Best practices for event promotions

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Operational notes

- EMS Web Scheduler must be complete before promotion.
- Include ODS access statement.
- Gather HEIRS data for public events.
- Posting policy.
- Plan ahead!
  - Review EMS for schedule conflicts
  - Review Bristol Events Calendar for collaboration ideas

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Audiences & channels

College-wide promotion

- Event calendar
- Flyers
- Monitors

Student promotion

- Bristol Engage
- SSEM Newsletter
- Student mobile app

Public promotion

- Social media
- Press release

Faculty & staff promotion

- Bristol Weekly
- Bristol Updates Live

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Event calendars

BristolCC.edu/Events

- Post ***all*** events here.
- Use "*Bristol-Weekly*" tag for inclusion in newsletter.
- Include registration link.
- Include contact information.
- Anyone can add events; will be approved by Marketing

Contact: Marketing & Communications

Bristol Engage

- Post all ***student*** events here.
- Great for post-event feedback.

Contact: Student & Family Engagement

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Newsletters

Bristol Weekly

Faculty & staff only

- Publishes Tuesdays
- Deadline Thursday prior
- Use "*Bristol-Weekly* tag in event calendar to be included in event listing
- Publicize call to action, event series or large-scale college events

Contact: Marketing & Communications

Student Services

All enrolled students

- Publishes Tuesdays
- Deadline Thursday prior

Contact: Student Affairs

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Flyers

- Review Brand Guidelines for colors, logos and other design insights.
- Consider using Canva, a free online design tool.
- Include ODS access statement for all events.

Submit flyer to Business Services for posting approval/stamp before printing and posting.

BristolCC.edu/BrandCentral

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Monitors

- Submit a widescreen PowerPoint slide via Marketing form.
- Typical run time is 2 weeks max.
- Submission form available on web.

Contact: Marketing & Communications

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Social media

- Main Bristol channels reserved for major college events.
- Utilize program/service channels.
- Tag other programs for added reach.
- Consider Facebook events.
- Use "share this" links from event calendars for easy posting!

Share from event calendar or utilize parts of the flyer. Full flyer graphics often don't render well.

Tip: write out the content from images – don't just post the flier.

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Bristol mobile app

- Share to student news feed/community board.
- Just-in-time posts get better engagement.

Tip: Enlist student help!

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