



Elizabethtown College

How-To in 25Live Promote Your Events

The information from 25Live is used on promotional calendars throughout the College’s website. The promotional calendars are intended to help distill the numerous campus events into digestible, searchable and user-friendly listings. A few examples of promotional calendars are:

- [Campus Events](#) – All of the events schedulers have chosen to promote
- [Arts and Culture](#) – Events that are cultural, artistic, scientific or academic in nature and are open to the public
- **Organizational Calendars** – Organizations within the College may elect to have their own calendars to display events, which they sponsor (e.g., [Bowers Writers House](#), [Fine and Performing Arts](#)).

The following descriptions can only be done when initially submitting your event request. Any changes or additions once an event has been created must go through Office of Marketing and Communications or the Scheduling Office. Please include the 25Live reference number when sending these changes.

Choosing to Publish onto Etown’s Campus Events Calendars

In order for your event to show on any calendar at Etown, you must choose for your event to “Show on Public Calendars”.

In the event form after you have selected your date, time, location and resources, the next section is titled Custom Attributes.

Select “Add a Custom Attribute” and a drop down menu will appear.

Simply click on the “Show On Public Calendars” option and select “Yes”

Custom Attributes ⓘ

ex. Do you want your event published?

[Add a Custom Attribute](#)

Select Custom Attribute ▼

Q Select Custom Attribute

- Account Number
- Detail Image
- Event Image
- Show On Public Calendars
- Web Site

Event Custom Attributes

✕ Show On Public Calendars

No Yes

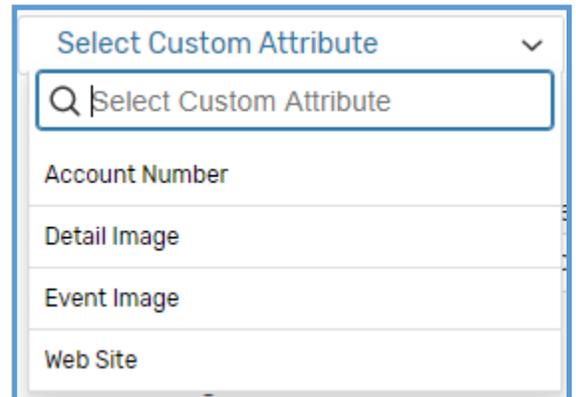
[Add a Custom Attribute](#)

Adding an Image to Your Event

After choosing “yes” click on “Add a Custom Attribute” again and choose either “Detail Image” or “Event Image”

Detail Image will appear with your event and its description on the calendar page when a guest clicks on the event to learn more.

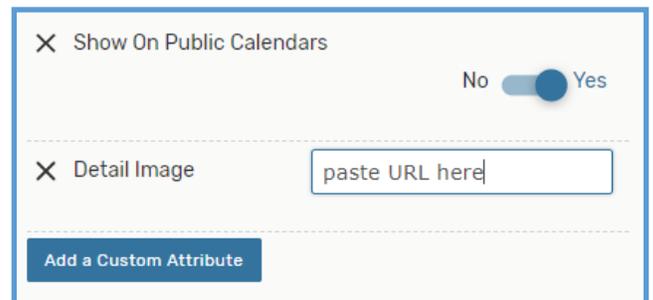
Event Image will appear with your event and its description on the calendar page that lists all of the events (i.e., Campus Events page)



The screenshot shows a dropdown menu titled "Select Custom Attribute" with a search bar containing the text "Select Custom Attribute". Below the search bar are four options: "Account Number", "Detail Image", "Event Image", and "Web Site".

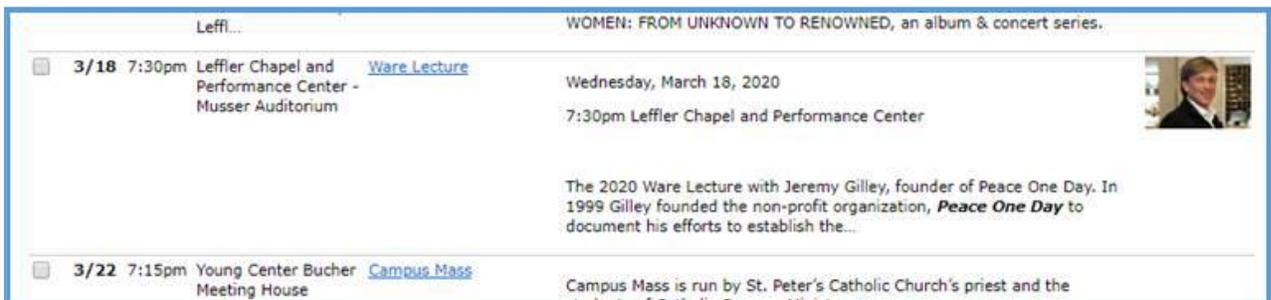
To add an image you must use a URL to the photo you wish to attach. The system does not take images saved to a computer or device. Paste the URL in the box for the detail or event image

If you would like a photo on both, simply “Add a Custom Attribute” again and choose whichever attribute you still need, and paste the URL



The screenshot shows a form with two sections. The first section is titled "Show On Public Calendars" and has a toggle switch set to "Yes". The second section is titled "Detail Image" and has a text input field containing "paste URL here". At the bottom of the form is a blue button labeled "Add a Custom Attribute".

Example of Detail Image



The screenshot shows a calendar event listing for "Ware Lecture" on Wednesday, March 18, 2020, at 7:30pm. The event is titled "WOMEN: FROM UNKNOWN TO RENOWNED, an album & concert series." and is held at the Leffler Chapel and Performance Center - Musser Auditorium. A detail image of Jeremy Gilley is shown next to the event. The description reads: "The 2020 Ware Lecture with Jeremy Gilley, founder of Peace One Day. In 1999 Gilley founded the non-profit organization, **Peace One Day** to document his efforts to establish the...".

Example of Event Image



The screenshot shows an event detail page for "Ware Lecture" on Wednesday, March 18, 2020, from 7:30 to 9:30 PM. The event is held at the Leffler Chapel and Performance Center. A large event image of Jeremy Gilley is shown on the right. The description reads: "The 2020 Ware Lecture with Jeremy Gilley, founder of Peace One Day. In 1999 Gilley founded the non-profit organization, **Peace One Day** to document his efforts to establish the first ever annual day of global ceasefire and non-violence with a fixed calendar date. In September 2001, as a result of Jeremys efforts, a General Assembly resolution was unanimously adopted by UN member states, establishing 21 September as an annual day of global ceasefire and non-violence on the UN International Day of Peace." Below the description, it states "Admission is free, but tickets are required." and provides contact information: "Beginning February 1, 2020 Email lecturetickets@etown.edu or call 717-361-4757 to request your tickets!". The location is "Leffler Chapel and Performance Center - Musser Auditorium" and the organization is "DEVELOPMENT OFFICE".

Adding a Website to Your Event

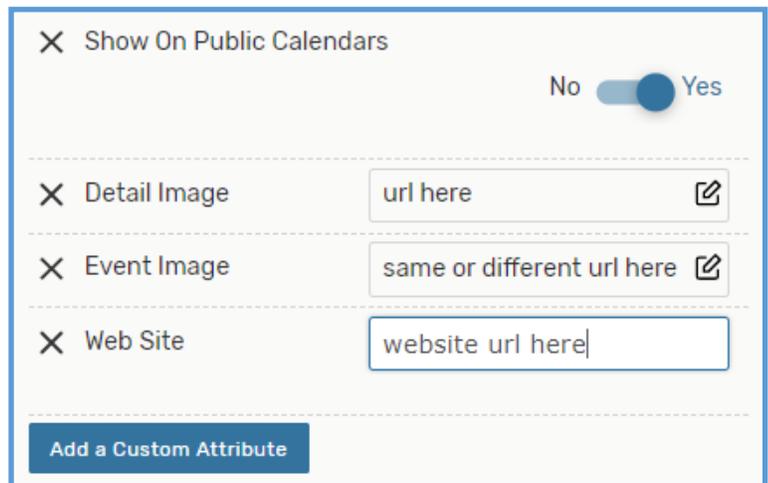
You can add a website to your event as well to add more promotional pieces and/or provide more information about your event.

Some examples of utilizing a website on your event description might include:

- Your departmental website to gain foot traffic
- If guests need to RSVP to your event on a different website
- An author, speaker, artists personal website

Clicking again on “Add a Custom Attribute” choose “Web Site” and paste the URL of the website you wish to link to the event.

The URL entered will then appear in the full event description when a guest clicks on the calendar event to learn more.



The screenshot shows a form titled "Add a Custom Attribute" with a blue border. At the top, there is a toggle switch for "Show On Public Calendars" set to "Yes". Below this, there are three rows of input fields, each with a close button (X) on the left and an edit icon on the right:

- Detail Image:** The input field contains the text "url here".
- Event Image:** The input field contains the text "same or different url here".
- Web Site:** The input field contains the text "website url here".

At the bottom of the form is a blue button labeled "Add a Custom Attribute".

All events chosen to show on public calendars will pull to the “Campus Events” calendar page.

If you feel your event should also appear on the “Arts and Culture Calendar” and/or a department website, please reach out to Zach Klinedinst in the Office of Marketing and Communications to have them reroute the events to the appropriate calendars.