

# How to Promote an Event via Student Affairs Channels

Before you begin to develop your promotional plan, think about your target audience. Is it students? Staff? The broader JHU community? Where are members of your audience most likely to encounter an advertisement for your event? What platforms and channels are they most likely to use?

Then, consider which of these tactics is a good fit. You may only need to use some of the approaches listed below for a given event; in addition to answering the questions above, take your available lead time and other resources into consideration as you decide how to market your event.

1. **Submit an [event listing](#) to [the Hub](#)**, JHU's online news center. This will get your event on a variety of university calendars and creates a landing page URL that you can use for other tactics detailed below. You can also create recurring events.
2. **Create an event in [Hopkins Groups](#)**. If your event is primarily student-facing, you can create an event listing in Hopkins Groups, JHU's campus engagement platform. Once you've logged in, [open the Events list](#) and then click "Create an event" to get started.

**TIP:** Hopkins Groups is accessible to all students, as well as staff and faculty who have requested access. If your event is open to all JHU affiliates or the broader community, use your publicly accessible Hub event link in promotional materials.

3. **Create digital signage**. JHU affiliates can run ads for free on our network of 25+ digital signage screens on the Homewood campus. Ads should be either landscape- or portrait-oriented and sized for on-screen display; you can find dimensions and other guidance for creating your ad on [the Digital Signage Network portal](#). You can even submit animations and other video content!

Some tips to ensure your ad has the maximum impact:

- Keep the font size to 32 pts or greater for maximum legibility.
- Try to limit text to only the necessary details (who, what, when, and where). Think of your ad like a billboard—you want viewers to be able to gather all the information they need to know in a matter of seconds.
- If your video ad includes an audio track, be sure that captions are turned on (if linking to a YouTube video) or embedded in the video file (if uploading an .mp4).

4. **Create social media content for Student Affairs social media channels.** If your office maintains a presence on social media, be sure to promote your event on those channels! Here are some helpful guidelines for creating content:

- Use a 50 point font or larger for readability.
- If you have more information than you can fit on one Instagram slide, consider creating multiple slides and/or suggesting users visit the Hub event page for more details.
- When creating Instagram Stories, be sure to add a prominent link sticker that users can tap to access event information and registration, if applicable.
- For all images, please also include [alt text](#) for accessibility.
- Additional resources:
  - i. [Accessible Social checklist](#)
  - ii. [Designing accessible images](#)
  - iii. [JHU brand guidelines](#)

**TIP:** Tag other Student Affairs accounts directly on Instagram to encourage them to share your content. You can review [the list of active social media accounts across the division](#) and assess which ones are most likely to reach members of your target audience.

5. **Request a mention from the university's flagship social media accounts.** Contact [Kiera Davis-Griffith](#) to request that your event be considered for sharing on JHU's flagship accounts. Please be sure to include all relevant event information and any artwork/graphics you have developed for use in a social post.

6. **Create a print flyer.** Make sure your flyer includes the event title, date, time, registration information, and any other details your target audience needs to know to attend the event. Be sure to include your office's logo on your flyer, and refer to [JHU's brand guidelines](#) when choosing colors and fonts. Some tips for flyering on the Homewood campus:

- Be strategic when deciding where to place your flyers. Prioritize locations your target audience is likely to visit.
- Bring thumb tacks and a stapler or staple gun for bulletin boards, and/or painter's or masking tape for non-bulletin board surfaces.
- Don't remove or cover up other flyers and posters, unless they're promoting an event that's already happened. In that case, please recycle them.
- Don't put posters in places where posters are not allowed. If you're not sure, ask or just skip it.

**7. Submit your event to email newsletters.**

Student Affairs maintains [a list of active email newsletters](#) across the division, many of which include sections promoting upcoming events. Consider which of these newsletters are most likely to reach your event's target audience, and then reach out to the listed point of contact to ask that your event be considered for inclusion in an upcoming edition.

**8. Pitch a story to the Hub.**

Interested in having your event covered by the Hub? Contact [Koye Berry](#) to discuss opportunities to pitch a story to the editors.