

Promoting Your Event via 25Live

Penn State Harrisburg utilizes the 25Live software for all event-related activities, including reserving a room, requesting resources -- such as catering and IT assistance -- and **event promotion**.

Events within 25Live can be promoted on:

- The [college website's Events Calendar](#)
- Digital signage around campus
- The Penn State Go app
- User-selected (opt-in) text and email subscriptions

Note that not all events scheduled in 25Live need to be displayed on these public channels, e.g., department meetings, trainings, advisory board meetings, etc. These must still be entered in 25Live to **reserve** the space, but they do not need to be advertised.

TIP: If you **wouldn't** hang a flier on a bulletin board to advertise the event, it most likely **doesn't** need to be on the Events Calendar or on signage.

Adding promotional information to your 25Live event entry

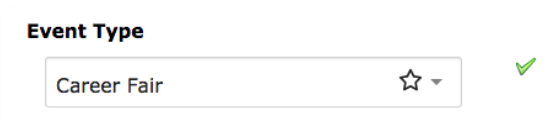
Beyond the details needed to secure space and resources for your event, several additional fields must be completed to promote your event properly.

1. The **Event Name** can be "shorthand" since it is only seen within 25Live.




The **Event Title**, however, is shown on calendars and signage and should be **clear** and **meaningful** to your audience.

- Avoid abbreviations and jargon – think "flyer headline" and promotion.
- Use "Virtual" or "Online" to call attention to the nature of these events.

2. **Event Type:** Select the option that most closely matches your event. Options include Career Fair, Debate, Lecture/Keynote/Forum, Concert, etc.



Event Type

Career Fair   

Event Name

The **event name** is limited to 40 characters and is the result returned by events searches in 25Live. As it is shorter, it fits best within the smaller window revealing your event searches.

ISSS Lunch - S. Amer. 

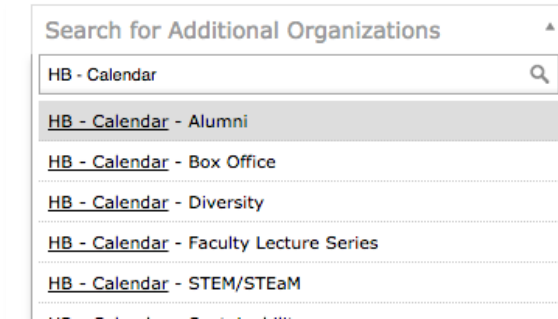
Event Title

The **event title**, on the other hand, is longer (at 140 characters long) and plays an integral role in the web publishing process with 25Live Publisher. Longer event titles should not contain internal abbreviations or code words but should be clear and long enough to describe the event.

Lunch with a Local Flavor: South America! 

3. **Specialized Calendars (optional):** If your event should *also* be on a specialized calendar, such as a listing of diversity-related events, or the Welcome Week list, select this under the **Additional Organizations** dropdown.

- Type “HB – Calendar” and allow the dropdown to autocomplete and show your choices.
- Request a topical specialized calendar by contacting Marketing and Communications.



4. **Event Description:** Required for most event types, this is basic info that should be provided for any event where you are hoping to attract an audience.

Things that you **should include** in the typical **Event Description** blurb:

- A brief account of what kind of event this is and why someone might be interested in attending.
- Links to further information about the event.
- RSVP details, e.g. an Engage or RSVP link.
- A contact email and/or phone number for more information.
- For optimal display, your most important information should appear in the first 300 characters (2-3 sentences).

Don't include in this field:

- Date, time, location, or any other information that is already part of the event entry
- Images; use the **Event Image** field instead (see item 7, below)
- Zoom links that include the password!

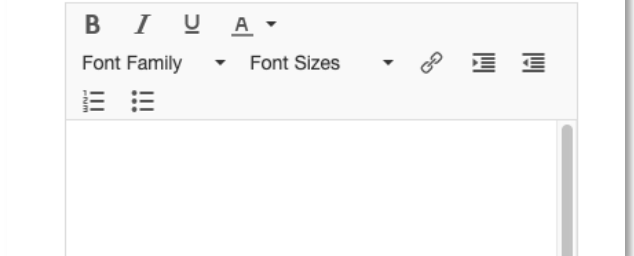
Note: The Office of Marketing & Communications will review and may edit the Event Description prior to approving your request to appear on the website calendar, digital signage, etc.

5. **Events Calendar:** For your event to appear in any of the channels mentioned above, it must have the *HB – Website Calendar (Marketing)* resource.

- Under **OTHER EVENT INFORMATION**, answer “yes” to the question, “HB - Should this event appear on the college web calendar?”
And the resource will be requested for your event and an approval request will be forwarded to Marketing and Communications.

Event Description *

The **Event Description** is promotional information about your event and should include a promotional description of the event, the cost of tickets, where to purchase tickets, a contact person, a contact phone number and e-mail address and the like. This field is required on all events being published to these specialized calendars. Speak with your communications team to determine when to use a more detailed event description. Please refrain from using *multi-colored* text and making other large amounts of font changes as these types of changes may make your event look different from other formatting on your website. These types of changes are subject to change by calendar administrators.



6. **Digital Signage:** If you answered “yes,” for item 5, you are presented with a follow-up question,

“HB - Should this event be displayed on the campus digital signage boards?”

- Regular club meetings and similar recurring events **should not** be pushed to signage. They will still appear on the Web Events Calendar and on specialized calendars, as appropriate.
- Having a special guest speaker one week that might be of interest to a wider audience? Yes, add that to signage!

7. **Event Image:** Adding an image to your event is optional but **recommended**. Images will draw attention to your event and help it stand out, especially on signage.

- Recommended Width: 800 pixels minimum, 1200 pixels maximum
- **Landscape** orientation is recommended but not required.
- Format: GIF, PNG, or JPG
- You must have **rights** to use this image (i.e., no copyrighted images used without permission).
- Use a single image, **not a poster or flyer**. Preferably, use the same central image used in your print promotions, such as a headshot or a thematic photo.

Add an image by clicking *Select or Upload Image* and navigating to your local file.

Note: Do **not** put an image in the Attached Files field; this is for setup files and documents only and will not show up to the public.

To ensure accessibility, add text describing the image to the *Event Image’s Description (alt text)* field. For example, “a syringe near a bare arm” might be [good alt text](#) for an image accompanying a flu vaccine clinic.

8. **Publish to Calendar:** Ignore this section; this comes from a default setting in the software and unfortunately can’t be hidden.

9. **Event State:** Once your room request has been approved, your event is typically set to “Confirmed,” but note that it will not appear on the calendar/signage until that Resource has been approved.

Marketing and Communications may need to reset the Event State to “Tentative” so that you can return and edit the event information, but the state does not have an impact on getting space reserved, notifying M&O or catering, etc.

Additional Notes/Tips

- I. **Off-campus Events or Virtual Events (without a room/space reservation):** You should still enter events into 25Live, even if a room reservation is not required. For example, an off-campus fundraiser, career fair, etc. should still be on the calendar, signage, and in the Penn State Go app, to help get the word out.

Add the appropriate info in the **Location Details or Virtual Event Link** field which appears under the **Other Event Information** section.

✓ Location/Venue Details (not in 25Live)

Bryce Jordan Center, University Park

Enter up to 80 alphanumeric characters.

- II. **Recurring Events with changing topics:** If you will have a different program each week, such as a speaker series, room reservations should be entered **individually**. This way promotional info can be set separately; otherwise, recurring events all share the same Event Description, Event Image, etc.

III. Consider using a Campus Map custom view:

1. Open the [Campus Map](#) category and navigate/zoom into the view you'd like your users to see when they click on your link. For example, below is a good initial view of the Library.
2. Click the "Share map view" icon (indicated by the red arrow, below). This will copy a custom link to your clipboard.
3. Paste this link in the **Map Link (URL for location)** field under the **Other Event Information** section. The map link will be added to your event information on the web-based calendar.

Tip: Use this same link in emails, flyers, etc., to promote your events, especially to an off-campus audience.

