

# Publicity

## *On Campus*

If you want to have great events on campus, it takes a lot of hustle and member participation!

### The Tips

1. **Consistency:** Make sure your message is the same from the Facebook page to the posters on campus.
2. **Creativity:** Each month, there are several events that happen on campus. Figure out ways to rise above the noise.
3. **Knowledge:** Know the audience you are targeting and broaden your approach to each population.

### Internet

1. **Facebook:** While you don't have to create an event for everything you do, you may want to have your members post reminders as a status or tweet. Additionally, if you are a group/organization, start a Facebook fan page. It will only increase the amount of exposure your organization receives.
2. **Twitter:** It doesn't take a lot to get out the word and Twitter allows you to be creative when inviting people to events. Perhaps a person wins a prize if they use a certain hashtag or if they direct message you with the right answer to a question. Make your advertising fun and people will soon to follow.
3. **Onestop Emails:** Onestop email from Defiance College have never been simpler to send. Just send your email to [dcstudents@defiance.edu](mailto:dcstudents@defiance.edu) and your email will be sent out to the campus population. If it is a campus wide event, you may want to send it to [dcstaff@defiance.edu](mailto:dcstaff@defiance.edu) and [dcfaculty@defiance.edu](mailto:dcfaculty@defiance.edu). The key to a great email is clean, clear, communication. You don't have to write a novel for your email to be effective.

### On Campus Advertising

1. **Posters:** Take time to create a poster you are proud of. A great looking poster shows you care about the program you are advertising. Remember color posters can be made in the library for \$.25 cents.
2. **Banners:** Come over to the student organization room and feel free to use the supplies to make a large banner. Look for high traffic areas on campus such as the Serrick Dining Hall or The Hive to display them.
3. **Guerilla Marketing:** Think outside the box. Perhaps you pass out playing cards with a date and time for a casino night or an ice cream cone to come and get ice cream for a social.

### Face-To-Face

1. **Table:** Don't underestimate the power of face-to-face interaction. Make sure to have the table during those high traffic times of day.
2. **Class Announcements:** Check with your professor first, but have members of your organization make an announcement before class or practice. Perhaps write your event information on a chalk board or dry erase board for others to remember.