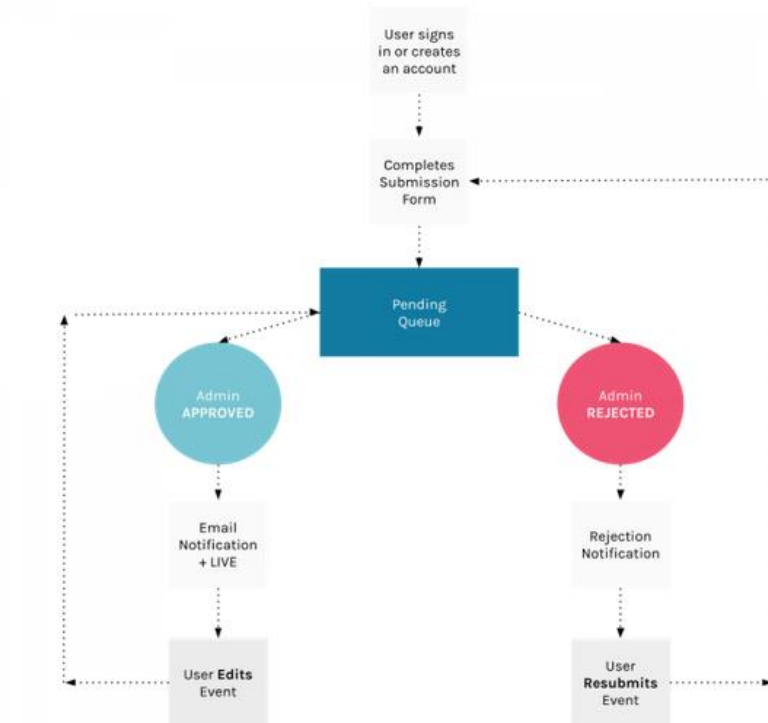


EVENT ADMIN QUICK REFERENCE GUIDE TO APPROVING EVENTS ON THE LOCALIST CALENDAR

Submission Workflow



THE BASICS

Only three fields are required when using the Public Submission Form: **EVENT NAME, DESCRIPTION AND START DATE**. However, to ensure that event postings are as compelling as possible and provide needed context, make sure that the following information is checked before approving all events:

- Is the **NAME** descriptive and informative enough without being too long? Does the name convey enough about the event on its own without the full description?
 - Good Example: *Career Center Resume Writing Workshop*
The name conveys who is hosting, the type of event and the focus of the activity in one short title.
 - Poor Examples: *Lunch & Learn; Student Panel; Information Session; Lecture Series*
These generic titles provide no context and don't generate interest unless more information is offered.

- Is the **DESCRIPTION** well-written and does it sell the event? Look for typos, poor grammar, incomplete details, etc.
 - Use hyperlinks in descriptive words rather than pasting a raw URL (Full URLs are confusing to screen readers and time consuming to have to listen to).
 - Avoid using acronyms that may be unfamiliar to most audiences.
 - Indicate if RSVP or registration is required/requested.
- Does the **DESCRIPTION** identify who is hosting the event? Adding the hosting unit in the description ensures that the end user knows who is responsible for the event if it is not in the event name. Admins can also apply a **TAG** on the back end so that the hosting unit is identified on the event card (see **Tag** info below).
- Is the **DATE AND TIME** noted? Double check that the times appear correct. For example, an event from 5:30pm to 6:30am is likely a typo that needs to be corrected.

[RECURRING EVENTS](#) should utilize the Repeating field. Localist's event form offers recurring options that connects the various dates to one listing that will be displayed on the respective results pages for each instance.



THE NEXT LEVEL

EXPERIENCE

If the event is in-person, is a location identified? If it's virtual or hybrid, are there dial-in instructions – a Zoom link or a link to register?

- Check **LINKS** to make sure that they match the event and that Zoom links either put you in a waiting room or take you to a registration page. Become familiar with the [tools available to prevent Zoom bombing](#) and if an event you're reviewing appears to be vulnerable, alert the user.

PHOTO

Is the image representative of the event? Reject events that use flyers for the event photo or contain more than two or three words. These do not meet accessibility requirements.

Photos with inappropriate or offensive content, blurry images, and images that are cut off should be rejected.



CLASSIFICATIONS

Classifications are not required, but their use is encouraged - when appropriate - to classify the event and make it more easily discovered. Event Type, Topic/Interest, Target Audience, and Schools and Colleges classifications identify who might be interested in the event, whereas **the Department filter identifies who is responsible for the event**. As an Event Admin, check that only the appropriate Department filters are applied so the event does not appear on other departments' landing pages when that unit has no apparent role in it and to avoid errors in Widget builds on individual department websites.

Event Details

EVENT TYPE	TOPIC/INTEREST	TARGET AUDIENCE
Meeting/Conference	Research & Innovation	Students Faculty Staff General Public Alumni Parents/Families
WEBSITE	DEPARTMENT	
https://www.ucdenver.edu/sites/resear...	Undergraduate Research & Creative Activities at LynxConnect	

- **DO NOT ALLOW USERS TO APPLY THE STUDENT ORGANIZATIONS, SIGNATURE EVENT/TRADITION OR UNIVERSITY DATES AND DEADLINES EVENT TYPES.** Those are reserved for a student organization event feed, institutional events such as Commencement, and important deadlines for the Registrar's Office and Financial Aid.
- **ALL STUDENT ORG EVENTS MUST BE SUBMITTED TO MYLYNX FIRST.** Once approved for posting to MyLynx, the Office of Student Life will input the event into Localist and apply the Student Organizations filter.

KEYWORDS

While Keywords are almost identical to Tags, they provide the added benefit of *not* being visible on the front-end. As such, they do not have to be recognizable or familiar to your community. Keywords can only be added by administrators and will not appear on events submitted through the public form. Keywords should be used sparingly and with strategy. Most users implement keywords in their unit specifically to curate events for their widgets on their websites.

TAGS

Located in the Additional Details section, Tags can only be applied by Event Admins. Before approving an event, think about whether you'd like to add any Tags to group it with other events (i.e. identifying all events that are part of Welcome Week). The first Tag applied to an event will be displayed on the event card to give further context. This is helpful when you want to emphasize which unit is hosting the event.

NOTE: You must press Enter after typing a Tag for it to be added.

Event Details

EVENT TYPE	TOPIC/INTEREST	TARGET AUDIENCE
Information Session	Academics & Advising	Students
TAGS	WEBSITE	DEPARTMENT
First-year Experience	http://www.ucdenver.edu/fye	Learning Resources Center



HASHTAGS

The hashtag field is a great way to promote any social media hashtags for your event. When approving events with hashtags, the “#” symbol is not needed for the first hashtag, as Localist automatically adds that field. If the event has multiple hashtags, then the second hashtag will need the “#”.

Hashtag ?

CUDenverGrad #Graduation

APPROVE/REJECT

Pending Events

Reports ▾

Events that are awaiting approval on the calendar.

Batch Actions ▾

1

1 to 1 of

<input type="checkbox"/>	NAME	DATE	PLACE	EVENTREACH	OWNER	
<input type="checkbox"/>	Deconstruction of White Privilege	4/26/2021		73%	verenafuentes_548	Approve Reject

Approve or reject events in your Pending Queue within two days whenever possible.

Click **Approve** to send a notification to the User and add the event to the live calendar. Click **Reject** to send a notification to the user that their submission has been denied.

If you reject an event for any of the reasons listed above, use the Rejection Reason Box to provide information to the user about why their event was rejected. For example, does it not meet the criteria to be posted or does it just need a better photo or the proper filters applied?

Note that the Rejection Reason Box does not state a character limit but appears to be only 40 characters. If you need to provide a lengthier explanation, sending an email to the User may be best.

Questions about approving events can be directed to events@ucdenver.edu or events@cuanschultz.edu.