Monitoring and Modifying 25Live Publisher Calendars

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Once you've configured and published your calendar, you will need to perform some periodic monitoring. Think of it like performing routine maintenance for anything you place on the website. There are a number of things you should monitor.

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Monitoring Your Published Calendars

Are the right events appearing on the calendar?

No matter what method you use for building your calendars, the events that appear on them will be populated by your requestors and approvers. As such, human error can cause unexpected events to show up on calendars or expected events to be missing. This is where monitoring comes in. By keeping an eye on your calendars, you can communicate to users which events are appropriate for which calendars.

When this happens, it can usually be corrected by making a change to the event that will make it align with the search or prevent it from getting picked up in the search. Then, once your calendar feed is automatically pushed over to 25Live Publisher, the issue should be resolved.

Are duplicate events appearing on the calendar?

This issue only applies to campuses making use of mixed-in calendars. This happens when two or more calendar feeds connect to searches that have overlapping search criteria. For example: If Calendar A displays all athletic events—including practices and games, and Calendar B displays all on-campus events—including football games, then when Calendar C is created to combine all events from Calendar A and Calendar B, football games that take place on campus will be duplicated.

The only way to correct this issue is to ensure that each of the feeds mixed together are connected to searches that include a unique set of events. If that is not possible, then you should use a different method to deploy your comprehensive calendar, such as creating a single search that factors in each of the criteria that you want to include.

Do event descriptions for major promotable events have enough information?

Most of the events on your public-facing calendars are there to draw an audience to the event. As such, an event description is a critical element. A good event description for a promotable event would include:

- An enticing summary and description of the event
- Images (more information in the next section)
- Links to performers or group websites
- Ticketing info—including a link that takes the visitor to the website where they can buy tickets
- The time that the doors open, before the event begins
- Who to contact for more information and their phone number/email address
- If possible, an embeddable short video of a few seconds to entice a potential audience

Utilizing HTML and CSS is a great way to make your events stand out. Consider providing a template of what to include in their description and a guide to help them "jazz up" their event. This information could potentially be linked from the event form.

Are images for major promotable events being provided?

Adding images to your calendars is a great way to add visual appeal and pop to your calendars. An appropriate image can increase the interest and curiosity about an event.

Every event in your Publisher calendars can contain images. There are two system-provided event custom attributes for images that can be included in calendars:

- **Event Image:** This is a thumbnail-sized image that is most often used to float next to calendar entries on the main calendar spud view or on promo spud views.
- **Detail Image:** This is a larger image that will appear when someone clicks into an event on your calendar to get more details.

These images can be two different images, two separately sized versions of the same image, or the exact same image with scaling controlled by your settings in the appropriate spud.

Are featured levels being used and applied properly?

Featured Events and featured levels allow you to differentiate major events from the rest of the events on your calendar in order to draw attention to those events. Monitoring these elements allows you to ensure that promotional spuds are populated with only the expected events.

It is recommended that only a small group of your users have the ability to tag events as featured. At the very least, you should have guidelines for those who have those rights, to inform them of what events should and should not rise to the level of featured events.

> ℹ **Note: Featured Levels for Event Grouping**
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> Another way to make use of featured levels is to define a large set of them and use them on all of your events. In these instances, you could color-coordinate the event icon and the featured level color, resulting in a useful grouping technique for calendar visitors. This approach looks especially stunning when applied to the Tile calendar view.

Making Modifications to Your Existing Calendars

Every calendar over time will require you to perform some maintenance activities, which might include:

- Modifying the underlying search that drives the Publisher feed and your calendar
- Updating featured levels or adding additional event custom attributes for newly required filters or other functionality
- Revising existing stylistic elements to match website redesigns

The beauty of Publisher is that once your feed is published and the spud code has been placed on your website, these changes will, for the most part, happen instantaneously. However, modifying the underlying search will carry a small delay until the feed re-executes the event search that drives the calendar. You can force re-synchronization by visiting the Publisher Overview in 25Live and clicking the **Update Now** button next to the calendar feed whose search you have modified. This will update the calendar immediately with the changes made to your search.