



ACCOUNT USERS QUICK GUIDE

The Lesbian and Gay Community Center is pleased to offer GayCharlotte.com as a service, giving Organizations and Businesses an opportunity to come together as we effectively and meaningfully communicate and connect with our community. GayCharlotte.com stays relevant and helpful to the community by enabling you to access and change your own listing information (see listing descriptions below). In this way, information throughout the website can be more up-to-date for site visitors and each listing "owners" is able to update his/her information as needed. Additionally, all search results in the Directory are sorted randomly for site visitors to give all listings equal treatment. If a site visitor is looking for something specific they can do specific searches using keywords, location information, and categories and look through search results alphabetically. For your convenience, please record your Account Name and Password below and keep this sheet as a handy guide in your records.

Account User Name: _____

Password: _____

LISTING LEVELS

BUSINESS LISTINGS (for profit only) – FREE or \$50/year
Businesses are for profit entities. Managers for any Business's Listing can log in on any page in the site and make additions or changes to their directory listing only. Paid Business listings will also have the ability to manage an individual page for the business that includes a photo album and a graphic logo that rotates with other paid businesses and organizations on the front page of the site. *Please note: Submissions to the calendar, news, community photo album, or resources are for the non-profit Organizations only.*

Business Level 2 Listing (Basic) - FREE - includes the following:

1. Listing Title with a Summary description (250 character length)
2. Address with a Map Link, Phone, and Fax
3. Links for Email, Website, and to add to personal Favorites
4. The ability to make changes to Listing Items (all changes are moderated by The Center).
5. Access to Web Statistics about the listing.

Business Level 1 Listing (Premium) - \$50/year - includes the following:

1. All the same elements as a Business Basic Listing in search results but with a link to a Unique Listing Page.
2. Unique Listing Page with its own URL web address. The page includes a Logo Image, a Description of any length, and all the basic contact info as also found in the search results.
3. Logo Image will rotate with other Organization and Business Level 1 listings among the three "Featured" listings on the front page of the site.
4. Link to the Business Web Address and to "Send to a Friend."
5. The ability to create printable Promotions or Coupons.
6. The ability to create a photo album on the Unique Listing Page.
7. The ability to make changes to Listing Items (all changes are moderated by The Center).
8. Access to Web Statistics about the listing.

ORGANIZATION LISTINGS (non-profit only) – FREE

Organizations must be non-profit entities. After creating your Organization's Listing, managers for any Organization's Listing are asked to always Login (using the Login button on any page in the site) when making additions or changes to their directory listing, events, news, or other information associated with your Organization. This will assure that the event, news item, or other information submitted will be appropriately listed and associated with your organization. The GayCharlotte.com site is designed specifically to combine all your Organization's listing, event, and news information and to integrate all this information with the rest of the site through our community calendar, news, and resources and provide greater visibility to all our Organizations.

Organization Listings includes the following:

1. All the same elements as a Business Basic Listing in search results but highlighted in green and with a link to a Unique Listing Page.
2. Unique Listing Page with its own URL web address. The page includes a Logo Image, a Description of any length, and all the basic contact info as also found in the search results.
3. Logo Image will rotate with other Organization and Business Level 1 listings among the three "Featured" listings on the front page of the site.
4. Links for upto 3 named Web Addresses and to "Send to a Friend."
5. The ability to create printable Promotions or Coupons.
6. The ability to create a photo album on the Unique Listing Page.
7. The ability to add Events to the Community Calendar Section that will also appear on your own Listing page (all submissions are moderated by The Center).
8. The ability to add News Releases to the Community News Section that will also appear on your own Listing page (all submissions are moderated by The Center).
9. The ability to make changes to Listing, Event, or News Items (all changes are moderated by The Center).
10. Access to Web Statistics about the listing.

IMPORTANT - Very Important! Before creating a new account or a new listing, please verify that a listing does not already exist for the intended Organization or Business. If a listing already exists and you, as the designated person in charge of the listing, do not have the necessary information to access the account, please email webmaster@gaycharlotte.com. Please do not create a new listing or account if a listing already exists. Organizations and Businesses may join the Directory and add a listing at the discretion of The Center. All Listings, Events, and News submitted or subsequently changed are subject to the approval of The Center. The Center reserves the right to approve or deny any listing or information submitted. Account Holders are asked to join our Account Holder Emailing List to stay updated on any news and announcements related to GayCharlotte.com and any listings on it.

PUBLIC SUBMISSIONS

Public submissions are events, news, or resources submitted by any site visitor. The general public can also make submissions to the calendar, news, photo album, or resources, using the form below. These submissions will not be accepted if they are on behalf of for-profit Business entities. Only submissions for non-profit Organization entities will be accepted. These general submissions are taken as suggestions by the public and are subject to review as described below. *If you manage a non-profit Organization already listed in the directory, please login before submitting calendar, news, photos, or resources.*

ACCOUNT ADMINISTRATION

To Login, just click on the "Log In" button under "Directory Accounts" in the right-hand bar on any page on the site. Submit your Username and Password. You will then be taken to the Admin Section Welcome Page. Our policies will be listed there and the Control Panel for your account will be in the right-hand bar. The Control Panel will have the following elements described below, but it should be noted that not all elements apply to all listing types.

HOME – Returns you to the Account Welcome Page.

ACCOUNT – An account is not a listing, but instead is the owner information for accessing the system. None of the information in the account is publicly viewable. It is for administrative and contact purposes for The Lesbian and Gay Community Center and to enable each business or organization entity to access their information. One account can manage multiple listings if needed.

- **Manage Account** – Access and change your private account information.

LISTINGS – These are any business or organization listed in the Directory portion of GayCharlotte.com. Listings are available in 3 levels (described on the front). All listings have a one-year renewal after creation requiring paid listings to renew by payment after 12 months or requiring FREE listings to review and updated their listings at least every 12 months - otherwise the listing will expire.

- **Add Listing** – Create a new listing. Please provide complete and accurate information for your listing. For Business Level 1 and Organizational listing we encourage you to upload a logo or promotional graphic so that your listing can be featured on the front page of the site in rotation with other listings. Please choose your categories carefully and accurately.
- **Manage Listings** – Access and change any of your existing listings. Once in this control panel, click on any icon next to the listing you wish to edit to change specific portions of the listing such as basic listing info or photo galleries and promotions (for business level 1 and organizations only).
- **Listing Reports** – View the statistics for all your listings

PROMOTIONS – Promotions or Coupons will be featured from a link on the sites main page and in the Directory under "Current Coupons". There will also be a link to each of your listings that uses this coupon as well as a link on your listing page as well. Coupons are only available to Business Level 1 and Organizations.

- **Add Promotion** – Create a promotion or coupon here. Once a promotion is created, go to Manage Listings and for each listing that you wish to use the coupon for, click on the "present icon" to link the promotion with that particular listing.
- **Manage Promotions** – Manage, change, or delete existing coupons.

EVENTS – Submissions to the Calendar are only permitted for Non-Profit Organizations. Calendar events are listed in the Calendar portion of GayCharlotte.com and are also linked directly with the listing associated with the event. Events featured on the front page are at the discretion of The Lesbian and Gay Community Center.

- **Add Event** – Create a new Event. Please provide complete and accurate information with both a summary and full description of the event. If a graphic is available please upload it.
- **Manage Events** - Manage, change, or delete existing events.

NEWS – Submissions to the News Section are only permitted for Non-Profit Organizations. News releases are listed in the News portion of GayCharlotte.com and are also linked directly with the listing associated with the news release. The six most recent news releases are featured on the front page of the site.

- **Add News** – Create a news release. Please write your news release in official news release format and carefully check your grammar and spelling. Remember this news release is a reflection on your organization. If a graphic is available please upload it.
- **Manage News** - Manage, change, or delete existing news releases. To add a photo gallery to your news release after creating it, just click on the photo camera icon in the manage section and begin uploading photos.

RESOURCES – Generally speaking this section is only available to the system administrator and all resources are at the discretion of The Lesbian and Gay Community Center, however if you have a resource to suggest you can use the "Add Resources" link to suggest it. Do not use this section to promote your business or organization since that is what the Listings section is for. Resources are intended to be anything that is NOT a business or organization, an event, or a news item. Appropriate submissions would be book recommendations, online resources, emailing lists, etc....

- **Add Resource** – Create a new resource.
- **Manage Resources** - Manage, change, or delete existing resources

PAYMENT – Payments are only needed for Business Level 1 Premium Listings. Other listing types are FREE.

- **Make Your Payment** – Payments for Business Level 1 Listings can be made here. At the time of creating your listing you should be taken to a payment page, however if not or if you choose to pay later, you can access the pending payments section here. Payments can be made by Credit Card or by Invoice.
- **Transaction History** – Click this link to view any Credit Card payment transactions that you have made through your account.
- **Invoice History** – Click this link to view any Invoices for your account.

HELP – If you need help with your account, please click here to email the system administrator to get assistance. Responses should come within a few days. You can also call The Lesbian and Gay Community Center to request assistance.

LOGOUT - Logs you out of Account Administration.

7 DAY REVIEW PERIOD REQUIRED FOR ALL SUBMISSIONS & CHANGES

All submissions to or changes to any information in the directory, calendar, news, photo album, or resources sections of GayCharlotte.com are subject to review. Any changes made to a listing, event, or news item put that listing, event, or news item into Pending Status for review, during which time that item is not visible on the site until reviewed and approved. Please allow one week (7 days) for any information to be reviewed. Submissions and changes are approved or rejected at the discretion of GayCharlotte.com and The Lesbian and Gay Community Center.