

**SONOMA COUNTY**  
• CALIFORNIA •

**LIFE OPENS UP**

**SONOMACOUNTY.COM**

**Guide to the  
Sonoma County Tourism  
Hospitality Hub**

**Sonoma County Tourism  
400 Aviation Blvd, Suite 500  
Santa Rosa, CA 95403  
707-522-5800**

The information you provide will be used to update your listing on [SonomaCounty.com](https://www.sonomacounty.com), various marketing programs, meetings, and group travel. And because we assist hundreds of journalists per year, we will use it to tell your story to travel and business media.

## Quick Reference Guide: How to quickly find what you want to do

### Add or Edit:

Business Description:

Photos and Video:

Special Offers:

Order Visitor Guides:

Business Contact:

Business Amenities:

Contacts:

Journalist Handbook:

### Where to find:

[Collateral – Listings](#)

[Collateral – Media](#)

[Collateral – Special Offers](#)

[Collateral – Materials Requests](#)

[Profile - Account](#)

[Profile – Account – Manage Amenities](#)

[Profile - Contacts](#)

[Profile – Account – Manage Amenities – Journalist Handbook](#)

The screenshot shows the Sonoma County Hospitality Hub website. At the top, there is a navigation bar with the logo "SONOMA COUNTY HOSPITALITY HUB" and the tagline "LIFE OPENS UP". The user's email "katja.west@gmail.com" and a "Logout" button are visible. A dropdown menu shows "Rosewood Cottage". A dark sidebar on the left contains navigation icons for HOME, PROFILE, COLLATERAL, and CONTACT US. The main content area features a large banner with a scenic view of the coast and the text "SONOMA COUNTY CALIFORNIA LIFE OPENS UP WELCOME TO THE HOSPITALITY HUB". To the right of the banner is a "Start Here" section with the text "Please make sure your business information is up to date" and a "Click Here" button. Below the banner, there are two columns: "Partner Bulletins" and "Post Board". The "Partner Bulletins" column has a dropdown menu set to "All Bulletins" and lists three items: "GET HELP: How to Update your Business Listing" (Not Read), "Restaurant and Winery Hours" (Read: 03/02/2021), and "New 2021 Advertising Opportunities" (Not Read). The "Post Board" column shows a post from "Sonoma County Tourism" by "Katja West" dated "02/04/2021", with a message welcoming users and a "0" comment count.

## PROFILE

Profile is where you view and edit your business/account information and contacts.

**Accounts:** Your business contact information is found in Profile > Accounts. Some profiles are associated with multiple business accounts so you need to choose which business account you would like to review.

1. To view or edit your business information, click on the account name.
2. Review the account details to make sure your address, URL, business email, and phone number are correct.
3. To make changes, click the edit button on the top left. Changes will go directly to your listing, but it may take several hours to appear on the website.
4. NOTE: The account name cannot be edited through the extranet. If you need to change the business name, email [hospitalityhub@sonomacounty.com](mailto:hospitalityhub@sonomacounty.com)
5. Add complete URLs for social media, such as <https://www.facebook.com/sonomacountyca> for Facebook, Pinterest, Twitter, YouTube and Instagram.

### Addresses:

- Physical address: this is what will appear on your business listing on the website. If you do not want your address displayed, enter “Contact us directly” and the city (which must be completed).
- Billing Address: this is your mailing address and may be a P.O. Box.
- Shipping Address: this is where visitor maps will be sent and cannot be a P.O. Box.

### Related Details: Manage Amenities and Manage Meeting Space (Under Account Details, on the left side)

The screenshot displays the 'Account Details' page for 'Rosewood Cottage' on the Sonoma County Hospitality Hub. The page is divided into several sections:

- Account Information:** Account ID: 3990, Status: Active, Account: Rosewood Cottage, Extranet Parent, Email: info@rosewood.com, Website: http://www.rosewood.com
- Address Information:** Physical Address: Address 1: 3637 Westwind Blvd., City: Santa Rosa, State/Province: CA, Zip/Postal Code: 95403, Country: UNITED STATES
- Related Details:** Manage Amenities, Manage Meeting Space

Two red arrows point to the 'Manage Amenities' and 'Manage Meeting Space' links in the Related Details section.

1. Click on Manage Amenities to view and edit information that applies to your business. **PLEASE COMPLETE AS MUCH INFORMATION AS YOU CAN.** The information is used for the website and media requests. Save when you are finished.

## Contacts:

1. To add a new Contact, click the “Add Contact” button. Required fields are in red.
  - a. Complete any appropriate fields, the essential information is First/Last name; Type (Primary is for the main contact, Secondary for all else), Email, and Phone (if different from the main phone number).
  - b. Remember to click “save” in order to finalize your new contact. The system will not allow you to save a new contact unless the required entry fields are filled in.
2. To update an existing contact, edit the contact by clicking the edit/pencil icon to the left of the contact.
  - a. **IMPORTANT NOTE:** If a contact leaves the property, you will need to edit the contact and change their “Contact Type” field to “Inactive.”
  - b. **New contacts:** use the “add new contact” button instead of replacing a contact that is no longer there (See note above).

## COLLATERAL

There are four sections under Collateral: Listings, Special Offers, Media (photos and video), and Materials Requests.

**Note:** Listings, Special Offers and Media (images and videos) need to be approved before they go live and before you can edit them.

### Listings:

The listing shows which page your business will appear on the website and is where your description is entered. There may be subcategories on the listing.

- In the listing you can add or edit your business description and view all media that are with that listing.
- To add or edit your description, click on the pencil edit icon to the left of the listing category. Make your changes and click save.

**TIP:** *The first sentence, determined by a period and space, will display at the top of your listing directly underneath your business name. Make your first sentence compelling. Use HTML in your description, adding email address and links.*

### Media: Images and YouTube Video

To add an image or YouTube video to your listing(s), click on Collateral > Media. If you have any images already uploaded, you will see them there.

#### To add new images:

1. Click on “Add New Media” button at the top of the media list.
2. For your photo gallery images choose “image” for Type.
3. The Required fields (Account, Type and Title) need to be completed before the Drag-and-Drop function is available.
4. Drag and drop the image file into the drag and drop box or click on the Browse button to find the file on your computer.
5. Click on the drop-down box under “Listings” for the page you would like the image to appear on. You can select more than one listing.
6. Click “Save” to save your image to your account.
7. Once approved, click the pencil icon to edit your image, and the red X to delete an image.

**NOTE: Photos should be landscape layout. 600 x 450 pixels is best. Portrait-oriented photos will be distorted.**

**YouTube:** Follow the same instructions above to upload a video from YouTube. Select YouTube under “type” and instead of uploading from your computer, copy and paste in the YouTube link.

**Note: Videos must be YouTube links, Vimeo or other videos will not display.**

### **Special Offers:**

**NOTE:** To add a photo to your offer, the photo must first be uploaded in the “Media – Add Image” section

1. Click on Collateral > Special Offers.
2. Any past offers you have posted will be listed in this screen.
3. To add a new offer, click on the “Add Offer” button.
4. Complete the fields on the form.
  - a. Assign Offer to the Appropriate Account
  - b. Offer Title: this will be the URL and the heading
  - c. Offer Link: the web page on your site that specifically details this offer
  - d. Offer Text: Description/details of the offer – include general business description, benefits, price, restriction dates and how to redeem offer if applicable.
  - e. Coupon Image: Select from the gallery of images previously uploaded to your account.
  - f. The “Redeem From” & “Redeem To” Dates: These will display on the offer as dates which the offer is valid (e.g. expiration date)
  - g. The “Post To” and “Post From” Dates: Determined by you, your offer will only show up on the website during these dates. It will automatically be removed on the day after the “Post From” date.
  - h. Select **ONE** category of your listing from the “Offer Categories” drop down box. Offers will be listed on the website in categories, such as lodging, restaurant, spa etc. to make them easy to find by visitors.
  - i. Select the listing you want your offer attached to.
  - j. Click “Save” to submit the offer for approval.

**Note: Listings, Offers and Media (images and videos) need to be approved before they go live and before you can edit them.**

5. Upon approval, your offer will display on the [Special Offers page here](#).
6. To edit the offer, click on the edit/pencil icon to the left of the offer, and make the desired changes.

### **Materials Requests:**

The Sonoma County Visitor Map and other collateral are available to Sonoma County hospitality and tourism businesses, free of charge.

1. Go to Collateral > Materials Requests > Add Materials Request (blue button)
2. Check your contact information and shipping address

3. Enter the number of boxes of maps (450 per box)
4. Click SAVE

## Sonoma County Media Handbook

Because you make Sonoma County a desirable travel destination, we want you to be involved in our efforts to attract more media, resulting in positive travel stories being generated worldwide. See recent Sonoma County coverage [here](#). This is your chance to showcase your business to an even larger number of journalists. Those who receive the handbook have been qualified by our PR team and will contact you directly to redeem the offers.

For questions relating to media requests, please contact Birgitt “Biggi” Vaughan, Domestic Media Relations Manager at 707-522-5826 or [bvaughan@sonomacounty.com](mailto:bvaughan@sonomacounty.com).

## Adding a Journalist Offer

1. To access the Journalist Offer section, click on Profile > Accounts > Your Account > Manage Amenities.
2. Click on “Journalist Handbook.” This will take you to the handbook form.
3. Complete the form with as much information as you can. Please do not include a business description in the offer, just an enticing offer.
4. Only one offer can be added as a Journalist offer. If you have several offers, you will need to combine them into one.
5. If your offer expires, please make sure to update your offer.

SONOMA COUNTY HOSPITALITY HUB  
LIFE OPENS UP

Sonoma County Tourism

katja.west@gmail.com Logout Rosewood Cottage

HOME  
PROFILE  
COLLATERAL  
CONTACT US

### Update Amenities

SAVE  
CANCEL

General  
Lodging  
Journalist Handbook

General

Property Amenities

Date updated: Required

Accessible: YES NO

Family friendly: YES NO

Pet friendly: YES NO

Restaurant onsite: YES NO

Outdoor seating: YES NO

Public tours: YES NO

Reservation required: YES NO