into the URL shortener’s website. Here are some options (please note some of these require a membership to access tracking features):

- [Short URL](#) and [Short URL click counter](#)
- [Bitly](#)
- [Rebrandly](#)