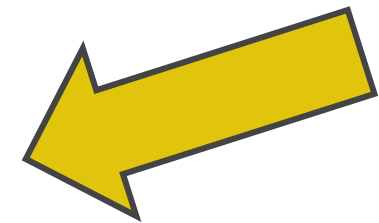


5 METHODS OF CAMPUS PROMOTION

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

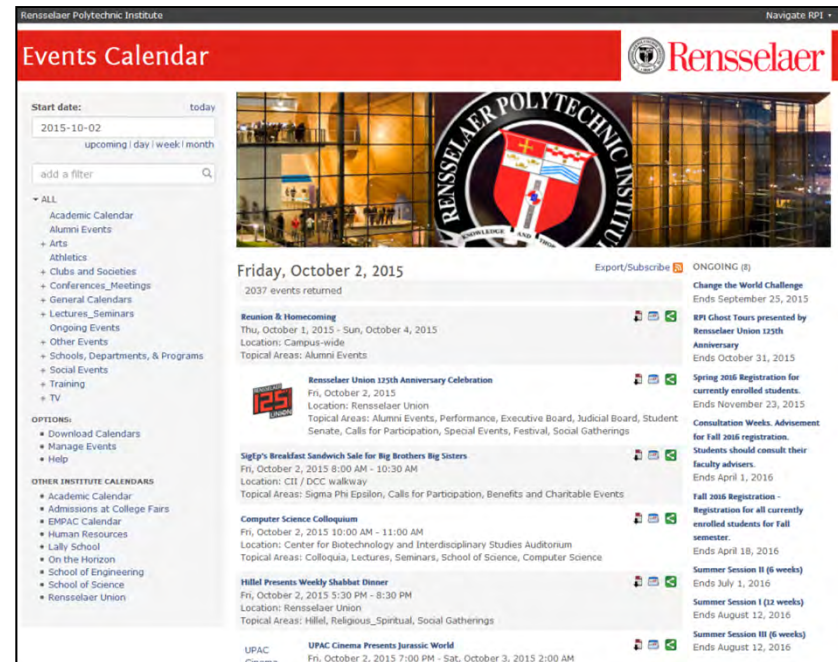
Events.rpi.edu

Departmental Calendars

Morning Mail

RPIInfo

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



Social Media

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.

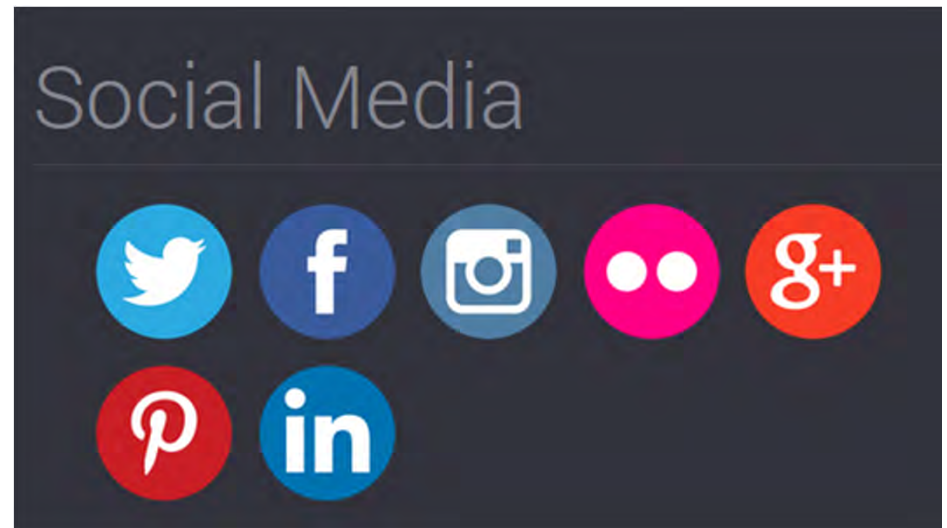


Social Media

Primary Platforms

Connect with campus communicators

RPI Union, RPI Alumni,
News & Media Relations



Social Media

Participate in campus conversations

Practice good digital citizenship

Utilize relevant hashtags and metadata

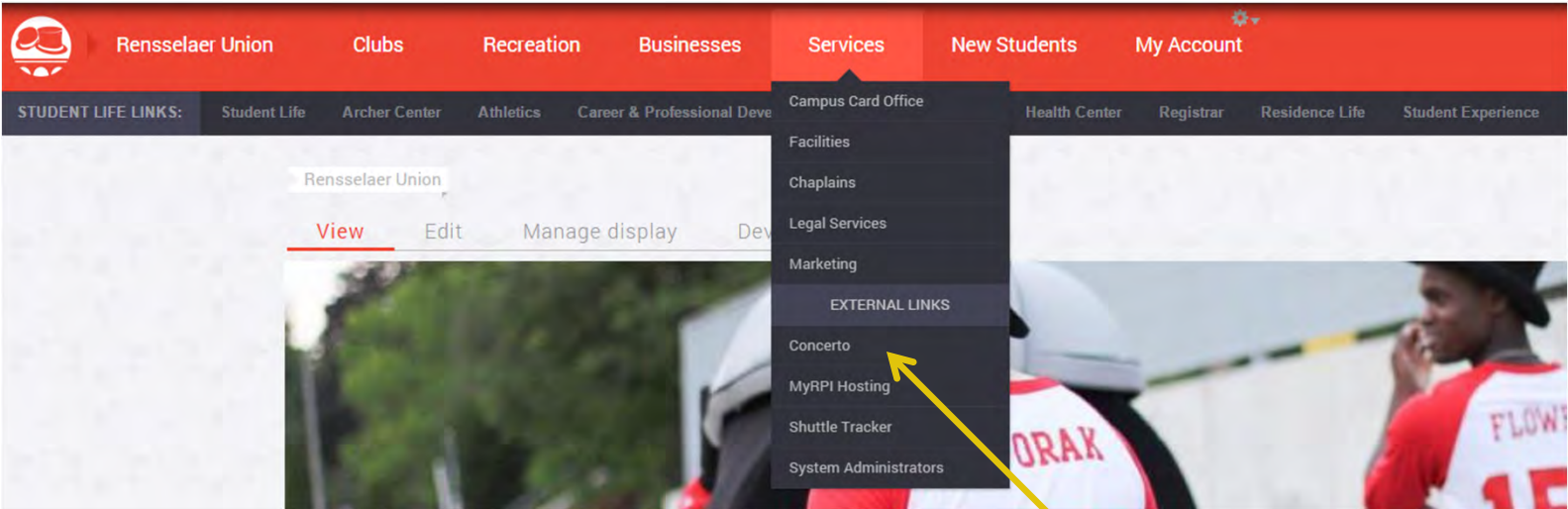
Ask for help



HASHTAGS


Pass on ALL social media passwords and relevant login information


Concerto




Concerto

Login using your RCSID

 Have an RCS ID and password? If so, you can log into Concerto to the left.
 Concerto is 100% free to use for all current members of the campus community at Rensselaer Polytechnic Institute.


 concerto

[Log In](#)



>> [View More Live Content](#)
 on the Concerto Wall

[Get Concerto Screensaver](#)

For Everyone

- Global Concerto Website
- Web Tech Group Blog
- How to Design Good Content
- Terms of Use

For Developers

- Use the Concerto API
- Browse Our Code Online
- Deploy Concerto Elsewhere

For Screen Owners

- Content & Administration Guidelines
- Controlling Screen Content
- Check Out the Concerto Live CD

Concerto “Service & Community” feed suggested

Dashboard Add Content Browse Content Screens User Groups

Add Content

Home > Content > Submit Content

Image Ticker Text

Add Image

Fill in these details to post a new graphical flyer to Concerto.

Please review the [Style Guide for Graphical Content](#) before submitting graphics to Concerto.

File to Upload No file chosen
Specify the file you would like to upload to Concerto.
Accepted file types: JPEG, PNG, GIF, PDF, Powerpoint*
** Experimental; please upload one slide at a time*


Title
Enter some words that describe this piece of content to others.

Start Date [Set a different start time](#)
When should this piece of content start to be displayed on Concerto?
Starting at the beginning of the day (12:00am)

End Date [Set a different end time](#)


Concerto

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



Raising the bars.
 Tuesdays at 9pm in Union 3202
rpitv.org/join

Office of International Programs
 Why not see the world?



STUDY ABROAD

Study Abroad Info Sessions
 Academy Hall, 3627:

- Thursday, September 3rd at 12:00
- Thursday, September 10th at 10:00
- Tuesday, September 15th at 12:00, with SoE Assoc. Dean Oehlschlaeger
- Wednesday, September 23rd at 10:00
- Wednesday, September 23rd at 2:00

Spring 2016 Application Deadlines
 Global E & UCL: September 15
 All other sites: October 1

Karen Dvorak (518) 276-3411 | Jamie Clout (518) 276-6663 | Office of International Programs, Academy Hall, 4216



The Chapel + Cultural Center in collaboration with Katharine T. Carter & Associates presents
“Never Forget”
The Recovery Paintings
 by KEN KAMINSKI
 1 SEPTEMBER THROUGH 29 OCTOBER 2015
 Daily, 8:00 AM - 10:00 PM
 PLEASE JOIN US FOR AN ARTISTS’ TALK AND TOUR OF THE EXHIBITION
 Friday, 11 September 2015
 6:30 – 8:30 PM
 Refreshments will be served

THE GALLERY AT THE CHAPEL + CULTURAL CENTER
 2125 BURDETT AVENUE | WWW.CHAPELANDCULTURALCENTER.ORG | TROY, NY 12180

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)

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