



Publicize Your Event

The sooner
someone sees
your information,
the more likely it is
that they'll be able to
attend your event.

Organizing an event?
Wondering how to publicize it?

Here are tips of how to spread the word.

Reserve the Space

- Create the event in 25Live, requesting space on campus
- Identify resources needed: tables, chairs, etc.
- Make sure time and location are accurate
- Create an event name that describes the event

Tip: Reservations should be confirmed and event resources needed entered in 25Live at least three weeks prior to the event.

Create a Description

- Include an event description in the 25Live reservation; this will appear on the calendars
- Supplement your description with additional information: links to your speaker's website, interesting photos, videos, posters

Tip: Since 25Live is the primary source of your event information, the description should be clear, complete, lively and enticing.

Explore Smith Website Options

- Place an announcement in eDigest, which is emailed to the entire campus every Tuesday and Thursday
- Submit an announcement at smith.edu/edigest

Tip: Wondering about the Gate? Because the Gate covers key college priorities, it cannot serve as a primary vehicle for announcing every departmental event.

Use Social Media

- Consider posting your event on Facebook and Twitter at least a few days prior to the event
- Link from Facebook and Twitter directly to the event in 25Live

Tip: Posting the event to your Facebook or Twitter channel allows your followers to share the event on their social media channels.

Arrange for Publicity

- Add a publicity resource in 25Live
- For listing on the Smith website calendar, take no action; the event is automatically listed
- For listing on local media calendars, add the resource **Publicity—local media calendars** in 25Live three weeks before the event
- For listing on the Five College calendar, add the resource **Publicity—Five College calendar** at least one week before the event

Tip: If your event is open to the public, make sure this is indicated.

Seek Wider Coverage

- Reach out to the media, such as the *Daily Hampshire Gazette* and the *Valley Advocate*, through their contact information posted on their websites

Tip: Most editors prefer to be contacted via a concise compelling email rather than by phone and at least 3 to 4 weeks in advance.

Design a Poster

- Create a poster for campus distribution
- Include the date, time, and location; the name of any speakers; website or phone number to call for more information; an attention-getting image

Tip: If you have your poster printed by Smith's *Copy & Print Services*, 51 Green St., they will distribute them for posting in kiosks all over campus.

Spread the Word

- Tell your friends, your students, and colleagues about your event and let them spread the word

Tip: Creating a buzz among people who are already interested is the best way to expand the circle of people who may attend.