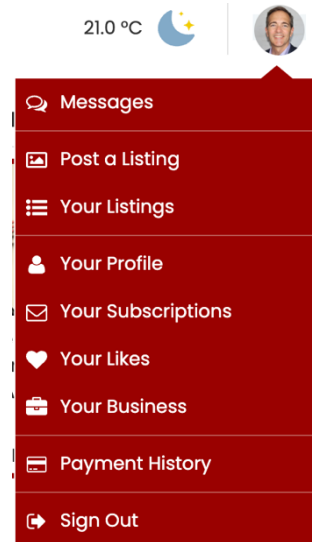


How to post content on [HumberETC.ca](https://www.humberetc.ca)

As a community partner with a listing in the Campus Directory on HumberETC.ca, you are able to post events, ads and content on behalf of your department, club, program or organization.

SIGN IN: To post content, you must be signed into your HumberETC account. To do so, visit <https://www.humberetc.ca> and click on the circle in the top right-hand corner of the page, next to the weather forecast.

Once you sign in to your account, you'll have access to a red drop-down menu. This menu will let you post a listing, check your existing listings, review your profile, subscribe to our newsletter, and update your directory listing ("your business").



Select "Post a listing"

CATEGORY: Choose a category. This lists all the classified ad categories that are available, but for most campus directory partners, you'll want to focus on three:

- **Events – Campus events** (this is where you can post event listings to the calendar)
- **Employment – Volunteer Opportunities** (this is where you can ask for volunteers to help in upcoming projects)
- **Partner Content – Press releases** (as it says, this is where you can share announcements, press releases, etc.).

TITLE: Give your listing a title.

PRICE: If you are charging for your service, list here, or otherwise leave it blank.

DIRECT LINK/READ MORE LINK: Depending on which category you choose (like campus event) you might see the **DIRECT LINK** box or the **READ MORE LINK** box. Skip over these for now – we’ll discuss their specific use cases and drawbacks in the Hyperlinks section below.

START DATE / END DATE: If you are listing an event, you will be able to add the start and end date / time. This is required for the system to list it in our calendar.

DESCRIPTION: This is what you want the reader to know about your event. Please ensure it is readable by breaking it down into smaller sentences and paragraphs.

Please note: this field only accepts plain text. There are no options to add formatting to the text or add working hyperlinks. If you need to include a link to another page, use one of the solutions outlined below.

LOCATION: You have the option of including a street address for your event. This is useful if it is taking place off campus. For campus events, we recommend not using the Location setting and just including the campus and room number in your description.

BUSINESS: Here is where you can select which organization in the campus directory will be associated with the listing. If you can post to multiple organizations, you’ll see them listed here. This will cause a link to your ad to show up on the directory listing.

DEALING WITH HYPERLINKS:

What if you want to include a link to an event page, a sign-up sheet, or a livestream in your listing? Even though you can't add a working hyperlink in your description, there are workarounds:

1. **PLAIN TEXT URL:** You can include a URL as plain text in your description. Readers will have to copy and paste the text into their browser. This can work with shorter URLs, but might be problematic with things like Microsoft Teams links, which can be several lines long (consider using a URL shortener like bit.ly).
2. **READ MORE LINK:** Depending on which category you choose, this option may be available. This allows you to post the URL you want to share and have it appear in the listing alongside your description text. This is the preferred method of sharing a link.
3. **DIRECT LINK:** Depending on which category you choose, you might see the Direct Link option. This allows you to turn your listing into a shortcut to take visitors directly to your URL. In other words, when someone sees your listing in the calendar, clicking it will take them directly to the URL you enter instead of opening the event listing to learn more about what you have planned. This is useful if you want to promote scheduled live streams (like sporting matches) or events. In this case, you'll want to only include 2-3 lines in your description, as this is all that the reader will see.

POST LISTING AS: You can choose to post content as your organization, on behalf of your organization, or as an individual. Private will only list your name (useful if you are posting your own ad or listing). You can post on behalf of one of your organizations, or you can just post as the name of the business.

TYPE: Pay no attention to any language you'll encounter about paying for prominence: we are not charging for these ads. This section will let you know how long your ad will be active for. Events stay in the system for 270 days, which can allow you to enter events for an entire semester ahead of time.

PHOTOS: You can upload photos to go with your ad. These should be at least 960 px wide for best display resolution

NOTE: As of Sept. 20 there is a known bug that is preventing users from adding photos to their ads. If you require artwork to go with your ad, please email it to info@humberetc.ca and we will manually insert it. This issue should be fixed by mid-October.

POST LISTING: When you are done, hit “post listing,” and your content will be uploaded and put on the site.

CONTENT GUIDELINES:

While we welcome the ability for our partners to post content directly to our website, we ask that content adhere to our community guidelines and terms of service.

We prohibit offensive or indecent material, overly promotional content, unwelcome solicitations, spam, and religious or political editorials or propaganda.

Furthermore, we reserve the right to remove material that is not relevant to students. If you have material that is directed at Humber staff and faculty, please distribute it through Humber Communique.