

WILLIAM & MARY TribeLink

How To Create and Submit Events

Recognized Student Organizations generate a lot of activity for the entire campus community and provide endless opportunities for engagement; this is primarily accomplished by holding events throughout the year. TribeLink is a great way for organizations to make sure members know about upcoming events AND it will be one of the primary ways to publicize events to the campus and/or the public. By creating an event in TribeLink, it will be publicized on the TribeLink Events calendar; additionally, it may be publicized on the W&M Events calendar, if applicable.

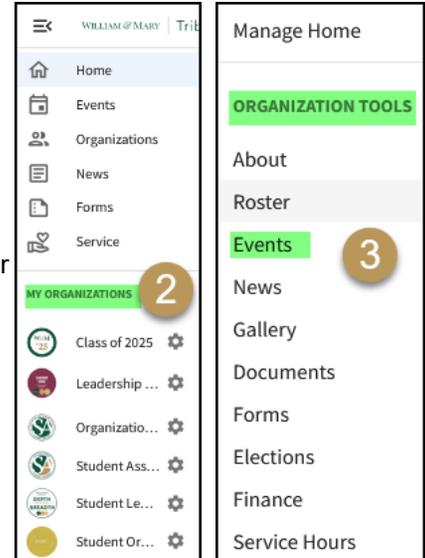
This guide will outline the process of creating events in TribeLink so you can promote them. To manage events that have already been created, including taking attendance, you should check out the How To Manage Events resource.

Instructions to Access the Create Event Page

To create events as well as manage existing events, you will first need to access the organization's Event Management page within TribeLink. Here are some instructions to get to that page; instructions for the specific functions can be found throughout this resource.

- 1) Log into TribeLink (tribelink.wm.edu)
- 2) Click on the gear icon next to your organization name in the left hand menu on your screen under "My Organizations"; this will open a menu of organization tools. If you have not expanded the left hand menu, simply click on the organization profile picture and this will open the menu of organization tools.
- 3) Select "Events"
- 4) Click the blue "Create Event" button in the top right corner of the screen

Before you start creating a new event in TribeLink, make sure you have the space reserved from the appropriate office, like the Student Unions & Engagement Scheduling Office.



Create Event

- Event Title - Please be as specific as possible if the intention is that the event appear on a public calendar
 - Pro-tip - list the name of the host organization within the event title
- Theme - This information is used when an individual is searching for an event and uses this filter
- Description
- Additional organizations co-hosting this event
 - If more than one organization is hosting this event, you can list additional hosting organizations simply by typing in the name of the organization; all available organizations will populate this field. Select the organization to add it as a co-host.
 - Only one of the hosting organizations should submit the event; this organization will have the responsibility of managing the event (including managing invitations, submitting change requests and having access to the track participation screen.)
- Date/Time
- Location - You can choose to include a map when entering the location. ***You can also provide a link and instructions to access an online event/meeting.
- Add Another Date - This is a great tool to use if your event is a recurring or repeating event, like a weekly meeting
- Show To - This is where you will indicate who this event will be visible to
 - Anyone in the World - This is a public calendar that logged-in TribeLink users AND the general public can see. *If you want your event to be included in the W&M Events calendar, you must select this option.*
 - Students and Staff at TribeLink - This is another public calendar where events will only be seen by TribeLink users when they are logged-in.
 - Organization members OR Members of all hosting organizations (if the event is co-hosted, active members of ALL hosting organizations will see this).
 - Invited users only.

If "Anyone in the World" or "Students and Staff at TribeLink" are selected, these events will need to be approved by a site administrator before they appear on either of these calendars. It may take up to 5 business days for the event submission to be approved, please allow sufficient time for review/approval.

- Event Categories - This is additional information that is used when an individual is searching for an event and uses the filter
- Perks - You can also indicate if there will be “perks” at the event.
- Contact Information of the organization/member of the organization who can answer questions that people have about the event
 - You may list your own personal contact information, if you are the appropriate contact, but in order to respect the privacy of others, do not list the personal contact information of another individual
- Related Website - If you have a website that has additional information about the event, include it here

RSVP Information

You can set up a wide range of parameters for how the system will collect RSVP information for the event.

- Who can RSVP
 - Anyone
 - Only Invitees - if this is selected, you must send invitations through TribeLink after the event is created
 - No One - if this is selected, there will be no “RSVP” button on the event
- Limit number of available RSVP spots and show remaining spaces
- Allow guests or not and set number of guests
- Custom Questions - You will have a chance to add some additional custom questions to help you gather information from people when they RSVP to the event so that you can better prepare for the event.
 - Question types include:
 - Text (one line and multiline)
 - Radio Button (respondents can select only one choice)
 - Checkboxes (respondents can select multiple choices from a list)
 - Dropdown (respondents can select only one choice)
 - These questions can be required or optional

Make sure you click the “Submit” button on the last page!

Once your Event has been approved or denied, you will receive a notification in your TribeLink inbox and/or your email, depending on your settings. You can also check on the status of your Event submission under the User Drawer tab “submissions.” If the event submission is denied, you may make the necessary edits and resubmit for approval.



Other Event Settings

Post Event Feedback

- If the organization would like to collect anonymous feedback (ratings and evaluations) from event participants/attendees, you MUST track attendance in TribeLink. When creating the event, you can add the post event evaluation questions which will be sent to participants after the event. You can either send notifications to attendees manually or you can check the box to send notifications 72 hours after the event automatically. Additional instructions on how to do this can be found in the Manage Events guide.

Image

- You have an opportunity to upload an image for your event posting. If an image is not uploaded by the organization, a default image will be used.
 - Recommended photo size and format: 1024px by 600px or larger, under 10MB, and JPG, JPEG, GIF, or PNG
 - Tip - If your organization isn't able to create a new image for each event, keep a generic image on hand with the organization name and graphic to help with branding for your organization.

Event Planning Resources

- After you enter information about the event, the next few pages will provide you with some resources to assist in the planning and execution of a successful event. Please review the information on those pages before submitting the event.

Additional Questions?

Email tribelink@wm.edu or check out the online resources:

[Manage Events](#)

[Events Walkthrough](#)

[Creating a New Event](#)