Styling Emails and Feeds

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In 25Live Publisher, not only do you have control over the settings and styles used by calendar views, control spuds, and promotion spuds, but you also have control over how emails are formatted and how much information and data your calendar feeds provide.

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Setting Up and Styling Emails

There are two broad types of email that may be configured for use in 25Live Publisher: **Calendar Email** and **Event Email**. The **Calendar Email** contains only one email possibility with two options to either use the **List** email or the **Classic** email. While the **Event Email** group contains three separate email types: **Email Me, Forward To Friend,** and **Event Email.** Each of these types of email may be styled and branded to be in keeping with the rest of your calendar implementation. The **Registration** email type may be styled but it will never be used in 25Live Publisher since the Registration module is not turned on.

Setting Up and Styling Calendar Email - List Option

There is the possibility of having a calendar email that frequent campus event attendees may subscribe to receive. Some campuses actually send out a monthly email of featured events or upcoming events. The **Calendar Email** group gives us two different options: **Classic** and **List**. The **Classic** view provides a list of events that are one-time or upcoming with no ability to manipulate for featured events. The **List** view also provides a list of events but in this view, we may determine if we only want featured events to go into the email. Most campuses opt for the **List** view because of the featured event functionality.

To edit the **Settings** and **Styles** of the **Calendar Email**:

Locate the **Calendar Email** region on the **Email** tab and find the **List** view. If you see that **Classic** is the listed **Calendar Email** and you want to change it, click the **Switch Calendar Email** View. Once you see the **List** option displaying under **Calendar Email,** locate and click the **Edit Settings & Styles** link.

Calendar Email

Use this section to customize the look of your calendar email messages.

List

Maximum number of events: 500
Group by: Month
Multi-day events: Show once
Email header: None
Group date format: January 20, 2020

▼ More

Preview   Edit Settings & Styles

Switch Calendar Email View

The **Edit Settings for List** window will open revealing a number of tabs including **General Settings, Calendar Color Key Legend, Email Footer, New/Updated Events,** and **Events: Default (plus all of your featured levels listed out).** This should be your first clue that this last tab may be separated out by featured level so that non-featured events get one set of settings while each featured level gets its own special formatting.

Edit Settings for List

← Return to Camps, Clinics, and Fairs Event Calendar | Publishing Control Panel for Camps, Clinics, and Fairs Event Calendar

| General Settings | Calendar Color Key Legend | Email Footer | New/Updated Events | Events: Default, Computer Training, Holiday, Leadership... |

EVENTS

Maximum number of events: 500

EMAIL SETTINGS

Email header: Update images, te

GROUPING ❓

Group by: Month
Multi-day events: ☐ Include events that started in the past.   Display multi-day

FEATURED EVENT SETTINGS

Only show levels: Select one or more

GROUP HEADER FORMAT

Group date format: January 20, 2020   When grouping by
Day of the week format: Wednesday   When grouping by

EVENT LAYOUT ❓

Default layout: Standard Layout (1)

Featured event layouts:

Featured Level	Event Layout
Computer Training	Same as "Default layout"
Holiday	Same as "Default layout"
Leadership Training	Same as "Default layout"
Premier	Same as "Default layout"

EVENT ACTIONS

☒ **General Settings Tab** (*Click to Expand*)

☒ **Calendar Color Key Legend Tab** (*Click to Expand*)

☒ **Email Footer Tab** (*Click to Expand*)

☒ **New/Updated Events Tab** (*Click to Expand*)

☒ **Events Default Tab** (*Click to Expand*)

Styling the Event Email

There are three different event emails that may be generated from a calendar entry: Email Me, Forward to Friend, and Event Email. Each of these must be individually styled but contain the same style choices throughout. For instance, each email option contains a Settings tab that includes a large textbox in which you may format your own customized Email header and Email footer. These textboxes are HTML-capable meaning that you may enter properly formatted HTML for inclusion in the emails. Be sure that you check your HTML and that you close all elements that you open. The Email footer, if left blank, will display the default footer. The default footer contains default links to unsubscribe from emails as well as to report email abuse. If you do not have your own privacy options to insert in any edited text, be sure, to copy the links to these two options so that you can format them into your customized Email footer. The Settings tab also contains options for controlling the Event Template (or as we know it in 25Live, the Event Type). The Show event template setting controls whether or not the event type will display detailed information about the event. The Event template label is set to default to Event type. If you want to use a different label or even capitalize the work, type, make that alteration here by replacing the default text. The Show inline images setting controls whether images displayed using HTML's <img> tag will appear or not, the answer should be Yes.

Settings	Styles

EMAIL SETTINGS

Email header:

Email footer:

Show event template:	○ Yes ◉ No
Event template label:	Event type
Show inline images:	◉ Yes ○ No

OK	Cancel	Reset	Reset to Default	Preview

Additionally, each email option contains a Styles tab which contains the exact same set of five groups: Body, Message, Rules, Header (Event Description), and Event Info. The Body group in each case sets the Max width of the email to 636px. A better approach is to set this value to 100% to allow the viewers' email to populate based on their normal email sizing. The stylistic elements throughout the rest of these groups work exactly as in the List email so the same instructions apply here. There is one important element to note. In the Event Info group, there is both a Label size style and a Event data size style. The label size is set to 8pt while the event data size is set to 10pt. This means the labels are significantly smaller than the event

information they are denoting and describing. This type of setting is poor design and should be altered to set the Label size and the Event data size to the same setting. Again, if you are using relative length units scaling around the default original 10pt base text size, you would end up with values between 0.8rem and 1.0 rem depending on whether you scaled using 8pt, 9pt, or 10pt text size. You should also change the Label color from a gray value to a value that corresponds with the color palette you have been using throughout the calendar build.

Setting Up and Styling Feeds

Each 25Live Publisher calendar comes with a set of five different calendar feeds: an iCal Feed, an RSS Feed, an Atom Feed, a CSV Feed, and a JSON Feed. The following table describes the differences between the different types of feeds available with each calendar.

Feed Name	Feed Description
RSS Feed	Short for Really Simple Syndication, RSS is "a web feed that allows users and applications to access updates to websites in standardized, computer-readable format" (Wikipedia - RSS Feed). In the case of 25Live Publisher, subscribing to an RSS feed means that the subscriber is notified of any updates to events on the feed without viewing the calendar. An RSS feed uses a standard XML file format to ensure compatibility across different machines and programs.
Atom Feed	Atom refers to "a pair of related Web standards. The Atom Syndication Format is an XML language used for web feeds, while the Atom Publishing Protocol (AtomPub or APP) is a simple HTTP-based protocol for creating and updating web resources" (Wikipedia - Atom). Atom was designed to replace RSS to "clarify RSS ambiguities, consolidate its multiple versions, expand its capabilities, and fall under the auspices of a traditional standards organization.
iCal Feed	iCal, short for Internet Calendaring and Scheduling Core Object Specification (Calendar), "is a media type which allows users to store and exchange calendaring and scheduling information such as events, to-dos, journal entries, and free/busy information. Files formatted according to the specification usually have an extension of .ics" (Wikipedia - iCalendar). iCalendar is supported by many products including Google Calendar, Apple Calendar (formerly iCal), IBM Notes, Yahoo! Calendar, Evolution (software), eM Client, Lightning extension for Mozilla Thunderbird, and SeaMonkey. It is also partially supported by Microsoft Outlook and Novell Groupwise.
CSV Feed	CSV stands for "Comma-separated values). These feeds most often get used within affiliate marking because they allow for the import of large amounts of information into a database quickly. It is important to understand that "CSV is not like XML and is not as semantic, but it does have a good basic structure. This file format can easily be created and loaded with any spreadsheet program like Microsoft Excel" (Wikipedia - CSV data feed and affiliate marketing).

Feed Name	Feed Description
JSON Feed	A JSON Feed "is a Web feed file format for Web syndication in JSON instead of XML as used by RSS and Atom" (Wikipedia - JSON Feed). JSON stands for JavaScript Object Notation. The difference between the XML-based feeds and a JSON feed is that XML must be parsed with an XML parser while JSON may be parsed by a standard JavaScript function. Its simpler structure provides for quicker parsing of the data being fed to other applications. JSON CORS setting in the Publisher feed allows you to share data from the Publisher calendar with other applications denoted by their web page address (for a more in-depth discussion read web.dev - Cross-Origin Resource Sharing (CORS)).

Setting Up the iCal Feed

☒ CLICK TO EXPAND

Setting Up the RSS and Atom XML Feed

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Setting Up the CSV Feed

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Setting Up the JSON Feed

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