

## EVENT PROMOTION

### Calendar

- When you request an [H-SC ems calendar event](#), you can request that it be promoted on the H-SC website homepage.

### Website

- The website homepage pulls events for promotion from the public calendar (ems system)
- Always provide as much information on these events as possible.

### Posters/Promotional Items

- Posters and other materials used to promote on-campus events should be requested through the Communications Office via [communications@hsc.edu](mailto:communications@hsc.edu).
- Order posters, programs, directional signage, promotional items, tickets, or graphic designs with the Communications Office by submitting the **Print and Digital Design Requests Form** (<https://secure4.hsc.edu/forms/view.php?id=220398>). Although it is not required that you utilize College services for these needs, it is highly recommended. Events held in a College venue must be approved before a print request is granted.
- Post promotional materials on- and off- campus.
- Consider local businesses whose clientele might be interested (restaurants, LCVA, College Bookstores, etc.)
- Table tents in Pannill Commons are another creative option for promoting your event.

### Social Media

- Create a Facebook event and invite friends, faculty, and staff.
- Consider whether there are Facebook groups already created that might be interested. Post your event on their page or ask the [Communications Coordinator](#) to share them.
- Share your event on Twitter communications share it. Adding an event hashtag (#) can keep sharing consistent and make it easy to track who is talking about your event.

### Press Releases

- Contact the [Communications Coordinator](#) about local press releases.
- Contact the *Tiger*, the H-SC student newspaper, at [newspaper@hsc.edu](mailto:newspaper@hsc.edu) to gauge interest in coverage of the event.

### Radio

- WFLO will promote local community events
- Sometimes WNRN and local NPR stations will promote events on their community calendars

### Word of Mouth

- Contact colleagues and/or professors on campus and other colleges/universities who teach classes related to your event. Have them encourage their students to come to the event.
- Contact local groups who have direct interest or connections to your events subject (historical societies, music groups, public or private schools, clubs, teachers, etc.).
- Speak with students in Pannill Commons.

## **BLOG**

Interested in your own departmental blog where you can craft your own stories and messages, as often as you want? Request an H-SC blog: <http://blogs.hsc.edu/>