Nazareth College 25Live & Event Promotion Guide

If you prefer to learn by video: go.naz.edu/25livevid

WHY USE 25LIVE

- **It's how you reserve a room/space.** (Also use 25Live for events that **don't** need a room.)
- **And 25Live is the only way to**:
  - Get your event on the Nazareth website calendars
  - and in the Nazareth Mobile App calendar
  - and to potentially be in the Event Highlights in "This Week at Naz" newsletter (example)

  Key step (*step 11*): Select "yes" for "promote to students" to have your event pushed through for review, formatting, and publication on calendars by Naz Marketing and Communications.
- Bonus: Naz Marketing and Communications pulls info from the events calendar to promote events on social media.

PROCESS

Log in to 25Live (On naz.edu, you can find that link under A-Z Index, on Current Students, and on Faculty/Staff.)

In the upper right hand corner, select **Sign In**.

Username: your Nazareth username (similar to JSmith0, not your full email address)

Password: your Nazareth password

1. Select **Event Form**

2. Enter **Event Name** (40 character max). (Required; not seen publicly.)

3. Enter **Event Title for Published Calendars** (including Nazareth App). Keep it short (<40 characters). This is what the public will see. (Is it clear? Will it attract students to attend?) Can be the same as the event name. Use upper and lowercase, NOT all uppercase.

4. Select **Event Type** (Party, Lecture, Conference, etc.)

5. Select the **Primary Organization** hosting the event (your department or club name)

   If more than one, you can enter an **additional organization**.

   On the event calendar, only the **primary** organization is listed by default. If you want more than one **sponsor** organization listed, list them all as the last sentence in

your event description. (Avoid abbreviations.)

6. Enter **expected** (estimated) **attendance** number. Must be within capacity guidelines.

7. Enter ==event description==. Use this to **entice students to attend**! Write it so it's ready to publish. Spelling matters.

- If it's part of a series of events (Black History Month, Shannon Lecture Series), say so.
- If people need to register or buy a ticket, provide those details and a link.
- You can include **contact info** (in case attendees have questions — name/email.)
- If you don't know all the details now, put something short AND mark your calendar to remember to edit your event in 25Live to update the description (ideally well before your event).
- If you want multiple sponsors listed on the calendar, see step 5.

8. Time:

- Select the **start date**, exact **start time,** and **end time**. This is when **attendees** should arrive and expect to end.
- Use the **additional time** field if you need extra time for setup or breakdown.

9. **Repeating Pattern**

- Select **Does Not Repeat** if your event takes place once.
- If your event repeats, either click the individual dates on the calendar grid, or (for a pattern of repeats) choose **daily, weekly,** or **monthly**.
- You can create a repeating event with an **ad hoc pattern** by selecting the **Repeating Pattern** button and clicking the appropriate dates on the calendar.
- To view and **edit** individual occurrences, select **View all Occurrences**

10. **Location:** "Search Locations."
- Type building name (Smyth, Arts Center, Peckham, etc.) and press enter

- Or enter **outdoor** to find outdoor spaces, or **athletics** to find athletics locations.
- Or enter **off campus** for Nazareth events off campus. Description can include the location and where to meet at Naz if you're providing transportation or organizing carpooling.
- **SPECIAL CASES:**
    - **Don't** need a room (such as Zoom)?
    - Or your location **isn't** in the database? (perhaps because it's your office space)
    - Or your location is **already** reserved (such as for a class) but you do have permission to use it for this event?

Solution: Choose **No Location Required.** And then **write the location in your event description.** (If No location Required is already taken, use "No location Required 2" or 3, or 4, etc).

- Make sure your attendance number doesn't exceed the max capacity of the room you want.
- All locations (except Express rooms) are pending room approval.

If you need your event on Naz calendars but DON'T want the location(s) to show (such as for a support group, where people have to sign up in advance, or for a conference that will use multiple rooms), follow these tips.

11. Custom Attributes: You must select the appropriate choice for all three. (Required fields.)

- **Promote to Students:**
  - Select **Yes** if you want students to see this event in the Nazareth College App, on the events calendar, and potentially be promoted on Naz social media and/or in This Week at Naz.
  - Select **No** if this event is by invitation only, or not intended for students, such as a faculty/staff meeting. (It won't go on the website or in the Naz app.)
- **"Changemaker:"** Select **YES** if the event is featuring a changemaker or teaching changemaking skills, to appear on Changemaker Events. Otherwise, select **NO**.
- **Well-being**: Select YES if the event supports health and wellness. (Learn more: Well-Being Collective)

12. **Day of Contact** Phone Number (for events, enter a cell phone number)

13. **Upload Image:** Whenever possible, suggest a photo to promote your event, by uploading it: Select **Custom Attribute** (or **Add a Custom Attribute**), select **Upload image**, then **Edit**, then select **add a file**. (If you need to add an image *later* after saving your event, you choose Custom Attributes, Event Image, then "select or upload image.")

- Tips: You are welcome to download images from the Naz archive, images.naz.edu.
- We can't use photos we don't have rights to, as explained on Videography & Photography under "Can I use images I find elsewhere?"
- MarComm will resize the image if necessary (during the event review/formatting stage). If you know how to resize (such as via Canva.com), go for it: For the Naz app and events calendar, the image needs to be a 3:2 ratio, such as 600w x 400h pixels, and smaller than 200KB.

14. **Event Contacts**

- Scheduler: you

- Requester: Ideally, not you. **Change this** to someone who might need to edit this event later. A requester must sign into 25Live *once* to be selectable in the drop-down list that appears. The **scheduler** and **requester** can **edit or cancel** the event. If you are a student, definitely list the appropriate staff or faculty member here.
- Day of Contact (Who can be contacted on the day of the event?)

14. **Categories:** Select the category/categories applicable for your event.

15. **Requirements:** Select any requirements for your event. If none (no catering and you will use the room as is), check "I do not need any of the following requirements." It's vital that you are as specific as possible.

- If you select Catering Service Requested, an email will go to catering@naz.edu
- If you select Room Setup Requested, an email will go to wrkorders@naz.edu
- If you select Media Equipment Requested, an email will go to usl@naz.edu

  Skip "quantity" unless you are requesting parking accommodations for external guests.

16. **Comments**: Add any additional comments for scheduling the special services you request.

17. Terms and Conditions: Select **I Agree**.

18. Select **Save**

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What happens next

- If the room location must be approved, that's handled by whomever oversees that room. (If you have questions about reserving space, contact [Campus Operations](#).)
- For all "Yes promote to students" events, **Marketing and Communications** manually reviews and formats the event info, sizes a photo appropriately, adds tags for the event to appear on appropriate department webpages, and then publishes the event. The timeline depends on the volume of events. The process goes faster if you've provided a photo.

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Edit your event

- If details change, or if you had to reserve the room before you had all the great details for the event description, go back to [25Live](#) and edit your event. (Search for the event name.) An interesting, clear event description will attract more people than a vague description such as "panel discussion" or "club fair." Remember your audience includes many people new to Naz.
- Changes to the title, timing, or location will flow through automatically to the calendars; allow an hour or so. (Location might need approval by that location's approver.)
- If you change the description or add a photo, MarComm will get alerted within 24 hours. MarComm then must process description (and photo) changes manually before they appear on event calendars ([naz.edu](#) and the mobile app). If you have a change that needs *urgent* attention, also email marcomm@naz.edu
- If you need to cancel the event, select **Cancel** in 25Live. And:
  - If you want the event to continue appearing on the public calendar with

~~Canceled~~ (helpful if the event was going to be today and people might be looking for it), keep YES for "promote to students."

- ○ Otherwise, select NO for "promote to students," so it **disappears** entirely from calendars.

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If you have a question
Contact marcomm@naz.edu — specifically Chris Farnum or Julie Long in [Marketing and Communications](#)