Phillips Exeter Academy – Community Calendar Tips

Updated September, 2014

Helpful Links:
• http://apps.exeter.edu – Access to Adobe Photoshop for use in editing images
• itservices@exeter.edu – ITS Support Desk

Public Audience Events (Public)
Community Calendar and www.exeter.edu:

• You will need an account to access and add events to this Community Calendar. If you do not already have one, please contact the ITS Department at itservices@exeter.edu.
• First, make sure you have secured the booking of your room. See Scheduling a Resource on the web at: http://www.exeter.edu/planningsevents.
• Determine “who, what, when, where and why!” and get your event on the calendar as early as possible for greater visibility.
• In addition to using the Community Calendar for publicity, don’t forget that a complement to that event would be a press release or news release drafted by our Communications Office. Contact the Communications Office at x3450 for more information.

Internal Audience Events (Private)
ExeterConnect Calendar and the Portal:

• You will need an account to access and add events to this Community Calendar. If you do not already have one, please contact the ITS Department at itservices@exeter.edu.
• Events that you place in your ExeterConnect Calendar will represent events that you want to market for your department. These events will be shared with entire internal Phillips Exeter Academy campus, therefore, they will display in the ExeterConnect Portal only.
• You would still need to make sure you have secured the booking of your room. See Scheduling a Resource on the web at: http://www.exeter.edu/planningsevents.
• Remind members of your group about the options for reminders. Provide information on RSS feed, Notifications via email or text messaging, so that they can stay up-to-date with changes.

Internal Audience Events & Using Open Entry Form
ExeterConnect Calendar and the Portal:

• A link to this Open Entry Form is found by going to http://calendar.exeter.edu (this is our public facing Community Calendar page); click on Submit Events and then Open Entry Form. Clubs, teams, committees and dorms will be using this form to add events related to their group using this method. Steps outlined on page 2 of this document provide helpful information on choosing fields and in particular, the importance of choosing the correct Category so that your event will appear in the ExeterConnect portal for your group members to view.

Continue on for Specific Steps on the Data Entry Form
Specific Steps on the Data Entry Form:

- **Department**
  - You will most likely only be associated with one department therefore you need do nothing with this field. If you have more than one, choose the department that best fits the event.

- **Event Name**
  - Interest your target audience with your title. You can also create a visual connection by naming events that pertain to each other with a consistent label, such as: ESSO – Walk for Hunger or ESSO – Children’s Fair.

- **Category** *(NOTE: This field entry syndicates your event to the correct web page – please choose be careful in choosing the Category or Categories that fit your audience the best)*
  - Think about the variety of audiences for this event. Select only category or categories that are appropriate for this event. The Category is the field that is used for syndication. **This field will be used to feed your event to various parts of the www.exeter.edu website and on the ExeterConnect Portal.**

- **Description** *(Please do not use paragraph alignment of any type or font colors)*
  - The full description should include as much information as necessary, adding links to relevant web pages, both internal and external. For instance, in a musical event you might link to a website with past performances of this artist, a Wikipedia entry on a noted speaker, etc. to fully inform the calendar viewer.
  - Include **bold** fonts to attract the viewer to important information while they scan the page.
  - When pasting from MSWord, it is best to choose ‘Past Plain Text’

- **Upload Image**
  - You can only upload a 350 pixels wide; 80k size image. If your image is too wide or too large in size, it will simply not load into the event.
  - Make sure your image is engaging, interesting, and visually pleasing
  - Remember to add ‘Image Alt Text’ and click ADD to finalize the upload of the image.

- **Upload Attachment(s)**
  - After browsing to your Attachment, remember to add ‘Attachment Text’ and click ADD to finalize the uploading of the document.

- **Event Date & Time**
  - Make sure you are selecting the correct month and date
  - Be sure to change the default AM to PM if necessary.
  - End time does not need to be input if you are unsure of how long the event is.