



California State University
SAN MARCOS

Guide to Publishing 25Live Events & Virtual Events

25live.collegenet.com/pro/csusm

Event and Conference Services
California State University, San Marcos
events@csusm.edu | [\(760\) 750-8800](tel:(760)750-8800) | www.csusm.edu/events

Table of Contents

Campus Calendar and Publishing Overview	1
Editing Your Reservations	2-3
Publishing to Campus Announcements	3
Calendar Style and Formatting Tips	
General Scheduling Tips	4
Creating Hyperlinks	4-5
Add an Event Photo	5

25Live Reservations → **Campus Calendars & Mobile App** → **Campus Announcements**

CSUSM CALENDARS

<https://www.csusm.edu/calendar>

25Live reservations can be published to select calendar(s) in order to reach specific campus audiences.

These event calendars are posted throughout the campus website, marketing emails, and more. Select data from 25Live is publicly viewed and therefore all published event information must follow campus web accessibility guidelines.

[IITS Accessibility Guides and Resources](#)



Calendars will automatically publish the following information directly from 25Live:

- Event Date & Time
- Location(s)
- Event Title
- Event Description*

*The date, time and location **do not need to be duplicated** within the Event Description.

Date, Time, Location

Event Title

Event Description



Be sure to include virtual platform links in the event description field.

EDITING YOUR RESERVATION

For most reservations, the event description, title, and publish to calendar selections can be edited in the Event Form even after the reservation has been confirmed. This applies to reservations that you created summer 2020 forward. See more details about editing in the next section.

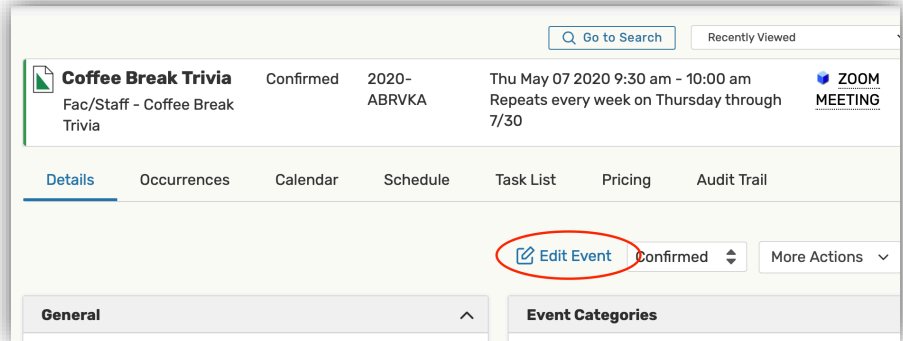
Possible Restrictions: ECS Event Planners may take 'ownership' of large or complex event reservations, restricting editing capabilities for users. If this is the case for your event, please contact your Event Planner or ECS to request reservation changes.

Edit Event

1. **Click** on the blue **Edit Event** link with the paper & pencil icon.
2. This will open the Event Form where only select items available to edit.

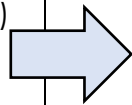
If you do not see the Edit Event link, access to editing this reservation is restricted.

Event Details View



Which fields can be edited on a saved reservation?

1. Event Title (not Event Name)



The screenshot shows the 'Event Name' field in the event form. The field is labeled 'Event Name - Required' and contains the text 'Fall Virtual Event Series'. There is an information icon (i) next to the label.

2. Event Description

- o What is the event about?
- o Who can attend?
- o Ticket prices, RSVP or Registration Info
- o Parking information
- o Hyperlinks to register, RSVP or other websites
- o Virtual Platform Links
- o Include TBA or TBD if more event information is coming

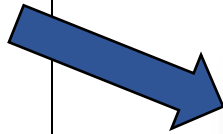


The screenshot shows the 'Event Description (HTML-Enabled)' field in the event form. The field contains the text 'Virtual Social Gathering'. Below the text is a rich text editor with a menu bar (File, Insert, View, Format, Tools) and various formatting options (bold, italic, underline, link, unlink, text color, background color). The text in the field is: 'Virtual Platform link here' (with a blue link), 'Join our Virtual Social Gathering! Students can network with Faculty, Staff and Crash. Visit the Social Gathering website for more information.' (with a blue link).

This is the ONLY place to enter your event's description and any virtual platform links.

3. Publish to Calendar

Do NOT enter information in the comment boxes.



DO NOT enter the Event Description in the Comments fields below.

Featured Event Calendar Consideration (Does not Guarantee Placement)
Comment

Community Event Calendar
Comment

Faculty Meeting Calendar
Comment

Staff Meeting Calendar
Comment

Student Event Calendar
Comment

If you do not have access to edit a reservation, please contact Event & Conference Services

Email: events@csusm.edu
Phone: [\(760\)750-8800](tel:(760)750-8800)

PUBLISHING TO CAMPUS ANNOUNCEMENTS

This Week at CSUSM

Our campus announcements email features select upcoming events that are displayed on Campus Calendars.

For more information about Campus Announcements and the request form, visit the Office of Communications website.

[Link to Campus Announcements](#)

Submissions received by 5 p.m. each Thursday will be included in the following two weekly emails and posted online at either [student announcements](#) or [faculty and staff announcements](#).

Audience *
 Students
 Faculty & Staff

What type of announcement is it? *
Event Announcement

Event title *

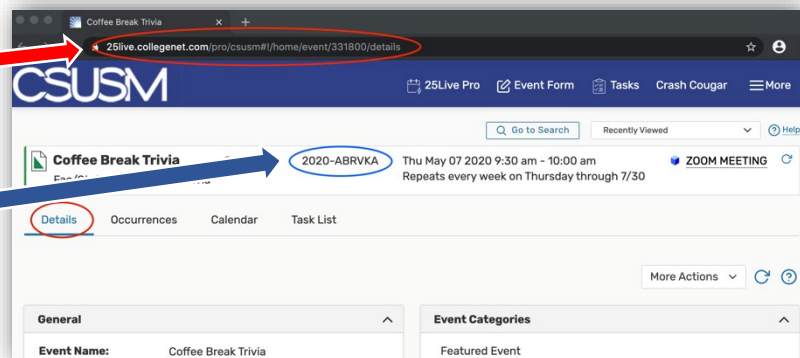
25Live link *

Optional event website

<https://www.csusm.edu/communications/contact/announcements.html>

Where do I find the “25Live Link” or Reference Number?

- **25Live URL Link** – From the Event Details view for your event, copy the URL from the browser address bar.
- **25Live Reference number**
- **Confirmation Email** – The reference number will be listed in the subject line of the confirmation email that we send to you.



CALENDAR TIPS

- **Publish to Calendar Selection**

To ensure that your event is posted and reaches the audience of your choice, please select the appropriate calendars. (i.e. Student Calendar, Community Calendar, Staff or Faculty Meetings, etc.)

- **Event Start = Calendar time**

The time entered in the "Event Start" section will be advertised on the calendar for your attendees to see. *To reserve extra time for setting up early or cleaning up after, use the **Additional Time section** as noted below.*

- **Add Additional Time**

- **Pre-Event & Post-Event Time**

is available for you to utilize as prep time before your event or to clean up afterwards. This extra time will **not** post to the calendars.

- **Setup & Takedown Time** will be added by the ECS team, particularly for events with rental items or catering being delivered.

Additional time configuration window showing Setup Time, Pre-Event Time, Post-Event Time, and Takedown Time fields. Reservation Start: Tue May 26 2020 7:30 am, Reservation End: Tue May 26 2020 11:15 am, Reservation Duration: 3 Hours, 45 Minutes.

CREATE HYPERLINKS

Avoid posting full URLs in the event description field by converting them to clickable hyperlinks instead.

1. **Type out your clickable phrase.** This should be a phrase that is stand alone and is **not** a generic phrase like "Click Here".

2. **Highlight** the link phrase.

3. **Click** on the hyperlink chain icon in the Event Description toolbar.

If you do not see a link icon, check the (•••) overflow menu.

4. **Fill in the fields** on the **Insert/Edit Link** popup (see the next section) and **Save**.

Event Description (HTML-Enabled) toolbar showing the Link icon (chain link) highlighted with a red arrow. Below the toolbar, text reads: Convert URLs, email addresses and phone numbers into clickable hyperlinks. Click on the link icon and fill in the information. Below this, Hyperlink Examples are listed: Visit our website www.csusm.edu, Email Us: email@csusm.edu, Call Us: [760-750-4000](tel:760-750-4000), Instagram: [@CSUSM](https://www.instagram.com/CSUSM), bit.ly Links

Did you know...

Email addresses, phone numbers, Bit.ly Links, Twitter and Instagram handles can also be converted to hyperlinks to create a seamless calendar experience.

Insert/Edit Link

A. URL – Type/Paste the URL (from browser address bar)

Use the formats below to create email or phone number hyperlinks.

- **mailto:** full email address here
- **tel:** +1 (area code) phone number

Insert/Edit Link

URL
A https://www.PASTE_URL_HERE

Text to display
B RSVP for XYZ Event

Title
C Register for XYZ Event via Zoom

Open link in...
D New window

Cancel Save

B. Text to display – Type the text/phrase that will be clickable. This should be a descriptive phrase that is stand-alone. e.g. "Join Zoom – [event name]" or "RSVP for [event name]"

If you choose to use a generic phrase like "Click Here", a descriptive Title **must** be included (see the next step).

C. Title – Type the hover flag information here. This is an additional link name that a screen reader will prioritize reading instead of the Text to Display. e.g. "Learn More about [event name]"

D. Open Link In... – Select if you want the link to open in the Current Window or a New Window.

EDITING HYPERLINKS – Click on the link that you want to edit and then click the link icon. The same Insert/Edit Link window will pop up with the existing link's information.

ADD AN EVENT PHOTO

A photo in URL format can be added to the event during the creation or editing process. Be sure that the photo meets the calendar guidelines as detailed in the [Campus Calendar Guidelines](#).

Photos ONLY

Do not publish flyers or logos as the event image.

Adding a Photo to Your Reservation (URL required)

1. Go to the **Event Attributes section** of the Event Form
2. Click on the **Add a Custom Attribute** button
3. Click on the **Select Custom Attribute menu** and Select **"Event Image"**

Select Custom Attribute

4. Paste/Type the URL in the field. Click outside of the field to save the entry.

• Will VIP/Guest Speakers be involved? No Yes

• Will you request any A/V equipment? No Yes

✕ Event Image type/paste URL here

Add a Custom Attribute

NOTE: JPG or PNG files uploaded or attached to the reservation will not work. For more information about creating image URLs, refer to the [Adding Files to OU Campus](#) tutorial.