

# Maintaining Your IU Northwest Event Calendar

## Best Practices

The “My calendar” of events that select departments maintain through one.iu is an important tool to keep the audiences that you serve up to date on campus happenings. Descriptive and complete entries are key to maintaining a robust and useful tool for all campus users, and for securing strong attendance at the events you are advertising.

Please populate the calendars with university-sponsored events that have wide audience appeal.

With those goals in mind, please be mindful of some “best practices” when submitting a calendar entry.

## Good calendar entries contain:

- Time, Date, Location
- Cost or “Free”
- Registration details and deadline (if applicable)
- Contact name, phone number and email address
- Web addresses for sites that can provide readers with additional information
- Sponsoring group/department
- Most importantly, it needs a description of WHAT is happening and WHAT they are to learn and/or do, making it clear WHO would be interested in attending, and WHY they should attend your event.
- No acronyms. Spell out all group/organization names (i.e. Student Government Association, not SGA)
- A descriptive title which enables readers to immediately recognize what is happening in just a few words. For example, instead of, “Dreams of Duneland,” say ... “Book signing/reception for ‘Dreams of Duneland’ by Ken Schoon.”

## Other good practices (For Calendar Entry Approvers ONLY):

- Approvers should check OneStart at least weekly to check for submissions.
- Approvers should evaluate for content, spelling, punctuation, and grammar before approving.
- Approvers should educate their calendar audiences about submitting their events for consideration on the calendars and direct them to **How to Submit Events to an IU Northwest Event Calendar** at: <http://www.iun.edu/technology/web/wcms/>.

For additional guidance in developing strong calendar entries, which may also be considered as “news releases” to be sent to local media outlets, please refer to the **Sample News Release** at:

<http://www.iun.edu/technology/web/wcms/>.