

## 25Live Publisher Overview

Welcome to the 25Live Publisher Overview. This article walks you through the full Publisher Cycle, beginning with preparatory steps and ending with post-cycle analytics and maintenance.

### What is Publisher?

Publisher is a tool that uses 25Live data to populate calendars that can then be customized to fit the functional and aesthetic needs of your institution. Publisher provides a variety of formatting options for event data, including basic calendars, rolling lists, and tile views. Once a feed is customized, Publisher generates code that can be embedded into public-facing or internal websites.

This Publisher Overview is divided into three sections:

#### Pre-Publisher Cycle

These five sub-sections walk you through the process of preparing your 25Live environment for use with Publisher. Topics include: conceptualizing how your institution will administer Publisher, building out security groups to reinforce your desired framework, identifying which events should be published, and preparing your 25Live data for publication.

#### Publisher Cycle

Once preparatory steps are complete, you are ready for the Publisher Cycle. These four sub-sections outline the process of generating and publishing calendars – creating searches in 25Live, using those searches to build calendar feeds in Publisher, customizing those calendar feeds to fit your institution's brand, and embedding Publisher spud code into your institution's website.

#### Post-Publisher Cycle

These two sub-sections cover subsequent steps related to the Publisher Cycle: running analytics and maintaining your published calendars.



## Getting Started

Please contact your Account Manager to receive your 25Live Publisher account credentials.



### Note: Contact CollegeNET Series25 Support to Change 25Live Publisher Credentials

After you receive your 25Live Publisher login credentials, the username and password cannot be changed without contacting CollegeNET Series25 Technical Support. Trying to update credentials without support may cause calendars to fail.

## Got Feedback?

Do you have useful tips and tricks that have improved your workflow for building published calendars? Would you like to make a suggestion for improvements to these articles about the 25Live Publisher cycles? Or would you just like to drop a note of praise for these articles? If so, send an email to [asktrainers@collegenet.com](mailto:asktrainers@collegenet.com) with your comments or suggestions.

### Related Articles

#### Pre-Publisher Cycle

[Selecting a Security Framework for Your Publisher Environment](#)

[Building a Publisher Functional Security Group](#)

[Building a Generic Publisher User Account](#)

[Preparing 25Live Data for Publisher](#)

## Building Calendars Using Event Categories or Resources

### Publisher Cycle

[Creating Effective Searches for Publisher Calendar Feeds](#)

[Creating a Calendar Feed from Your Search](#)

[25Live Publisher: Customizing Your Calendar for Publication](#)

[1. Working with Publish Settings for a Calendar](#)

[2. Selecting and Styling Calendar Views](#)

[3. Selecting and Styling Control Spuds](#)

[4. Selecting and Styling Promotion Spuds](#)

[5. Styling Emails and Feeds](#)

[Setting Up and Styling Event Actions](#)

[Configuring Custom Fields and Event Templates](#)

[Embedding Publisher Spud Code in Websites](#)

### Post-Publisher Cycle

[Analytics in 25Live Publisher](#)

[Monitoring Published Calendars and Making Modifications to Existing Calendars](#)

### Additional Publisher Resources

[Example Publisher Calendars](#)

[Displaying a 25Live Publisher Feed in an Outlook Calendar \(Desktop\)](#)

[Displaying a 25Live Publisher Feed in an Outlook Calendar \(Office 365\)](#)

[Displaying a 25Live Publisher Feed in Google Calendar](#)

[Matching Series25 Fields with Publisher Fields](#)

[Setting Up Disqus Comments and Facebook Comments on Your Calendar Spuds](#)

[Installing the 25Live SharePoint Web Part](#)