


Ten Steps to Adding an Event to the Clark Campus Calendar

- Log in at clarku.edu/events/wp-admin
- Hover over the calendar icon on the left  and select “Add New Event,” or hover over the + New menu at the top and select “Event”

1. Add the title.

This should be no more than two lines. Shorter is better!

2. Add the event description.

Give information about your event, such as speaker bios, panelists, series name (if applicable), giveaways, etc. You can also add a photo (this is different from the featured photo).

3. Add a featured photo (optional)

This will show up above the event name in the calendar listings. Only use horizontal photos. Stock images are OK!

4. Add an excerpt

This will show in the calendar listings. Give an abbreviated description of your event, no more than 25 to 30 words.

5. Add the date and time

Make sure to include an end time, even if it's a guess. Make sure a.m. and p.m. are correct for your event.

6. Add the venue

Most common locations on campus should already be in the system; check if your venue is in the drop-down menu before you add a new one. “Zoom” is a venue.

7. Add the sponsor(s)

You can add multiple sponsors. Adding all of the sponsors ensures the event appears on department or office web pages.

8. Add the event website (optional)

Add a URL where people can find more information (such as a link to Engage or EventBrite) or a Zoom link for a virtual event. It's OK if this is blank.

9. Add the event cost (optional)

If there is a fee to attend, add it here.

10. Proofread, proofread, proofread... and proofread

Before you click “publish,” read over your event to make sure everything is correct. See page 4 for an editorial style cheat sheet.

1

Add the name of your event. Keep it short and clear. The title should be no more than two lines.

3 (OPTIONAL)

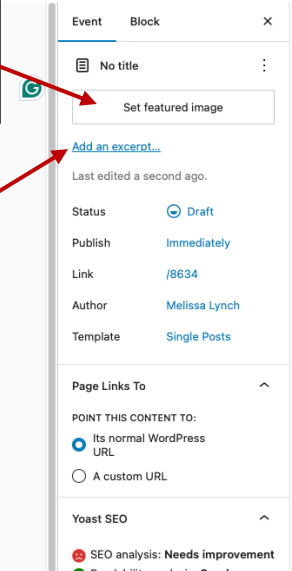
If you would like to include a featured image that appears on the list of events, click here to add one. It should be horizontal (preferably 16:9 aspect ratio). Do not use vertical photos.

2

Add the description of your event. Do not include the date, time, or location here.

4

Click “add an excerpt” to create the brief description that shows on the list of events.



OPTIONAL

Click the plus sign to open the left sidebar, where you can add different types of content blocks, including photos.

+

← → ≡ ¶ ≡ B I 🔗 ⌵ ⋮ ⌵ ⌵

Add title

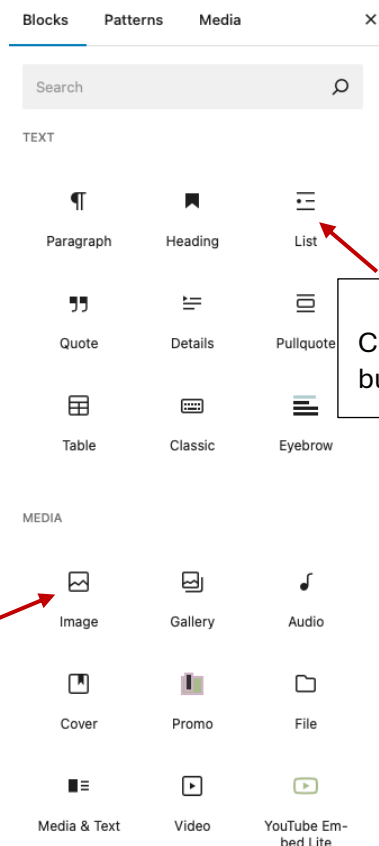
Type / to choose a block

OPTIONAL

Click to add a bulleted list.

OPTIONAL

Click to add an image to your event description.



5

Use the dropdowns to add the date and time of your event. Make sure to include an end time, even if it's approximate. If your event starts or ends at :15 or :45, you can select the minutes and type over them.

The Events Calendar

TIME & DATE

Start/End: to [Time Zone: America/New_York](#)

☐ All Day Event

This event is from 8:00am to 5:00pm on October 28, 2025.

Double-check that the correct time zone is showing.

Recurring Event:

[Schedule multiple events](#)

LOCATION

Venue:

Map: ☒ Show map ☒ Show map link

This setting applies to all of the venues added to the event.

6

Click "Create or Find a Venue" and start typing your venue, which will bring up a drop-down menu. Select your venue. If it does not appear, you can add it.

VIRTUAL EVENT

[Configure Virtual Event](#)

SPONSORS

Sponsor:

7

Click "Create or Find Sponsor" and start typing the name of the sponsoring department, which will bring up a drop-down menu. Select your department (or group). If it does not appear, you can add it. Once that is done, you will have the option to add additional sponsors.

EVENT WEBSITE

URL:

EVENT COST

Currency Symbol:

ISO Currency Code:

Cost:

Enter a 0 for events that are free or leave blank to hide the field.

8

Add an event website for more information. This is also where you can put a Zoom link.

9

If there is a fee to attend, add it here.

OPTIONAL

In the right sidebar, add a tag if your event is part of a series. You also can tag your school or institute name. Once you start typing the tag, it will show up in a drop-down menu if it's already in the system.

Tags

ADD NEW TAG

Separate with commas or the Enter key.

MOST USED

[holocaust and genocide](#)
[Black History Month 2025](#)
[Alice Coonley Higgins Institute for Arts and Humanities](#)
[Economics Department Seminar](#)
[School of Climate Environment and Society](#)
[Black History Month](#)
[Biology Spring 2025 Seminar Series](#)
[Black History Month 2024 library](#)
[International Education Week](#)

Editorial Style for Campus Calendar Events

- Leave only one space after a period (or question mark, exclamation point, quotation mark — whatever punctuation ends your sentence).
- Keep exclamation points to a minimum, and *never* use them in the event title.
- Clark’s style is to use the serial (or Oxford) comma, included after the penultimate item in a list of three or more items, before “and” or “or.” This ensures clarity in all cases.
- Refrain from using ALL CAPS unless it’s an acronym.
- Capitalize and spell out formal titles such as president, dean, provost, chair, professor, etc., only when they precede a name. Lowercase elsewhere.
 - Dean of the College Laurie Ross will speak at this reception. Laurie Ross, dean of the college, led the meeting. The dean approved the measure.
 - Professor Karen Frey will discuss her Arctic research. Karen Frey, professor of geography, is the main speaker at the event.
- Academic subjects and majors are not capitalized unless referring to a language.
 - She teaches chemistry. Her research is in screen studies. The student majors in environmental science. He teaches English. The students majored in Spanish.
- Academic department names are capitalized.
 - This event is sponsored by the Visual and Performing Arts Department.
 - The English Department hosted the lecture.
- If you must refer to a time or date in your event description (to refer to an earlier later or event, not the current event):
 - Times
 - Use a.m. and p.m., lowercase, with periods.
 - To avoid confusion, always use “noon” and “midnight” instead of 12 p.m. and 12 a.m. (And **never, ever** write “12 noon” or “12 midnight.”)
 - 8 p.m., not 8:00 p.m.; 11 a.m., not 11:00 a.m.
 - If using a.m. or p.m., do not also use “this morning” or “this evening.”
 - Dates
 - Always use Arabic figures (1, 2, 3, etc.) **without st, nd, rd, or th**. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out months when using alone, or with a year alone.

If necessary, Marketing and Communications staff may edit your event posting for style and grammar.