LiveWhale
Best Practices

Jenna Roberg
Office of the Executive Vice Dean, PSOM
Spring 2017
• The EVD team continues to monitor the events calendar for accurate data and consistency among all PSOM events. Please do not overwrite changes made by Jenna.

• Editors should regularly check their events to ensure accurate and complete information. Additionally, hide events that are missing key information and/or should not be viewable to the public.
Where the Event Calendar is Featured

• Departmental websites
• University calendar
• PSOM Digital Displays
• Event title should display as:

Title of the event, Speaker’s name and degree

**EXAMPLE:**

Science 101 - Jane Jones, M.D.

• Image

• Event type

• One location and plotted map

• Contact person

• If applicable, include talk title, materials (i.e. flyer) and event description
• Include location and plot map
• Hide duplicates and enter location information in one of the events.
• For public events with a private location, we suggest using the following/similar wording:
• Two options to edit the title of an event that pulled into LiveWhale via EMS:
  • Edit the title directly in EMS
  • Hide the event and create a new event
• [If applicable] enter the talk title in the “Short Summary” section
• Enter the talk title in regular font (i.e. do not bold or italicize) and in quotations
2:00pm - 3:00pm EST

EVD Seminar Series - Jonathan Epstein, M.D.

“Coordinating tissue interactions: notch signaling in cardiac development and disease”
EVD Seminar Series - Jonathan A. Epstein, MD

2:00pm - 3:00pm EDT
505 Jordan Medical Education Center

Contact Info:
nhighley@mail.med.upenn.edu

Related Content:
• Seminar Flyer.docx (Document)

“Coordinating tissue interactions: notch signaling in cardiac development and disease”

Lecture and Q&A with Jonathan A. Epstein, MD (William Wikoff Smith Professor, Perelman School of Medicine)

Posted to calendar: PSOM General Interest

Event types: Seminar & Lecture

Edit this event Add to my calendar
Monthly Stats Report

- Launched in February 2017
- Populated at the beginning of the month
- Outlines your average event score, events to improve, high scoring events and total events
- Scores are based on Best Practices guidelines

Genetics Department

Congratulations! Your average event quality score exceeds content standards. Keep up the great work.

Mar 9, 2017 to Jun 7, 2017

**AVERAGE EVENT QUALITY SCORE**

- **Highest Score:** 97 points
- **Lowest Score:** 93 points

**EVENTS TO IMPROVE**

- 0 events

**HIGH SCORING EVENTS**

- **Highest Count:** 10 events
- **Lowest Count:** 5 events

**TOTAL EVENTS**

- **Highest Count:** 10 events
- **Lowest Count:** 6 events

How to improve your event scores:

- Event title should display as: Title of the event. Speaker’s name and degree and be in upper and lower case. (i.e. Science 101 - Jane Jones, M.D.)
- Include an event summary and description
- Include an image, a photo of the speaker works well.
- Ensure the event type is correct
- Include one location and a plotted map
- Include a contact person
- If applicable, include a talk title, materials (i.e. flyer) and urls

For questions on improving the quality of events, contact Nicole Highley
Event Sharing Feature

- Launched in March 2017
- Option for users to highlight events of interest hosted by other groups on their department’s calendar
- Great tool for an event that is hosted by multiple groups
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