



# Event Calendar Content Standards and Best Practices

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## OVERVIEW

These guidelines will help calendar contributors and publishers write event content for online reading. The ultimate purpose is to convert readers to event attendees.

Content for the events calendar should be easy to understand, up to date, and accurate. It should avoid sensationalism. It must be free of grammatical and spelling errors.

There should be no broken links.

Authors must follow these standards along with the [\*IPFW Editorial Style Guide\*](#). Refer also to the [\*“IPFW Editorial Best Practices”\*](#) and [\*The Yahoo! Style Guide\*](#).

## EVENT TITLE

Titles should help readers understand, in seconds, the nature of the event. The title should compel them to want to know more or, better yet, attend the event.

- The event title is required
- The event title **should not exceed 90 characters**
- Do not include redundant information. For instance, leave out times, event type, ticket information, etc.
- The title should be in easy-to-understand language
- Do not use unfamiliar abbreviations or acronyms
- Use keywords to boost search engine results

- Follow **AP headline capitalization**
- Be specific, not general. For instance, write “What It Takes to Build a Startup into a Brand” instead of “MBA Thesis Presentation.”
- Do not use excessive punctuation. Use only commas and colons.
- Do not use all caps

## EVENT SUMMARY

Calendar contributors and publishers should write a clear and compelling event summary. The writing should follow best practices for online reading. The summary should make readers want to attend the event.

- Write a summary that is easy to understand (6th-grade reading level)
- Use keywords to boost search engine results. What words would users type in a search engine to find the event?
- Do not include redundant information found elsewhere in the event. This includes the title, location, times, etc.
- The summary should be 1–3 short paragraphs. Paragraphs should be 1–2 short sentences.
- The summary **may not exceed 750 characters** (about 125 average-length words)
- Use bold to emphasize critical words or phrases. Do not bold entire paragraphs.
- Use italics to identify certain titles. Refer to the ***IPFW Editorial Style Guide*** for details.
- The summary is optional. Featured events must have a summary.
- If more information is necessary, link to an events page

## BANNER IMAGE

If possible, contributors and publishers should include an engaging banner image. The image should be interesting and relevant to the event. It should make online readers want to know more.

Contributors and publishers must follow all applicable laws about the use of images. Do not violate the **U.S. Copyright Law**.

Adhere to all university policies about image use. Get and keep signed media waivers, if necessary.

Follow the **“IPFW Photography Best Practices.”** Seek help, if needed.

Text of the event's title, time, and location will appear on top of the banner image. Thus, **do not include any text in the image**, as it will be difficult to read. Exceptions may include logos or words appearing in artwork.

**Marketing Communications** provides a Photoshop template to help publishers create appropriate banner images.

- The image should have good composition, color, contrast, and tonal range. Refer to the **“IPFW Photography Best Practices”** for help.
- Use an authentic IPFW image. Access the **Photo Catalog** for possible images.
- Use alt text to describe the image. **Alt text is required for accessibility standards.**
- Consider using stock imagery if no IPFW image is available. Follow usage policies of the stock-image provider.
- Save images as JPEGs (.jpg)
- Crop and optimize images
- Use **TinyPNG** to compress images
- Size images at 770 by 400 pixels with a resolution of 72 pixels per inch
- The banner image is optional. Featured events **must** have a banner image.

## CATEGORIES AND TAGS

Categories and tags help users search and sort events in the calendar. Categories are for the event type, audiences, and topics. Categories are required.

### Categories

- Apply only relevant categories to an event
- **Event type.** Choose the one event type that best matches the event.
- **Audiences.** Select only the primary audience most likely interested in attending the event. Select more than one audience, only if appropriate. Do not select all audiences, unless appropriate. If in doubt, choose fewer audiences than many.
- **Topics. Select** only relevant event topics. Select more than one, only if appropriate. Do not choose too many topics. If in doubt, choose fewer topics than many.

### Tags

Tags provide a more specific way than categories for filtering and relating events. Tags are required.

Select only tags that match the event topic. If necessary, create new tags using common keywords.

Avoid selecting or creating too many tags for an event. Events should have about 1–2 tags but no more than 10. If in doubt, use fewer tags rather than many.

Avoid creating tags that are unique or too narrow. Effective tags apply to more than one event. For example: “jazz,” “jazz ensemble,” “elections,” but not “fall 2016 education conference.”

- Limit tags to 1–3 words
- Do not use abbreviations or acronyms
- Do not use jargon
- Do not duplicate information from other event fields such as title, location, or categories

- Do not use “IPFW” or “university” as tag
- Write tags in all lowercase

## FEATURED EVENTS

- Featured events may be selected at the discretion of the calendar administrator. Featured events will be chosen to be highlighted based on the degree of mass appeal to all calendar audiences, and where possible will reflect an equal emphasis and representation among all calendar categories. Featured events will be updated on a regular basis at the discretion of the calendar administrator in Marketing Communications. For an event to be featured, it must have complete information, including a banner image designed to meet system specifications and content standards. The following priorities will be used in determining featured events:
  - Events of university-wide interest such as registration dates, new student orientation, the BIG Event, Omnibus Lecture Series, etc.
  - Events sponsored by IPFW organizations, including student organizations.
  - Regular meetings of clubs and organizations that are open to the entire campus.