FRAMINGHAM STATE UNIVERSITY

PROMOTING YOUR EVENT

Framingham State University

CONTENTS

THE BASICS

1. **Do I know the full details to begin the marketing?**
   Do you have images or photography? Logos? An event title and description? Short biographies for the participants? Social media handles for these participants? Date, time, location, venue, and sponsors for the event?

2. **Who is my audience?**
   Faculty, staff, students, alumni, greater community.

3. **How does my audience prefer to be contacted?**
   E-mail, text, posters, social media, word of mouth, all of the above?

4. **What's my budget for printing and other materials?**
   The plan may be to use free methods of promotion; however, it's best to secure a budget before moving forward with design or promotion.

5. **Who distributes the posters around campus?**
   While the majority of the event planning is the responsibility of the person hosting the event, department administrative assistants may also assist with this. It is up to the host to meet with the department administrative assistant to establish which areas each will cover.

6. **When should I begin?**
   The timeline depends upon the type of campaign and the size of the audience. As a rule of thumb, you should begin the planning and design process **8–10 weeks prior to the date of the event**, and begin promotion **4–6 weeks** in advance with increased frequency as the date nears.
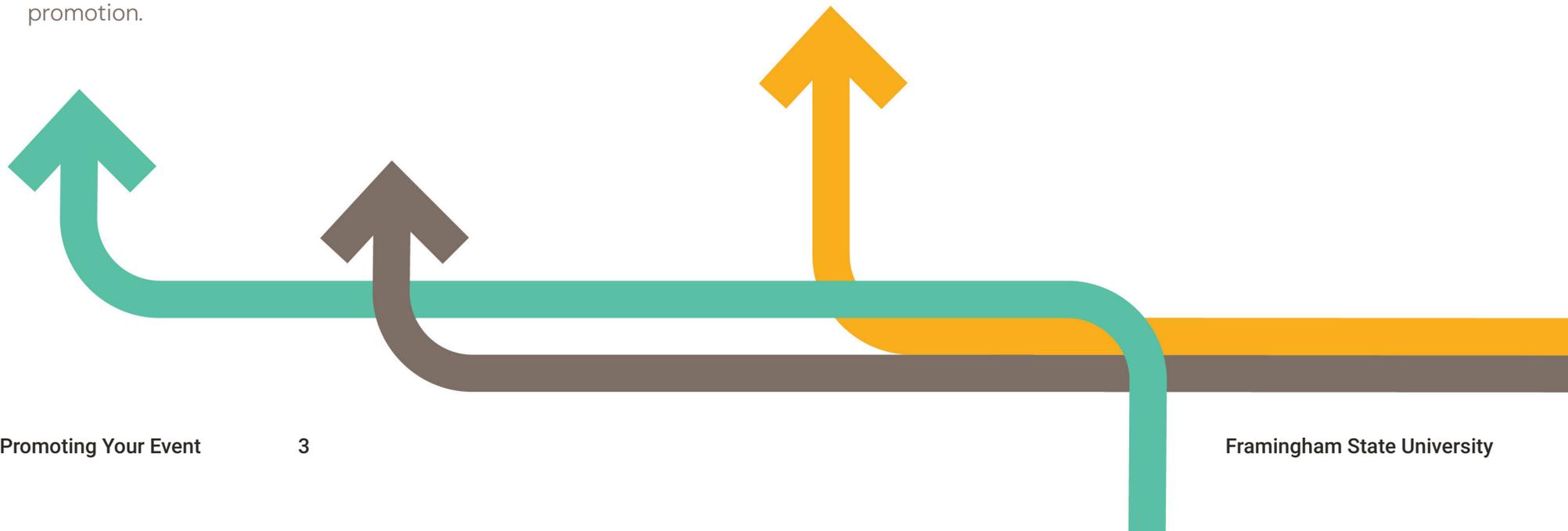
EVENT CALENDAR

The Framingham State University calendar is the university's central, comprehensive events calendar. The calendar informs and connects the campus community on the wide array of events offered at Framingham State.

You can submit your event to the calendar on framingham.edu at:
https://www.framingham.edu/events/event-submission-form

You will need to verify that you are a member of the FSU community by providing your Single Sign-On (SSO) information. After that, you can fill out the embedded form to submit your event. It will then go the Marketing Team to review and approve/reject your event for the public calendar.

Important Note – submitting an event to the calendar does not reserve a room or location. Rooms and resources for your event (catering, audio/visual, room setup etc.) is overseen by the Campus Events Office **through 25Live**:
https://25live.collegenet.com/pro/framingham#!/home/dash

Guidance on event submissions can be found here:
https://www.framingham.edu/events/event-submission-requirements
If you have any questions, contact the web team at: **web@framingham.edu**
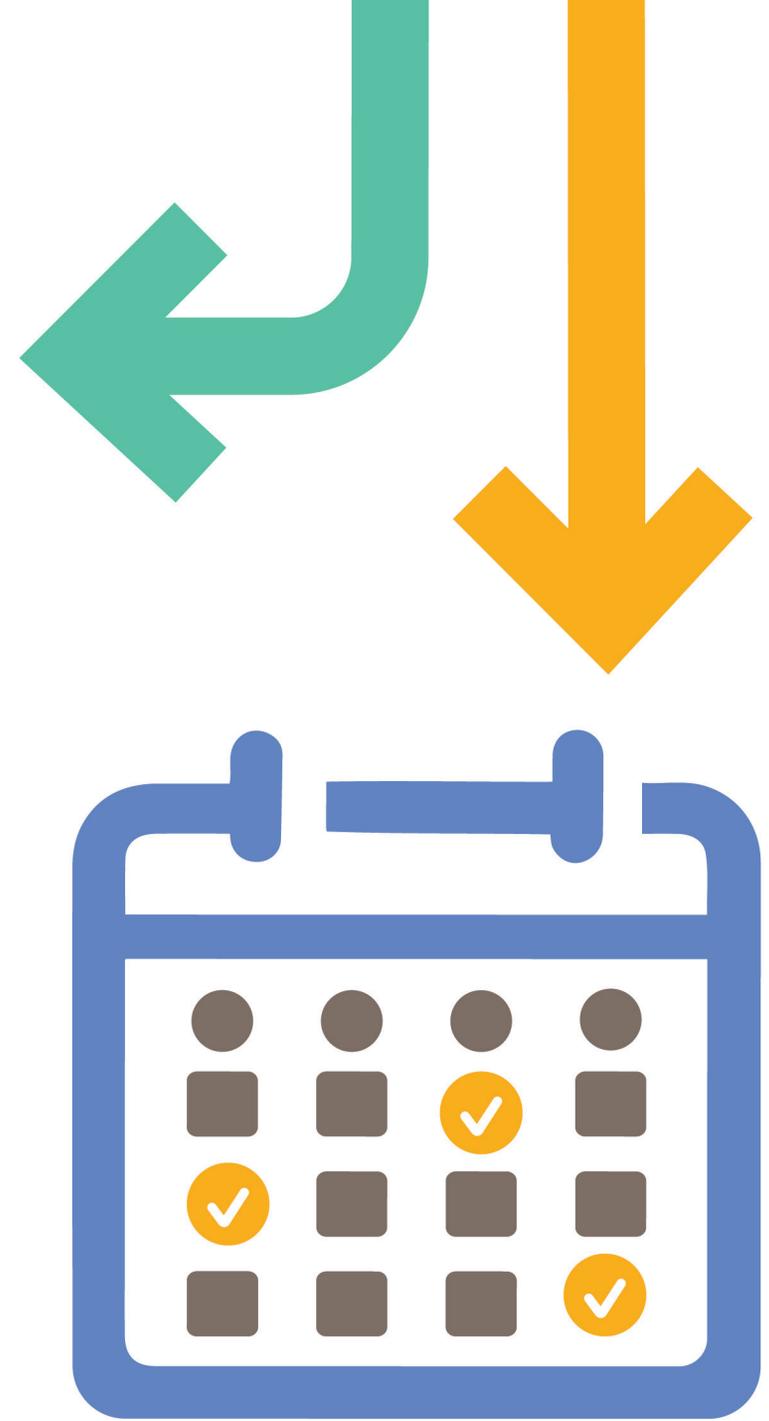
PRINT MARKETING

Need help designing promotional materials for your event?
To make it easier for you to promote your event, we've created customizable flyer and poster templates in Adobe Express. You can personalize these templates with your event details using the link: **www.framingham.edu/adobeexpresstemplates**

If you'd like a custom-designed poster or flyer, please complete the Graphic Design Request Form at **www.framingham.edu/graphic-design-services**. Please submit your request at least five weeks before your event to allow adequate time for production.

Your promotional materials should include the following key details:

• Who is hosting the event
• What the event is
• When and where it will take place
• Who to contact for more information
• Why attendees should join – highlight what makes your event engaging or valuable.

Questions?
Contact the Graphic Design Support team at **graphicdesign@framingham.edu**.
Please note: There is a cost associated with printing. For pricing and printing options, visit the Print Services Gateway at **https://printservices.framingham.edu**

PRINT SERVICES

Posters, flyers and table-tents are cost-effective methods of on-campus marketing. But, where can you get them printed? The Print Services Gateway is the one-stop shop for all in-house printing needs. Faculty, Staff, and Student Organizations can access the Gateway on myFramingham/SharePoint under University Services > Faculty/Staff Print Services. This system allows you to submit print requests anywhere you have internet access, and has tons of great features including:

Document and Finishing Preview

• Order Receipt and Automatic Order Completion Notification

• Chargeback Information Selection – Codes are already entered for you to select!

• Easy reordering of previously uploaded documents

• Cost estimating

• And much more!

Questions?

Contact the Print Services at **printservices@framingham.edu**, or 508.626.4669.

BULLETIN BOARDS

You may use campus bulletin boards and post advertisements with non-adhesive materials like thumb tacks. Locations:

- **Crocker Hall:** Facing the front doors on the first floor.

- **Dwight Hall:** Wood framed board by entry nearest DPAC.

- **May Hall:** First floor across from the elevators.

- **Hemenway Hall:** First floor facing State Street.

- **McCarthy Center:** Reserve frames in the McCarthy Center via SILD (**www.framingham.edu/mccarthy-center-posting-policy**). If approved, they will post it for you.

- **Whittemore Library:** Please deliver your promotional materials to John Moorer (**jmoorer@framingham.edu**) for postings on the first floor of the Whittemore Library.

- **Residence Halls:** (Approved by Office of Residence Life) Residence Life has a registration form you must complete if you wish to have promotional materials posted in the residence halls. If approved, they will post it. You can find the Residence Hall Posting Procedures and Registration Application at the following link: **www.framingham.edu/residence-hall-posting-procedure**
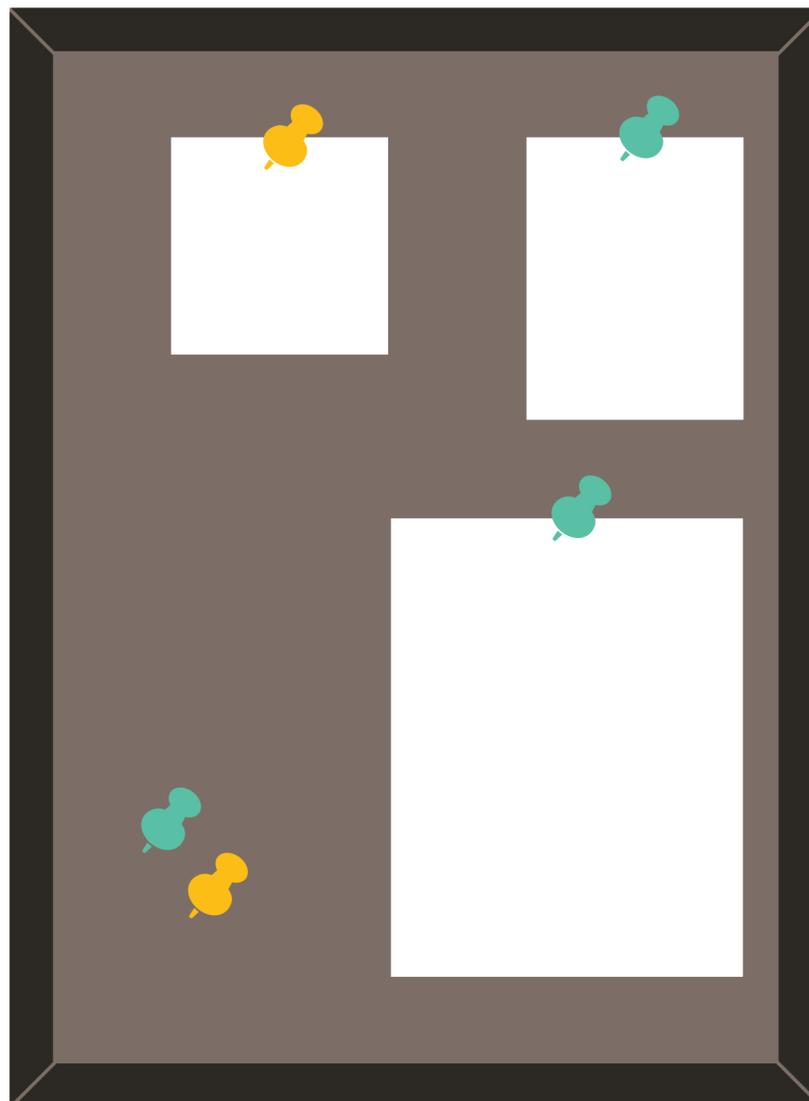
SOCIAL MEDIA & WEB MARKETING

Social Media is a great way to reach students and other members of the community. The university's social media team can be reached at **socialmedia@framingham.edu**. They are available to help you promote your event via the University's primary social media accounts on Facebook, Instagram, LinkedIn, TikTok, and YouTube. If your budget allows, you may also be interested in running a paid social media campaign. Marketing Manager Christian Steinmetz (**csteinmetz@framingham.edu**) is available to assist you in that effort.

In order to best promote your event, the social media team will publish incremental stories leading up to it. They'll try to attend the event to capture photo and video coverage, before posting this to a permanent post recapping the event. The team recommends that social promotions do not include the print flyer for the event, as text will throttle engagement and is not accessible for those with vision impairments. We also recommend that you tag event partners or participants to increase your reach.

Campus Currents, Framingham State's e-newsletter, is also a useful tool for reaching the community. To submit your event to Campus Currents, e-mail Executive Director of Marketing & Communications Dan Magazu (**dmagazu@framingham.edu**).

Eventbrite is a free online service (**www.eventbrite.com**) that allows users to create ticketing and registration for their events. Simply sign up to create an account and get going!
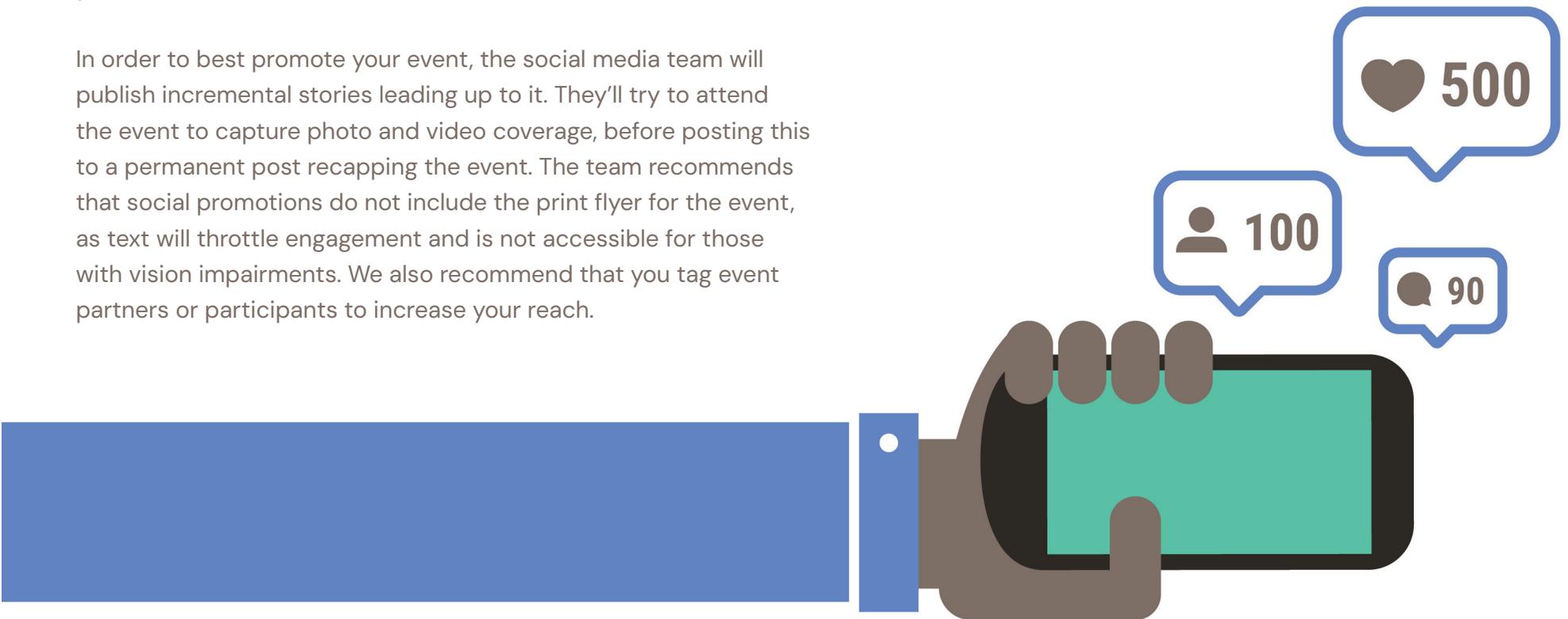
PRESS RELEASES & WEBSITE

When appropriate, Executive Marketing & Communications Director Dan Magazu is available to create a press release to promote your event to the outside community. Please note that not all events rise to the level of requiring a press release and the distribution of a press release does not guarantee coverage in the media. Some events can also be promoted via the events feed of the front page of the University's Website.

COMMUNITY CALENDARS AND FORUMS

Submitting your events to area forums and community calendars is easy and just takes a little time on your part.

- MetroWest Daily News Calendar: A great community calendar that is free to submit events to. You just have to sign up: **https://www.metrowestdailynews.com/things-to-do/events**

- Framingham Patch/Source: Two online-only media outlets that run event calendars at no cost. Framingham Patch: **https://patch.com/massachusetts/framingham** Framingham Source: **https://framinghamsource.com**

- Framingham Moms: Moms meetup in Framingham: **www.meetup.com/topics/moms/us/ma/framingham**

THE CAMPUS HAPPENINGS, AND RAMLINK

Student Experience and Career Development can publish info about your event in Campus Happenings. It is a big sheet with all the events of the month that goes into the bathroom stalls and other posting areas. To include your event, submit information to the Student Experience and Career Development office before the 25th of the month preceding the month of your event.

Ramlink, overseen by SILD, is an area where students post information on events and student organizations on campus. It is a great resource if your event is co-sponsored by a student club. **https://ramlink.framingham.edu**

ELECTRONIC SIGN BOARDS

For electronic messages on the McCarthy Center sign board, you can submit a request through Student **Experience and Career Development:**
https://www.framingham.edu/posting-sign-reservation.

For the other large sign boards around campus, contact Marketing Manager Christian Steinmetz at
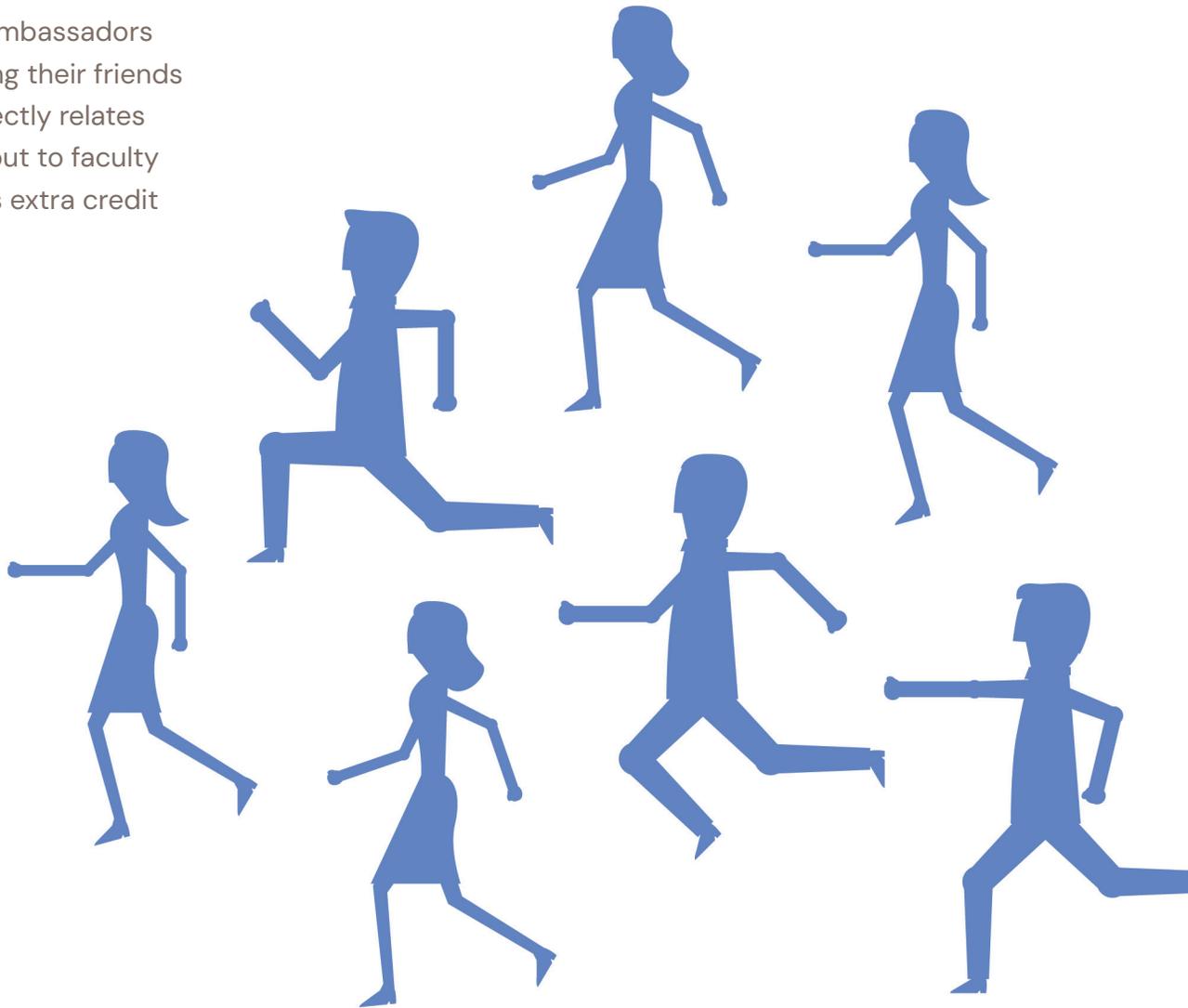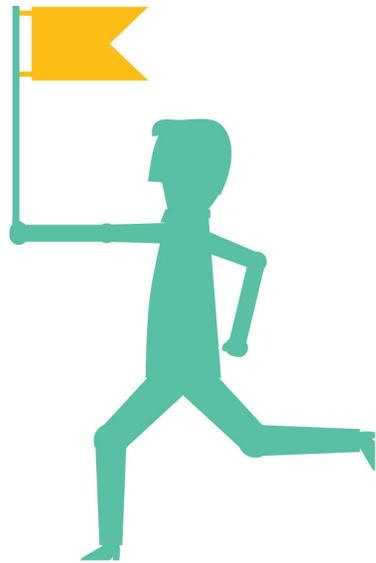**csteinmetz@framingham.edu**.

THE GATEPOST

You can advertise in *The Gatepost*, Framingham State's independent student newspaper. Student groups and some departments/offices can receive a limited number of free ads, so you may be able to use that as a medium. Pay ads are available as well. To contact *The Gatepost*, email them at **gatepost@framingham.edu** or visit their advertising site at **http://fsugatepost.com/advertise/**.

You can also invite *The Gatepost* to cover your event. As a news outlet, they will decide whether they will cover it. Contact the paper at least two weeks prior to your event date. In addition, provide them with background materials that are organized, coherent, and accessible. Make it user–friendly!

STUDENT AMBASSADORS/EXTRA CREDIT

Are students involved with your event? Make them ambassadors for it, by encouraging them to spread the word among their friends and classmates. If your event covers a topic that directly relates to academic topics being taught on campus, reach out to faculty in those areas and encourage them to offer students extra credit assignments to attend.

KEY CONTACTS

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Communications & Marketing

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