

# Occasions

## 1. Overview

The **Occasions** feature allows admins to configure and manage festival and special-day posts that are automatically published on the Feed. It helps organizations celebrate national events, festivals, and special occasions in a timely and consistent manner without manual posting.

## 2. When to Use

- To automatically celebrate festivals and special occasions
- To maintain consistent engagement across regions and countries
- To avoid manual posting for recurring or fixed-date events
- To improve employee engagement through timely celebration posts

## 3. Concepts

- **Occasion:** A festival or special day configured with a date, image, and wish message.
- **Country-based Occasions:** Occasions are enabled based on the selected country.
- **Active / Inactive Status:** Occasions can be enabled or disabled as needed.
- **Automated Post:** An occasion post is automatically published on the configured date.

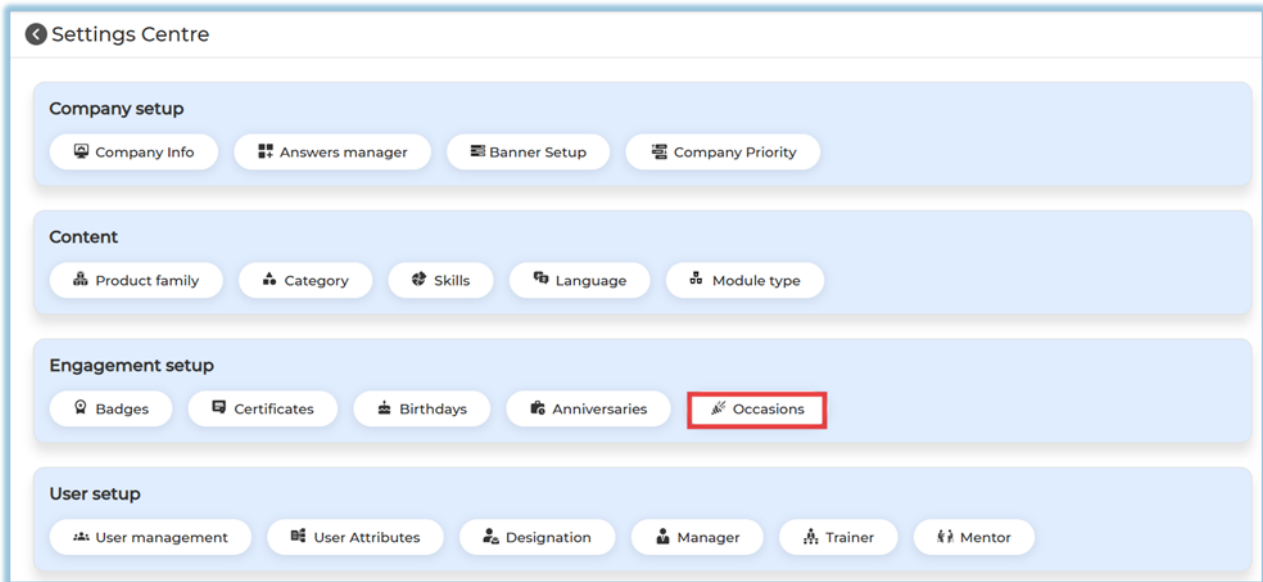
## 4. Set Up Guide

### Access Occasion Setup

1. Go to **Menu** → **Settings Centre**

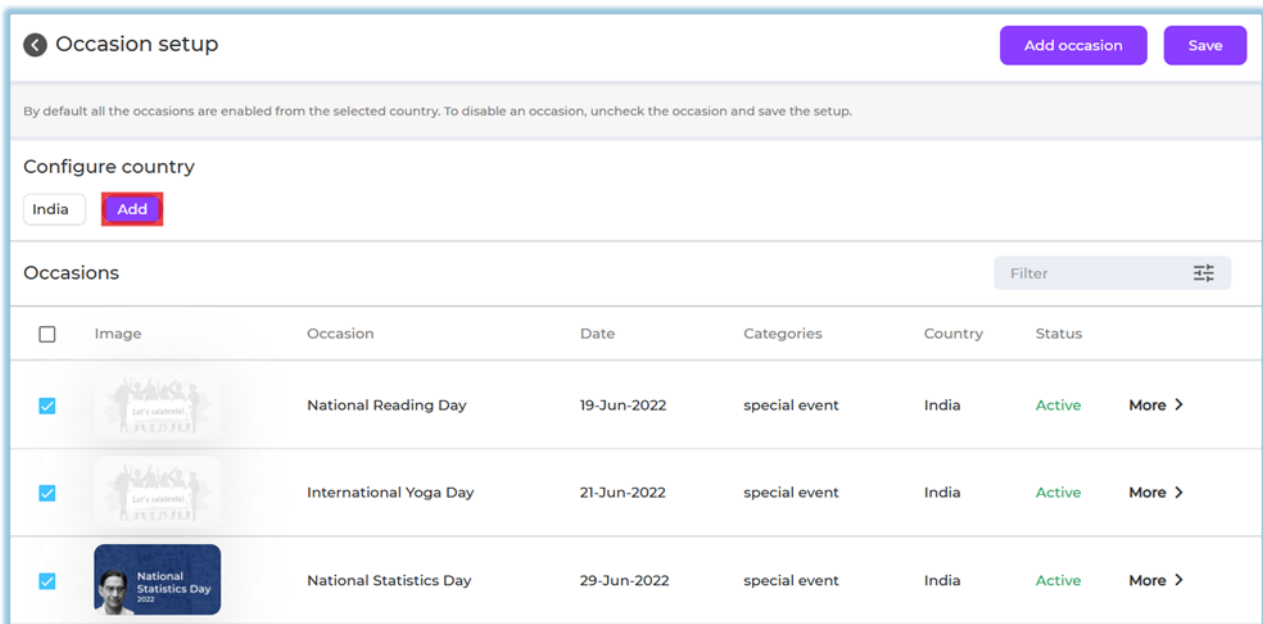
[https://converse.bsharpcorp.com/celebrate/settings\\_center](https://converse.bsharpcorp.com/celebrate/settings_center)

## 2. Under **Engagement Setup**, click **Occasions**



## Configure Country

- By default, occasions are loaded based on the selected country
- Click **Add** to include a country if required



- All occasions for the selected country are enabled by default

## Enable or Disable Existing Occasions

- Use the checkbox to enable or disable an occasion
- Uncheck an occasion if you do not want it to be posted
- Click **Save** to apply changes

Occasion setup Add occasion Save

By default all the occasions are enabled from the selected country. To disable an occasion, uncheck the occasion and save the setup.

Configure country  
 Add

Occasions Filter

<input type="checkbox"/>	Image	Occasion	Date	Categories	Country	Status	
<input checked="" type="checkbox"/>		National Reading Day	19-Jun-2022	special event	India	Active	More >
<input checked="" type="checkbox"/>		International Yoga Day	21-Jun-2022	special event	India	Active	More >
<input checked="" type="checkbox"/>		National Statistics Day	29-Jun-2022	special event	India	Active	More >

## Add a New Occasion

1. Click **Add Occasion**
2. Upload an image
  - Recommended size: **1024 × 768 px**
  - Maximum size: **5 MB**
3. Enter **Occasion Name**
4. Select the **Date**
5. Choose the **Country**
6. Add a **Wish message**
7. (Optional) Add a **Link to Resource**
8. Click **Save**

Add occasion Save

Upload Image

Please upload the image in 1024px X 768px. The image should be less than 5MB.

Occasion:

Date:

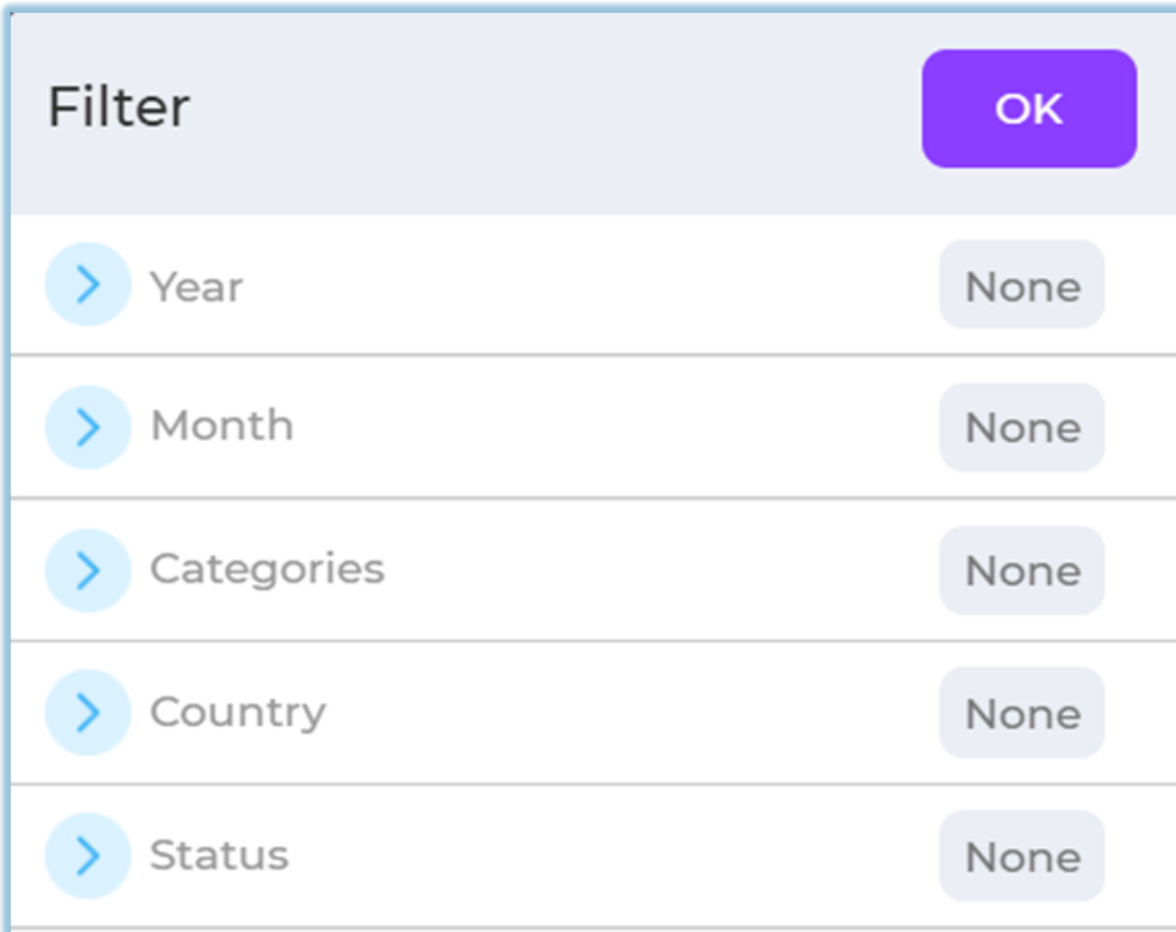
Country:

Wish

Link to resource

## Filter Occasions

Use the **Filter** option to search occasions by:

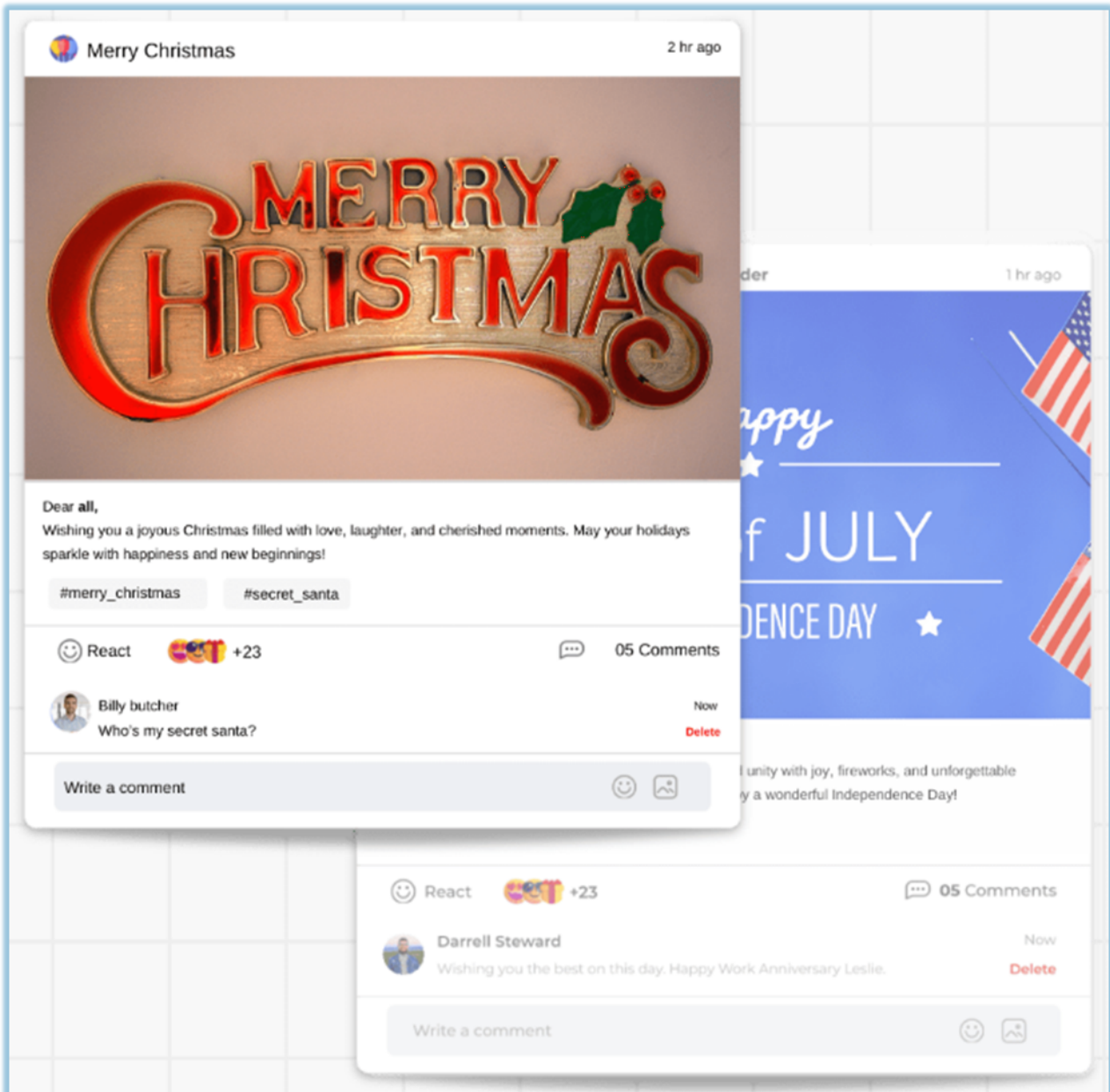


- Year
- Month
- Category
- Country
- Status

## 5. User View

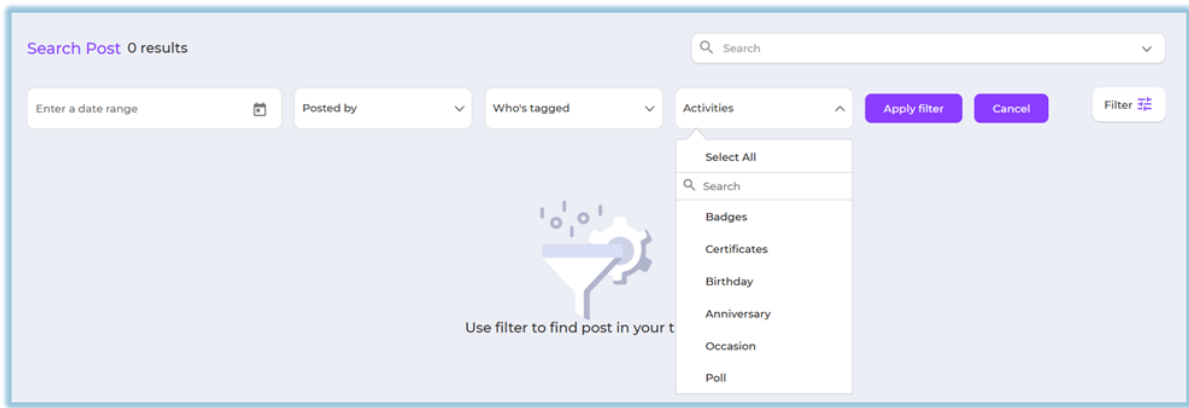
- Occasion posts appear automatically in the **Feed** on the configured date
- Posts display:
  - Occasion image
  - Occasion name
  - Wish message

- Users can react and engage with the post



## 6. Reporting

- Occasion posts can be tracked using **Feed filters**
- Filter by:
  - Activity type → Occasions
  - Date



## 7. Best Practices

- Review and disable irrelevant occasions for your organization
- Use clear and festive images
- Keep wish messages simple and inclusive
- Configure country-specific occasions carefully
- Save changes after every update

## 8. Related Links / FAQs

- [Engagement Setup - Overview](#)
- [Birthday - Employee Engagement](#)
- [Work Anniversary - Employee Engagement](#)

## 9. Version Notes

Last Updated: 29 Dec 2025

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