

## Cheat Sheet: Best Practices for Event Formatting

For the sake of consistency, clarity, and readability, we suggest these best practices for formatting your event:

- **Event title field**
  - To draw attention to your event in a long list of events, keep the text in your event title field as brief as possible — ideally, no more than five words — so it’s “scannable” for readers.
  - In the event title field, avoid using the date, time, sponsor, etc. (you will include these in other fields).
  - If you wish to include the full, official title of the lecture or event, then include it in the description field.
  - **Named/endowed lectures or lecture series:**
    - For the event title field, we suggest focusing on the topic, not the name of the special/endowed lecture.
    - Instead, in the description, include mention that your event is part of a series or mention the named/endowed lecture.
- **Event description field**
  - Provide a paragraph or two about your event; we suggest no more than 100 words.
  - Do not include the date, time, sponsor, etc. in this section; you will include that information in other calendar fields.
  - This section should be proofread carefully for grammar, spelling, and [Clark editorial style](#).
- **Excerpt field**
  - Enter text in the excerpt field so that you can control what users see in a long list of calendar events.
  - If no text is entered, the event description will be used and will likely end abruptly with a [...] — which is why adding to the excerpt field is very important.
  - Your excerpt should be a short, succinct description — 20 to 30 words — that helps users quickly understand what your event is about.
- **Photos and graphics**
  - We encourage you to add photos or graphics to draw attention to your event. There are two areas where you can add photos:
    - **Event description field:** Add a photo here to add visual information about your event — a speaker’s photo, for instance, or a graphic.
    - **Featured photo field:** Add a photo or graphic here; it will show up with your event in a long list of other events, providing more information as users browse through event listings.

- **PDFs:** We suggest you use PDFs sparingly. Much of the information in a PDF can be used in other fields — the description, time, date, location, media. Also, PDF quality often is diminished in a calendar listing.
- **Locations**
  - When possible, use locations already listed in the campus calendar dropdown menu. If your location is not there, you can add it, but make sure it follows Clark editorial style; avoid using acronyms for buildings — spell out the name of buildings (external audiences don't know Clark like we do).
  - For example:
    - Not ASEC; instead, use Shaich Family Alumni and Student Engagement Center.
    - Not Jonas Clark; instead, use Jonas Clark Hall.
- **Editorial style**
  - Use University [editorial style](#) when inputting events and also proofread events before posting.
  - For more information, check out our [Editorial Style for Campus Calendar Events](#).
- **Questions**
  - Questions about best practices for formatting or editorial style? Contact the Campus Calendar Team in Marketing and Communications at [calendar@clarku.edu](mailto:calendar@clarku.edu).