5 METHODS OF CAMPUS PROMOTION

Make your club part of the campus dialogue & increase attendance to events.

Want extra help? Email pr@union.rpi.edu
5 methods

Institute Calendar
Social Media
Concerto
Posters
Direct Marketing
Institute Calendar

One post = 4 Channels

Events.rpi.edu
Departmental Calendars
Morning Mail
RPInfo

To be trained to add events to the university calendar & receive access, contact the Rensselaer Union Communication Specialist.

@RPIUnion | union.rpi.edu
Social media is like a plant....

Your influence will grow over time.

Find relevant secondary messages to share when your club is not having an event in order to stay relevant.
Social Media

Primary Platforms

Connect with campus communicators

RPI Union, RPI Alumni, News & Media Relations

@RPIUnion | union.rpi.edu
Social Media

Participate in campus conversations
Practice good digital citizenship
Utilize relevant hashtags and metadata
Ask for help

@RPIUnion | union.rpi.edu
Pass on **ALL** social media passwords and relevant login information
Concerto
Login using your RCSID
Concerto

“Service & Community” feed suggested
Concerto

From a distance – which is easier to read in 8 seconds?
Concerto

Remember:

• Slides are set to show for 8 seconds
• Content is usually read from a distance
• Make sure the primary message is easy to read
• Include a short url for more information
Posters on Campus

Where are you posting?
When are you posting?

Is your poster hitting your target audience?

Where does your target audience reside? Where do they go to class? (If the audience is first and second year students, post near residence halls where they live.)

Where do they go to class? (If the audience mostly has a specific major, where do they take classes?)
Direct Marketing

Email and do direct outreach to –

• Clubs that might have a similar interest
• Departments with a vested interest in your program
• Community groups who might have an interest
  (if applicable or allowed)
Common Mistakes

When good marketing goes bad...

Even the best marketing can’t save your club reputation if...
Marketing contains misinformation
Events don’t live up to the hype
Events are canceled last minute
When should you start advertising...

**On the Institute calendar?**
- as soon as the event is confirmed

**On social media?**
- as soon as the event is confirmed (Facebook event)
- periodic updates before the event
- updates & teasers daily the week of the event

**On concerto?**
- add slide 2-3 weeks before the event

**Via posters on campus?**
- post around campus 2 weeks prior to the event

**Via direct marketing?**
- 1 week before the event invite similar clubs
- 1 day before the event, send a reminder