

## GENERAL TIPS FOR PROMOTING YOUR EVENT AT THE UNIVERSITY OF MINNESOTA

**Plan ahead.** It can take several weeks to get events posted on community and media calendars. Be sure to start planning your promotions at least three months in advance.

**Consider your audience.** What information will they need? Is your event designed to appeal to students? If it is intended to include people outside the University, include links to [maps](#), [parking information](#) and disability access.

**Arrange reasonable accommodations.** Assign someone to be responsible for handling requests for accommodations. Contact the Disability Resource Center at 612-626-1333 for assistance with arranging and implementing accommodations. In registration brochures, invitations or fliers use the following access statement: *To request disability accommodations, contact (name, department, address, phone number).*

**Make it easy for UMN communicators to share your event.** If you are asking other units to post your event on their social media channels or include in emails or websites, make it easy for them. Write a brief headline, short description and provide the URL link for more information.

## EMAILS TO STUDENTS

### Undergraduate Update

The Undergraduate Update is an e-newsletter sent to undergraduates about every-other week during the academic year. To submit content, [join the Student Communication Content Providers Google Group](#). After you join, you can submit content that meets this criteria:

Title: 50 character limit

Content Body: 25-40 word limit

URL Link: Include a link for more information.

### Graduate Update

Graduate update emails follow the same guidelines as the Undergraduate emails. Join the communicator Google group and follow the same content criteria (see above).

### MyU

You can also submit content to MyU by joining the Student Communication Content Providers Google Group. Use the same criteria for content (title, content body, URL link) as the Undergraduate Update and Graduate Update (see above). You can submit a photo 245 px X 150 px JPG only to [ugportal@umn.edu](mailto:ugportal@umn.edu).

## EMAILS TO STAFF AND FACULTY

### Brief

Brief is a weekly faculty news digest published every Wednesday. Use this [link to review Brief submission guidelines](#). Contact can be sent to the brief editor at [brief@umn.edu](mailto:brief@umn.edu)

## **UMN EVENTS CALENDAR**

Your event can be submitted to the UMN Events Calendar. Use your UMN X500 to create an account and [follow the directions on the Events Calendar website](#). When you set up your event, you can select whether your event is for students, staff and/or faculty.

1. Go to [events.umn.edu](https://events.umn.edu)
2. Select "MyAccount" and login
3. Select "Create an event"
4. Fill in the form. Don't forget to complete event category and subcategory, presentation type, campus, and college/school.

## **OFFICE FOR STUDENT AFFAIRS CALENDAR**

[OSA keeps a calendar on their home page](#). To request your event be included email Savina Proykova at [proyk001@umn.edu](mailto:proyk001@umn.edu).

## **SOCIAL MEDIA**

Post on Facebook and Twitter. If your unit is not on social media, ask your school to post on your behalf, using their account.

Find new ways to post about the upcoming event so followers don't read the same post twice. Do not overwhelm followers with invitations, but make sure to give them short updates to create interest.

## **WEB**

Post the event on your unit's website.

Include all event details: a brief summary of the event, date, time, location, RSVP if required, cost, and links to maps, parking and disability access information.

If events are not on your home page or main page of your section, you can feature them with announcements or on a slider by adding a short sentence with a link to more information. Be sure to remove event information when the event is over.

## **UMN RESOURCES**

University Relations provides a description of resources available for communicating with the university community. Consult their [Resources for Internal Communications](#).

Consult your unit communicator about internal emails that might include your event.