



LiveWhale Event Guidelines

Overview

The following guidelines include detailed instructions and guidelines for using the LiveWhale event calendar system. It's important to follow these best practices because LiveWhale is a shared event calendar that is used as a public facing, digital platform to advertise upcoming events and ways for the public to engage with the various College of Arts and Sciences units. To maintain brand quality and integrity, all units need to follow the same practices.

How to create a new event

Title

1. Titles should be clear and concise.
 - a. Do not use acronyms. Do not use dashes or parentheses. Do not copy event release title from WordPress or Cascade. Do not place the date in the title.

Image

1. Always add at least one event image. Upload a new custom image or search our image library for default profile images (the college and all department profile images have been added). Search "default" for the Arts & Sciences default image (default-ArtSci-livewhale.png).
 - a. All images need to be sized to a 16:9 ratio. If not, the image will be cropped off (default cropping cuts from the top and bottom).
 - b. Add a caption/alt text for all images used.

Date and Time

1. Enter provided date and time.
2. If there is a registration period, be sure to make the deadline very clear in the summary and/or description.
3. If the event occurs in a single day, do the following:
 - a. DO NOT SELECT "ALL DAY". This option doesn't display correctly on our digital screens.
 - b. Instead, enter the appropriate start date and time. Select the option to enter an event end date and time.
 - c. EX: 8/25/22 8:00 am and 8/25/22 5:00 pm
4. If the event occurs over multiple days, do the following:
 - a. Events 2-3 days long:
 - i. enter in the appropriate start date and time. Select the option to enter an event end date and time

Featured Event

1. If this is a milestone or unique event for the college or department, click the star for 'Featured Event'.
2. Featured events appear in the default calendar view.

Event Type

1. Use your best judgement to select the closest "Type" for your event. Please select only one type.
2. Select the checkbox if this is an online event.

Summary

1. This should be a brief but informative 2-3 sentence summary. This text displays as a preview on calendar feeds and should inform the audience of what the event is and provide necessary details.
2. DO NOT REPEAT OTHER FIELD INFORMATION IN THE SUMMARY
 - a. EX: Time, Location, Date, Etc.

Tags

1. Event type, audience and campus are managed as checkboxes, so DO NOT ADD THEM AGAIN AS TAGS.
2. Always tag your event with its relevant Unit(s) tag. Only use Topical and Audience tags when appropriate. See below for a comprehensive listing of tags. DO NOT CREATE NEW TAGS.

Unit Tags	Topical Tags	Audience Tags
Arts & Sciences	Awards	Former Students
Anthropology	Giving	Future Students
Atmospheric Sciences	Outreach	Graduate
Biology	Research	Undergraduate
Chemistry	Service	
Communication & Journalism	Teaching	
Economics		
English		
Geography		
Geology & Geophysics		
Global Languages & Cultures		
History		
Mathematics		
Oceanography		
Philosophy & Humanities		
Physics & Astronomy		
Psychological & Brain Sciences		
Sociology		
Statistics		

Location

1. Be sure to include the full location
 - a. Building Name
 - b. Room Number
2. Be succinct because long location names do not display well on our digital screens
 - a. EX: Blocker 521 (NOT John R. Blocker Building Room #521)
 - b. Do not include dashes or parentheses

Description

1. Provide the full event description and make sure that any important details such as registration period, cost, etc. are made clear and obvious, preferably towards the top of the description. This copy should be written to entice people to attend and should communicate the value that the event provides to our audience.

Contact information

1. This should be the contact information for the person fielding all questions from event attendees, including any questions, comments or concerns. Email alone is acceptable but include a relevant phone number if available.

Related Content

1. If there is a news story or other content such as a .pdf or webpage that are relevant to the event be sure to include them here.
 - a. Link Title: Enter the exact title as it appears on the news story, pdf or webpage.
 - b. URL of webpage or file: Copy/paste the url to prevent any typing errors.

Event cost

1. Always indicate event cost even if the event is free.

RSVP

1. LiveWhale does allow for simple RSVPs from your attendees if you'd like to use this feature.

Sharing and Privacy

1. If the event is relevant to the Texas A&M-wide audience, check the box to suggest to University calendar.
2. **In the next field, start typing "College of Arts & Sciences" to share your event to the college calendar**
 - a. **If you miss this step, your event is not sent to the college calendar for college-level event promotion.**
3. If you're creating this event ON the College of Arts & Sciences calendar, you will skip step 2.

Save and Go To Event

1. Before you click "Save and Go To Event", double check that your event is set to post as Live. This is at the top of the page beneath the title.
2. After creating your event, it is best to review it to catch inaccuracies, typos, etc. This option will immediately take you to the event page to view it as your audience does.