



# Events at Towson University: *Editor's Guide*



**OTS Training** | [www.towson.edu/otstraining](http://www.towson.edu/otstraining) | (410) 704-4070

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## Introduction

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Events.towson.edu is the University's Master Events Calendar, managed by Student Affairs in partnership with other campus divisions. If you have any questions or concerns regarding the Towson University Master Events Calendar, please contact [tueventsadmin@towson.edu](mailto:tueventsadmin@towson.edu).

## Logging In

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1. Open your preferred web browser and go to **events.towson.edu**.
2. Click **LOGIN**.



Figure 1

3. Enter your **Username** (NetID) and **Password** and then click the **Login** button.

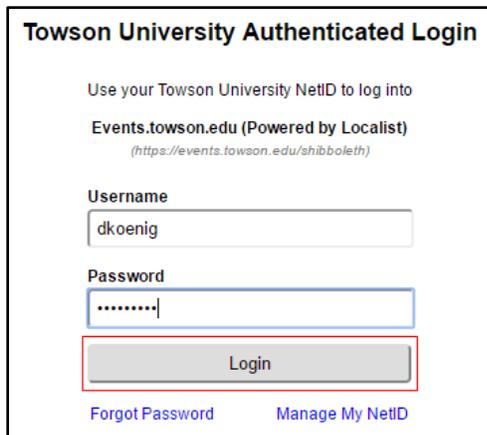


Figure 2

4. Click the **ADMIN** button at the top of the page. You will be directed to the **ADMIN DASHBOARD**.

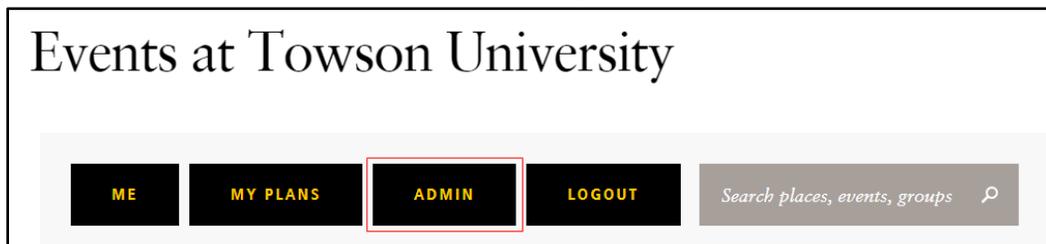


Figure 3

## Admin Dashboard

The **ADMIN DASHBOARD** is the control center for Towson University's Master Events Calendar. This page enables you to add, edit, cancel, approve or decline events. The most commonly utilized sections of this page are **SETTINGS**, **EVENTS** and **Search all events**.

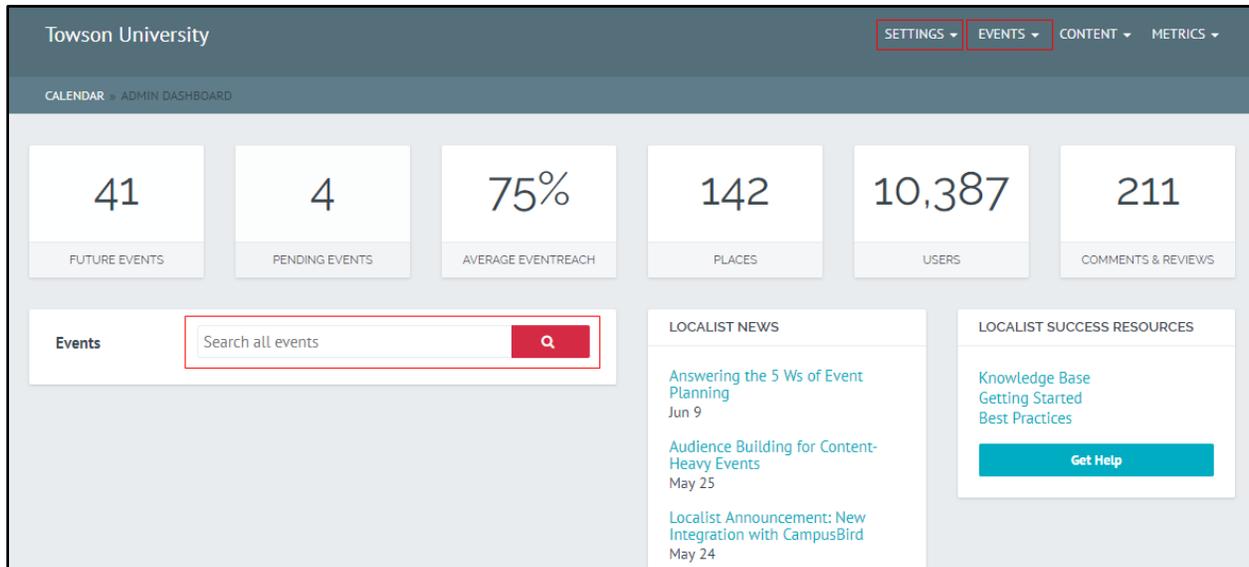


Figure 4

## Adding and Managing Events

The Admin Event Form is used to make changes, additions and to check over the user's submission of events. An Editor should use this form to submit their own events. After an event is added through this form, it will automatically go live. Editors are also able to edit URL names, Hashtags, Facebook/External URLs, etc. on this form (a User does not have these options).

### Adding an Event

1. Hover over **EVENTS** in the admin dashboard, then click **+ Add Event** from the drop-down menu. The **ADDING EVENT** screen will appear.

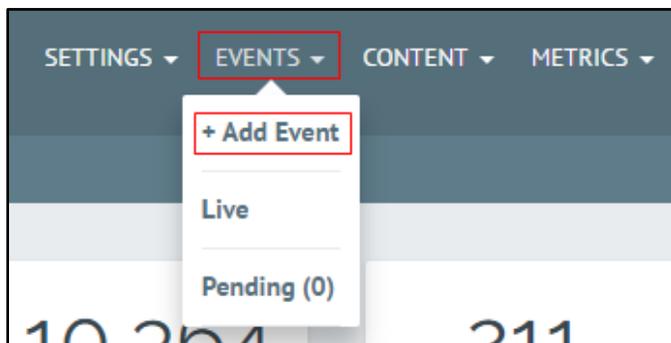
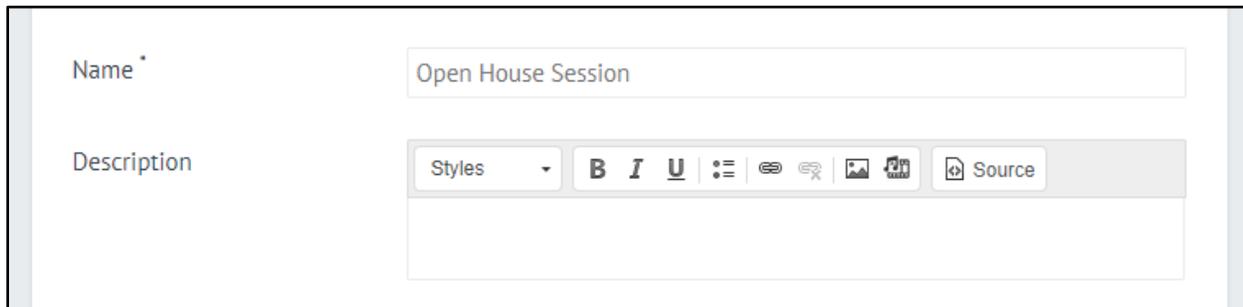


Figure 5

2. In the **ADDING EVENT** screen, fill out all pertinent form fields. All fields are required unless otherwise noted. The fields and their usage are:

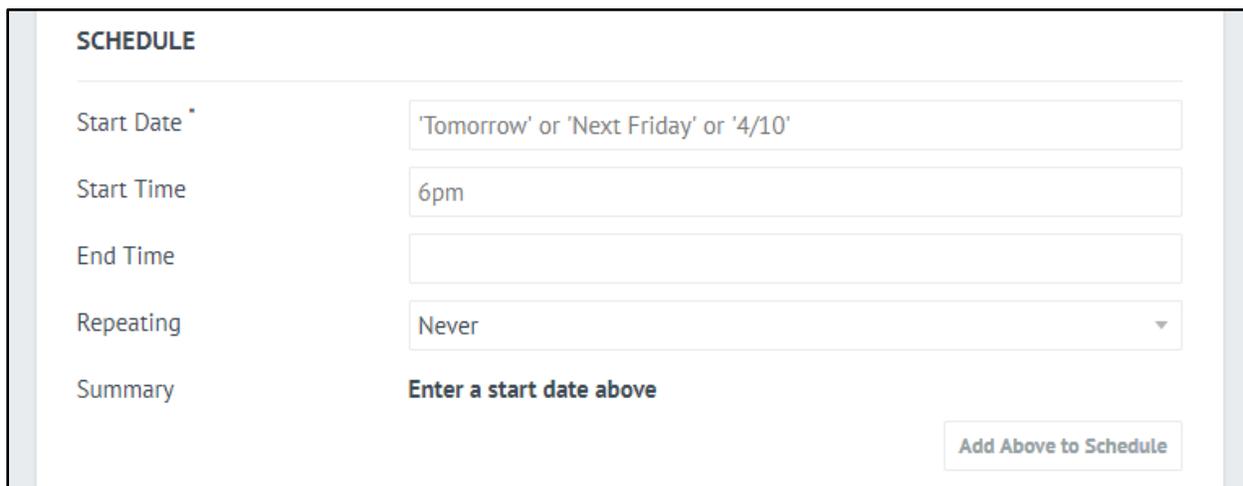
- **Name** – This is the name of your event. Click in the field and type over **Open House Session**.
- **Description** – This field houses the description for your event. It is recommended that you use 365 characters or less in the description box.



The screenshot shows a form with two main sections. The first section is labeled 'Name' and contains a text input field with the text 'Open House Session'. The second section is labeled 'Description' and contains a rich text editor. The rich text editor has a toolbar with icons for bold (B), italic (I), underline (U), bulleted list, link, unlink, image, video, and a 'Source' button. Below the toolbar is a large empty text area for the description.

Figure 6

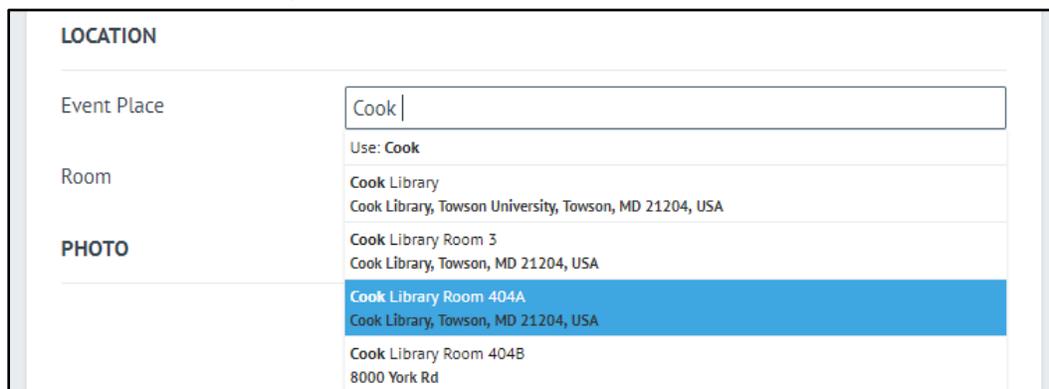
- **Start Date** – Enter the date of your event using the format MM/DD/YYYY.
- **Start Time** – Enter the time of your event using the 12-hour format HH:MM am or pm.
- **End Time** – Enter the time your event will be ending using the 12-hour format HH:MM am or pm. This field is optional.
- **Repeating** – Select from the drop-down menu if and how your event will be repeating. This field is optional.



The screenshot shows a form titled 'SCHEDULE'. It has five fields: 'Start Date' with the value ''Tomorrow' or 'Next Friday' or '4/10'', 'Start Time' with the value '6pm', 'End Time' which is empty, 'Repeating' with a dropdown menu showing 'Never', and 'Summary' with the text 'Enter a start date above'. At the bottom right of the form is a button labeled 'Add Above to Schedule'.

Figure 7

- **Event Place** – Type the proper name of the building and select the appropriate result from the list.
- **Room** – If the room number does not populate in the **Event Place** field, type the room number only in this field.



**LOCATION**

Event Place

Room

**PHOTO**

Use: Cook

Cook Library  
Cook Library, Towson University, Towson, MD 21204, USA

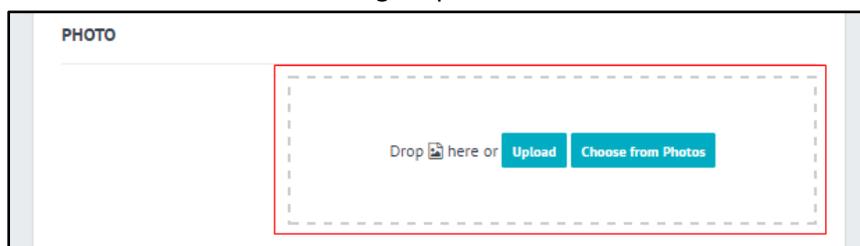
Cook Library Room 3  
Cook Library, Towson, MD 21204, USA

**Cook Library Room 404A**  
Cook Library, Towson, MD 21204, USA

Cook Library Room 404B  
8000 York Rd

Figure 8

- **Photo** – You may add a photo pertaining to your event by dragging an image file into the box. **Note:** The image aspect ratio should be 200x150.

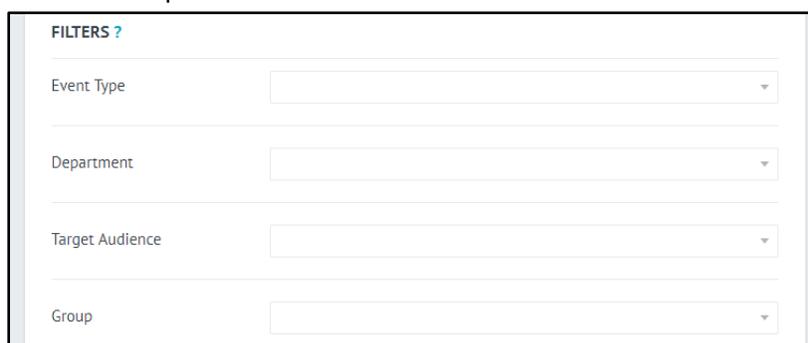


**PHOTO**

Drop  here or

Figure 9

- **Event Type** – Select an appropriate type from the drop-down menu. You may select additional types by returning to this drop-down menu and selecting again. This field is optional.
- **Department** – Select your Department from the drop-down menu.
- **Target Audience** – Select an appropriate item from the drop-down menu. You may select additional items by returning to this drop-down menu and selecting again. This field is optional.
- **Group** - Select an appropriate campus group from the drop-down menu. This field is optional.



**FILTERS ?**

Event Type

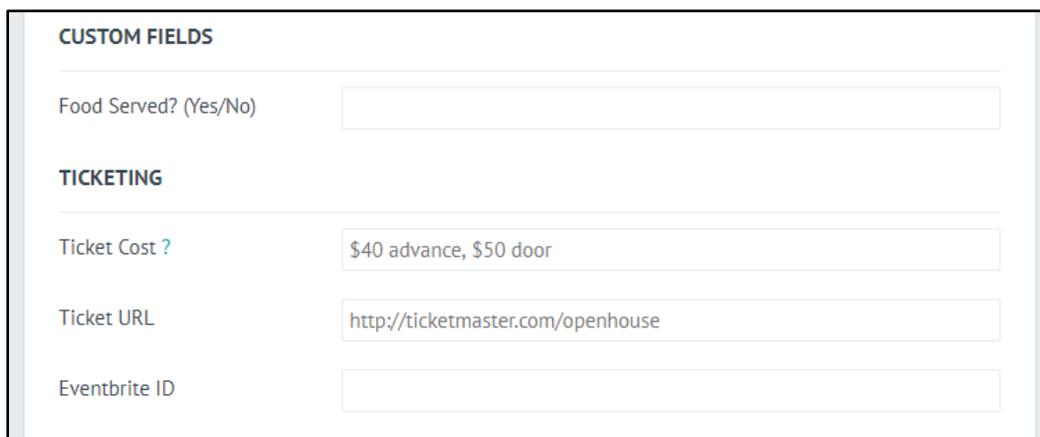
Department

Target Audience

Group

Figure 10

- **Food Served? (Yes/No)** – Type yes or no to indicate whether or not food will be served. This field is optional.
- **Ticket Cost** – Enter the ticket price in this field. If it is a free event, leave this field blank.
- **Ticket URL** – This can be any URL for the event. If a price is entered in the **Ticket Cost** field, then the button associated with this field will say **Buy Tickets**. If there is nothing entered in the **Ticket Cost** field, this button will say **Register**.
- **Eventbrite ID** – If you have also created this event on Eventbrite.com, input the id of that event in this field.



The image shows a screenshot of a web form titled 'CUSTOM FIELDS' and 'TICKETING'. Under 'CUSTOM FIELDS', there is a text input field for 'Food Served? (Yes/No)'. Under 'TICKETING', there are three text input fields: 'Ticket Cost ?' containing '\$40 advance, \$50 door', 'Ticket URL' containing 'http://ticketmaster.com/openhouse', and 'Eventbrite ID' which is currently empty.

Figure 11

- **Keywords** – Type in any words, separated by commas that may be pertinent to your event. These words are not displayed publicly, but help your event show up in a search. This field is optional.
- **Tags** – Type in any words, separated by commas that may be pertinent to your event. These words are displayed publicly and can be used to group like events. For example: Graduation. This field is optional.
- **Twitter Hashtag** – If your event has a Twitter hashtag associated with it, type it here. Do not include the hash symbol (#). It will automatically be added. Only one hashtag can be used in this field. This field is optional.
- **Event Website** – Type the URL associated with your event in this field. This field is optional.
- **Facebook Event Page** – Type the URL for an associated Facebook event page. This will allow the calendar to automatically pull in and display RSVPs to the event from Facebook. This field is optional.
- **Vanity URL** – You have the option to give your event a custom URL suffix in this field. If you leave this field blank, a URL suffix will be automatically generated after you save the event.
- **Owner** – The email address of the user who created the event will automatically populate this field. If you need to change the event's ownership, type in the Towson University email address of the new owner.
- **Sponsored** – This feature is disabled.
- **Allow User Feedback** – Checking this box allows users to leave comments, reviews and photos. This box is checked by default.

- **Allow User Interest** – Checking this box enables the **I'm Interested** and **Invite Friends** buttons. This box is checked by default.
  - **Featured** – Do not set your event to be featured.
  - **Visibility** – There are three options in this drop-down menu:
    - **Visible** – Everyone can see your event. Leave it on this setting only.
    - **Hidden** – The event is hidden from the calendar.
    - **Visible only when logged in** – Your event is only visible to people that are logged into the calendar.
  - **Place Page Only** – This featured is disabled.
  - **Widget Only** – Placing a check in this box will display the event only in widgets and not on any calendar pages. Leave unchecked unless directed by events administrator.
  - **Exclude from Trending** This feature is disabled.
3. When the form has been completed, click the **Save Changes** button at the bottom of the page.



Figure 12

## Managing Events

Editors are able to review, change, approve and decline events not only for themselves, but also for events submitted for their department.

### **Editing an Event**

1. In the **ADMIN DASHBOARD** type the name or keywords of the event in the **Search all events** text box, then click the magnifying glass button. A list of results will populate.

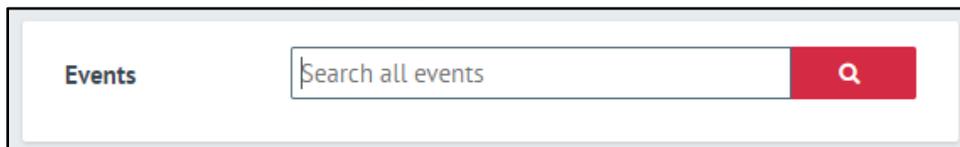


Figure 13

2. Click on the name of the event you wish to edit. The event's form will appear.
3. Make any changes to the event and click the **Save Changes** button at the bottom of the page.

**Note:** If the event is far enough in advance, the creator could change the time, date, location or details of the event without potential issues. Depending on adjusted notification settings, the users 'going' or 'watching' the event will receive notice that the event has been changed.

### **Canceling an Event**

1. In the **ADMIN DASHBOARD** type the name or keywords of the event in the **Search all events** text box, then click the magnifying glass button. A list of results will populate.
2. Click on the name of the event you wish to edit. The event's form will appear.
3. It is required that instead of deleting the event, the editor simply change the title of the event to **Canceled: Name of Event**.

- Click the **Save Changes** button at the bottom of the page.

Figure 14

### Approving Events

Trusted users' events are automatically approved. If you would like to become a trusted user, please contact [tueventsadmin@towson.edu](mailto:tueventsadmin@towson.edu).

**Note:** There is only one approval queue for the entire University. Please only approve events pertaining to your department.

- Hover over **EVENTS** in the site toolbar and then click **Pending** from the drop-down menu. A list of your pending events will appear.

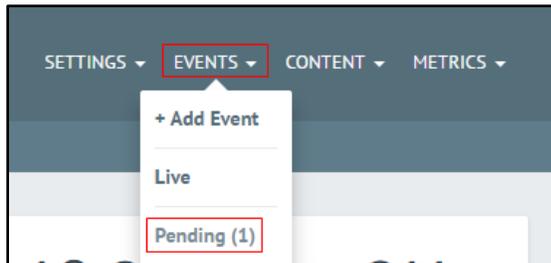


Figure 15

- Click the name of the event you wish to approve or reject.

<input type="checkbox"/>	NAME	DATE	PLACE NAME	EVENTREACH	OWNER	
<input type="checkbox"/>	Test Event - OTS Training	7/19/2017	Cook Library Room 404A	45%	otstrainb1_194	Verify Reject

Figure 16

- Review or edit the event details of the event. When you are ready to approve, click the **Verified** check box and then click the **Save Changes** button.

Figure 17

## Logging Out

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When you are finished utilizing the Towson University Master Events Calendar, it is recommended that you log out.

1. In the site toolbar, hover over **SETTINGS**.
2. Click **Logout** in the drop-down menu.

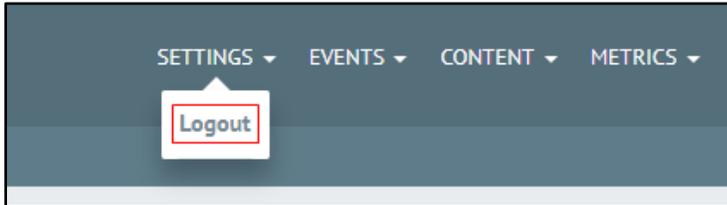


Figure 18