

The University Calendar

Adding events and programs to the Georgia State university calendar is one of the most effective ways to market events and programs throughout the university community. Events will appear on the Georgia State university calendar website, departmental websites and the main website.

In addition, Public Relations scans the university calendar regularly and chooses certain entries to highlight on the main Georgia State University homepage, which is a great way for a department to be noticed by the university and the public community. Students who visit an event's page can instantly share the event with their friends across all social media platforms using the buttons on the left of the event page. Not only is the university calendar effective, it is also **free!**

It doesn't get much better than that, folks!

The Calendar Editor

Each department or office with a university calendar presence is responsible for keeping the university calendar accurate, consistent and up to date. Errors will decrease the chance of events being featured on the Georgia State University homepage and will decrease the number of attendees.

Each department or office within Student Engagement and Programs is responsible for assigning a staff member or student to add upcoming events and programs to the university calendar. Because of the program's ease of use, the university has allowed students to add events. However, it is important to note that events will automatically appear in several locations online and there is no preview option given prior to publication. Please make sure that the information is accurate and correct before an event is submitted. Each department or office is responsible for monitoring their own section of the university calendar.

Policy:

Posters, flyers, screen ads and any other promotional material that is not specifically designed for the university calendar are not permitted to be uploaded to the university calendar as the Event Photo. Use the calendar image provided by Creative Services.

Save the Dates!

Accessing the Calendar

Visit calendar.gsu.edu and choose **Submit an Event**. You will be prompted to log in with your university CampusID information.

Login ID: CampusID username (text before the @ in the email address)

Password: CampusID password

Required

- Event Name
- Description
- Start Date *← Check the summary!*
- Start Time (if applicable)
- End Time (if applicable)
- Repeating (if applicable)
- Event Place
- Room (if applicable)
- Address
- Event Website *Remember*
- Event Photo *← the policy!*
- Offices and Resource
- Audience
- Campus

Tip:

The Event Name must match the title displayed on any promotional materials for this event. This keeps the message of the event consistent.

Tip:

Offices and Resource determines the departmental websites on which the event will appear. Do not add other groups under this option, as calendar feeds are already configured to pull from like areas.

Optional

- Twitter Hashtag
- Facebook Event Page
- Admission Surcharge/Seating
- Event Type
- Ticket Cost *← Don't go overboard!*
- Ticket Link

Warning:

Do not modify the following fields:

- Colleges and School
- Department/Group

Further Reading

For more detailed information, visit *University Calendar Tips* under the *Creative Services Overview* section of studentaffairs.gsu.edu.