**BGSU Calendar Guidelines**

The BGSU events calendar is intended for events organized, hosted, sponsored or cosponsored by University colleges, schools, departments, centers and official student organizations.

To help ensure that your event listing reaches its intended audience and entices them to attend, we’ve compiled these helpful guidelines.

**Creating an event**

- **Required fields** – title, description, date, start time, location and group. Not including all information before submission may result in a delay in event posting.
- **Suggested fields** – end time (if known), parking information, ticket and registration information, contact information
- Select a photo; if you do not select one, a photo will automatically be assigned based on your event’s location. Do not use a flier as your photo. Do not use photos you do not own. Do not use watermarked photos.
- If an event is not open to the public, include a line mentioning that in the description
- Place your event in the appropriate group, do not place the event in a group you are not associated with
- Do not post your event to the Academic Calendar group

**Best practices**

*Implementing these tips will increase the awareness of, and traffic to, your event listing*

- Use a description of at least 160 characters
- Post your event at least seven days beforehand; ideally events should be submitted at least 30 days
- If you want people to use a specific hashtag on social media, be sure to include that information
- Tag your events with important words
- Remember that you are writing for the public; make sure the information would make sense to someone outside your department
- Be as specific as possible: for example, Undergraduate Symposium on Diversity, not Symposium
- Avoid acronyms

**Formatting**

- Do not use all caps
- Do not bold, italicize or underline text in the description
- Enter phone numbers in ###-###-#### format
- Link URLs to text, try not to show entire URLs. Use action words when appropriate, such as “Download flier.” Avoid using the phrase “Click here.”
- Don’t forget to proofread
Access

- If you are a University faculty or staff member and would like advanced access to this calendar, please contact madumn@bgsu or alstark@bgsu.edu.
- In an effort to meet the University’s communication expectations and goals, students cannot have advanced access to the calendar at this time.
- All activity by advanced users is logged by the system. Users who abuse privileges will be removed from the system.

BGSU does not accept event listings from outside individuals or organizations, with the exception of conferences or events held in University facilities.

BGSU reserves the right to approve, reject or edit any events submitted to the calendar. Submissions that do not include the required fields, including a description or group, will not be posted. Events submitted less than five days before the event date may not be posted.

If you have questions, please contact madunn@bgsu.edu or alstark@bgsu.edu.