LiveWhale
Best Practices

Jenna Roberg
Office of the Executive Vice Dean, PSOM
Fall 2017
Current Status

• 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:

Registrants will be notified of the event location.
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
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
• 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
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
Featured Event Tag

- Launched in Summer 2017
- Used by EVD/CSO staff to highlight upcoming events for the rotating feature on the PSOM homepage
- If this tag is added to your event, please do not remove it
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