

HOW TO ADVERTISE EVENTS

Courtesy of SOFC


1. CRAFT AN EVENT NAME AND DESCRIPTION

The description should be a message that is short enough for distribution channels outlined below. Think of it as a ~75 word pitch.


2. DESIGN PROMOTIONAL MATERIALS


This can take the form of Canva graphics, posters, flyers, Facebook events, Facebook profile/cover photos, Instagram stories, posters for BC plaza tabling, etc.

3. DIGITAL ADVERTISING

 Post on your own account and get reposts from @dukestudentgovt, @dukestudents, @dukestudentaffairs, etc.

 Post on your page and post in each class Facebook group (make sure they are the official groups)

 Get on Dr. Bennett's Short List, the DSG blast, SOFC blast, etc. Find Duke listservs, such as major department listservs, here: <https://lists.duke.edu/sympa> (contact listed moderators)

 Submit your event to the Duke event calendar at <http://calendar.duke.edu/>

 Submit your event on DukeGroups at <https://dukegroups.com/events>

- Utilize any other relevant channels (Kenan Institute, Athletics, Energy Initiative, etc.)

4. NON-DIGITAL ADVERTISING

Printed flyers (visit flyer.duke.edu to display flyers digitally on screens across campus), bus advertising, BC tabling, East Campus bridge painting, professor announcements in lectures

ENSURE YOUR MEMBERS POST, INTERACT, AND BUMP THE EVENT THROUGH THE ABOVE CHANNELS AND WORD OF MOUTH!