Princeton Timeline

Our goal: Ban the Spam by…

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

Timeline

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
    - Text-msg
    - Google/Exchange calendars
    - Websites, social media sites

Timeline

Timeline Publication System

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

Timeline

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

Timeline

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

Timeline

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

Timeline

Publishing in Timeline – Quick Reference Guide

From the Publish tab:

1. Click Create Tagged or Targeted Post

> [Create Tagged Post] [Create 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.
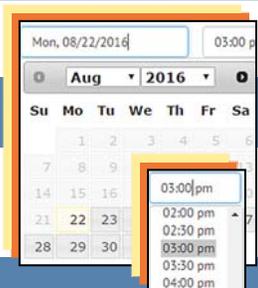
Required fields:

3. Title

Use a clear name to describe your event.

4. Start [For Events & Deadlines only]
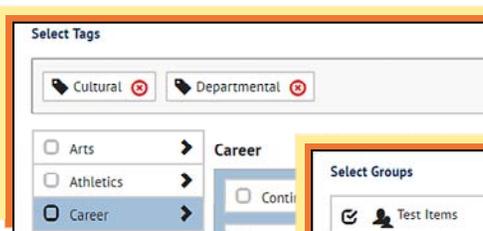**5. End [For Events only]**

Although the dropdown menu shows 30 minute increments, you can manually enter specific times (eg: 3:15 pm).
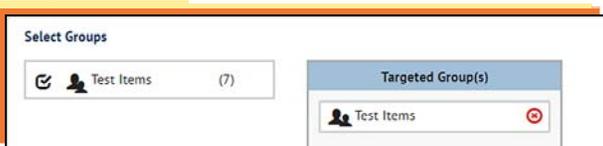
6. Description

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]

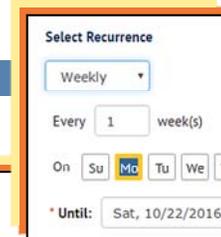Users cannot hide posts on their Timeline that you flag as important.

Optional fields:

9. From

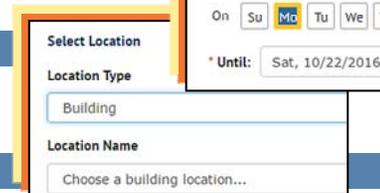Visible only if you have authority to post for an organization, such as a department or office.

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).
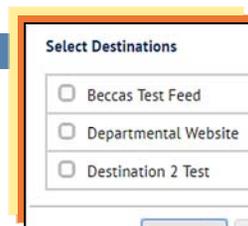
14. Notifications [For Targeted only]

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.