

TTC Guidance for Consistent Website Data Entry Practices

Information entered for inclusion on the TTC websites, including events and products, is used for more than just sharing information with the public. Data pulled from the website databases are also used to provide updates to SAMHSA, information for the external evaluation team, as well as TTC staff from across the Networks for presentations, grant applications and more. With this in mind, the following guidelines are meant to ensure that event and product information is entered in a consistent manner and avoid duplication across all 39 TTCs.

Events and Trainings

Only meetings, trainings and events hosted or co-hosted by your Center should be entered into the Events calendar on the website. For example:

- Exhibiting efforts should be promoted using the “News” content type or by utilizing the slider feature on your Center’s homepage. Since exhibiting is a marketing function, do not enter these types of activities as an “Event.”
- Presentations and workshops given at conferences and other regional events may be entered as an “Event” if TTC funds were used to support the activity (i.e. travel expenses for presenter). You are also encouraged to post such activities as “News” – either prior to the event or to highlight the activity post-event.
- Regional events and conferences should not be entered as an “Event” UNLESS your Center is actively serving on the planning team or co-sponsoring the event. Instead, use the “News” function or add a slide to the slider on your Center’s homepage to promote external events of interest.
- Each Network’s NCO will post trainings, webinars and events that are “Network” sponsored. These include Workgroup developed webinars or trainings. Participating Centers should promote these events with the “News” function, linking to the “Network” event details.
- If you are partnering with another Center in your Network* on an event or training, determine which Center will be the “Lead” and post as an “Event.” Clearly describe in the event description the partnering Centers and complete the “Collaborating TTCs” tab in the event form (option currently being added to system). Then:
 - a) Reach out to your NCO to have the same event item associated with the partnering Center(s) group and display on each Center(s)’ calendar.
 - b) All associated Center(s) can also promote the event using the “News” function or adding a slide to the slider on their homepage.

**Note: currently this is only available within each individual Network. For cross-TTC collaborations (i.e. an ATTC partnering with an MHTTC) you will need to enter the event on each site separately.*

- If you hosted a meeting or training that was closed to the public (i.e. advisory board meeting, planning meeting with external partners, dedicated training for a specific client/agency), you should still enter as an “Event” and include all details about that event, but ensure that the “Show on calendar” box is unchecked.

Products and Resources

Only products and resources developed or co-developed by your Center should be entered into the products and resources catalog on the website. For example:

- Highlight new SAMHSA resources using a “News” item or by adding a slider to your Center’s homepage and linking.
- If your Center co-developed a product with an outside partner, you may add it as a product after ensuring it is co-branded with your Center’s logo.
- For Recorded Webinars – post as a “Multimedia (video, recorded webinars, podcasts)” item and include links to the PPT slides or resources in the description. Do not post the webinar recording and slides as two separate products. If you choose, you can add direct links to the webinar resource from a listing on a basic page or directly from your navigation menu.
- Products and Resources developed by a Network Workgroup will be posted by the Network’s NCO as a “Network Product.” Individual Centers that participated in the development of the resource should promote as a “News” item, slider or basic page and link to the Network product. Be sure to include in your annual/semi-annual report that you serve on a workgroup and you collaborated to create/produce XYZ.
- Multiple elements of a single curriculum or product package should be posted as a single product; therefore, each file should be fully described in the description area and uploaded to that product. Individual elements should not be posted as separate products.

****If you are unsure about the process for posting a specific item to the website please reach out to your Network’s NCO.**