Our goal: Ban the Spam by...

Getting the right INFORMATION to the right PEOPLE at the right TIME in the right WAY

Our solution: The Princeton Timeline

- A system that consolidates event information
- Pull from existing sources (R25, PeopleSoft or Registrar’s data)
- Publication system
- Targeted delivery
  - Website, iPhone/Android App
  - Push to external media
    - Email
    - Google/Exchange calendars
    - Text-msg
    - Websites, social media sites

Timeline Publication System

- Targeted Posts: to specific audiences
- Tagged Post: to “Interests” = tag
- Authorization and identity management
- Moderation
- Next-gen Listserv

Benefits to Administrators

- One-stop posting
  - Timeline, your website, social media, email
- Strictly controlled authorization
  - Includes moderation
- Strictly controlled identity management
- Easy to use, hard to abuse

Benefits to End Users

- One stop viewing: consolidated
- Messages come from authoritative sources
- User-friendly mobile-ready interface
- Sync Events to Google or Exchange calendar
- See only relevant events
  - Targeted posts
  - Interests
  - Set reminders

How to get to it

- Webpage: timeline.princeton.edu
- App: Princeton Timeline

Learn more …

- timeline-info.princeton.edu website
- Timeliners open group: join!
- Questions? Contact timeline@princeton.edu
Publishing in Timeline – Quick Reference Guide

From the Publish tab:

1. **Click Create Tagged or Targeted Post**
   - **Tagged**: Create an event, tagged by interests for easy filtering, that is open to a wide audience.
   - **Targeted**: Create an event, deadline or announcement targeting specific groups of users. Such posts are only visible to members of those groups.
   - If you do not have rights to post to a Targeted Group, you will not see the option for Create Targeted Post.

2. **Select Type of post [For Targeted only]**
   - The default is event - you can choose to create a deadline or announcement.

Required fields:

3. **Title**
   - Use a clear name to describe your event.

4. **Start [For Events & Deadlines only]**
5. **End [For Events only]**
   - Although the dropdown menu shows 30 minute increments, you can manually enter specific times (eg: 3:15 pm).

6. **Description**
   - Place the most important information first. In some views, only the first few words will appear.

7. **Interest Tags [For Tagged only] OR Targeted Groups [For Targeted only]**
   - **Tags** help people find your event. **Groups** lets you select to whom you want to send this post.

8. **Importance [For Targeted only]**
   - Users cannot hide posts on their Timeline that you flag as important.

Optional fields:

9. **From**
   - Visible only if you have authority to post for an organization, such as a department or office.

10. **Recurrence [For Events & Deadlines only]**
    - You can select Daily, Weekly or Monthly.

11. **Location**
    - For off-campus locations, select Other.

12. **URL**
    - This can point to an external link with details about your event, or to a site where people can RSVP, register, buy tickets, etc.

13. **External Destinations**
    - Destinations are places where posts can be sent, eg: a departmental calendar on a Drupal website. They are visible only if you have created a destination (see timeline-info.princeton.edu for details on Destinations).

14. **Notifications [For Targeted only]**
    - Sends an email or text to everyone targeted to receive your post.

15. **CC**
    - Sends an email notification to specific people when post is published.

16. **Reply To**
    - If an email is sent (thru step 14 or 15), directs replies back to an email address different than the From account.

17. **Selected Publication date and time**
    - Select whether to publish immediately or on a selected date and time.

18. **Click Save as Draft or Submit.**
    - Once posts are saved or submitted, they can be reviewed, modified, cancelled or copied on the My Posts page.