University Calendar
Information and Best Practices

UNC | UNIVERSITY COMMUNICATIONS

Calendar

The University calendar is live at: calendar.unc.edu.
For support and/or feedback, email universitycalendar@unc.edu.

Submitting Events

Anyone can submit events using their Onyen and password. Once logged in via Single Sign On (SSO), the system will create a default account for you, and you will be able to select the "Submit an event" button at the top right or the bottom of the screen. Fill out the event form in as much detail as possible and submit your event for review.

All submitted events enter a queue for review and approval or denial, which can take up to five (5) business days. See more information below on submission guidelines for approval.

Avoid the queue! To make the most out of the calendar, we want to simplify the submission and approval process for colleagues. To avoid having to manually approve all event submissions, we need you to:

- Identify your team member(s) who will submit events.
- Notify us once identified by emailing names to universitycalendar@unc.edu.
- Keep in mind that we will continue to review live events and will notify trusted users if their events do not meet our minimum requirements.

We are not currently accepting submissions for student-led events—these events will remain on Heel Life or will require an employee/unit sponsorship to be submitted to the University Calendar.

For help, we've created a short walkthrough PowerPoint on submitting an event. Additionally, the calendar vendor has help articles for various topics on their website.

Guidelines for Submissions

Titles
Keep titles short and clear. Avoid full names of long lecture titles or find ways to simplify the name. The description is where you can add additional details and the full event name.

Guidelines for Submissions, Cont.

Descriptions

This is where you want to share all the important details about the event that aren't part of the other fields. Avoid location information unless necessary since location information is provided via a different field. Event link is also a separate field, so avoid duplicating links when possible. Any other relevant links in the description should follow digital accessibility guidelines in format.

Photos

All events should have a photo. We prefer that you upload a relevant photo for the event. If you do not have one, the system will default to a photo from our backup library. If you do have a photo, be sure that it matches the specs below.

- **Photo orientation and dimensions:** Rectangular and 940 x 557px (minimum dimensions). Larger photos will be resized to fit the correct specs. Smaller photos or ones that are square or vertical will not work.
- **Content:** No text on or in the photo. Avoid an abundance of white space so the photo doesn't blend into the white background of the website. Ideally, photos should be pulled from the University's multimedia library.
- **Photo description:** When uploading the photo, always fill out the photo description field. That is where the photo's alt text is pulled from, and we want to make sure our calendar is as accessible as possible. Use these tips if you would like help with alt text.

Date Ranges

For events that span several days in a row or may repeat, enter your start date and then select the "Repeating" drop down menu. For multiple days in a row, select the "Every day" option and then enter your end date. For other repeating patterns, select the one that most closely resembles your needs, enter your end date then edit the individual days as needed in the schedule.

Place

In the place field, enter the building or location name without the address included. Locations on campus should populate via a dropdown menu and will automatically fill in the appropriate address. This ensures that the calendar can use the campus map to show the location of the event.

For events off campus, follow the same guidelines as above by prioritizing the building/location name and only entering the street address in the address field if possible. The calendar system will utilize Google maps for all places that aren't on campus.

Guidelines for Submissions, Cont.

Filters

Fill out the four filter areas with the selections that make the most sense for your event. Each filter can include multiple selections. If you have an event open to a broad audience, select the audience filters for all that apply. These are the categories that the calendar can be filtered by to show events that apply to certain category areas.

Reasons a Submission Wasn't Approved

If a submission is good overall but is missing some key components or needs an adjustment, we will send it back to the submitter with notes on what to correct. Below are some reasons for a resubmission request or denial.

- The event does not contain many details or information.
- Photo does not meet specifications.
- The title is too long or unclear.
- The event is not on or near campus.
- The submission is a duplicate.
- The event is student-led or run.
- The event is a unit-specific deadline better communicated internally.

Editing an Event

While your event awaits approval or after approval, you can edit your event by selecting the "Event Editor" button available from your user dashboard page. If you edit an already approved event, the listing will be resubmitted to the queue and will need to be re-approved before it shows up on the calendar again.

Featured Events

Events in the featured photo carousal on the main calendar page, as well as photos featured in the calendar module at the bottom of the unc.edu homepage and The Well webpage, will be selected manually. If you have an event you'd like featured, submit it to the calendar and then let us know at universitycalendar@unc.edu. Featured events will prioritize broad, high-profile University events that apply to a large audience, e.g., First Day of Classes, Homecoming, University Day, MLK Jr. Week of Celebration.

Automated Feeds

Some of the events that are in the calendar are being pulled in automatically through a live feed. We have selected these based on the extent of events for these departments/units as well as their broad audience for most events, especially the general public.

If you have a separate calendar function for your unit that you think should be pulled in as a live feed to the University Calendar, let us know at universitycalendar@unc.edu. We will evaluate these requests on a case-by-case basis as we aim to utilize the calendar for the University's benefit.