HOW TO PROMOTE YOUR EVENT USING THE WEBSITE

Stephanie M. Scott
Director of Digital Marketing & Strategy
REMINDERS

- Image approvals
  - Check for copyright and branding
  - Are you not sure if your image is copyrighted?
    - Use google.com/images

- Reminder of our Approval Queue process
  - In by 11 a.m. M-F and live on the website by EOD
  - Includes images approvals

- Need T4 Help?
  - Email digitalsupport@txwes.edu
  - Call us ext. 6538
TODAY’S FOCUS

HOW TO...

- Create an engaging event
- Promote an event using news
- Submit your event/story for inclusion in the Wesleyan Flame
- Drive traffic to your events and news stories
- Questions
- Web Rockstar winners
HOW TO...
CREATE AN ENGAGING EVENT
Your event title is important.

- What’s a good length?
  - Average 6-7 words for best results

- Make sure your event title is unique
  - Titles = URLs

- Questions to ask yourself when writing your event title
  - Is this event a series?
  - Is the date necessary?
  - Does this title make me want to attend this event?
  - Is it clear what to expect?
Describe your event in detail.

- You know what to expect with your event, but make sure your audience does too.

- Questions to ask yourself when writing your event description
  - What is the order of events?
  - Do I register?
  - Do I need to bring anything?
Make your event text scannable

- How?
  - Images
  - Bullets
  - Adding a relevant title category

- Don’t forget your image and title category!
HOW TO...

PROMOTE AN EVENT WITH NEWS
ALWAYS write a news story too

- You can use similar content

News stores give you the opportunity to:
- Go into more detail
- Add a button to encourage registrations or ticket sales
- Drive traffic to your event from across the website
  - Use linked categories to share your event across the website

- Do you have an event for students?
  - Make sure that this news story uses a linked category from Student Life
TRAINING OPPORTUNITIES

Learn how to promote your event using the University website Sept. 15

09.01.2016 | By: Texas Wesleyan University

Join the Office of Digital Marketing & Strategy from 9-10 a.m. Thursday, Sept. 15, in the Library Orientation Room for donuts and a session on how to promote your event using the University website. This session will walk you through how to make sure you're using all of your opportunities in T4 to promote your event.

Register Now

In the one-hour session we'll talk about:

- Creating an engaging event
- Promoting your event through news
- Submitting your story for the Wesleyan Flame
- Other ways to drive traffic to your events and news stories

Please RSVP below or accept your Outlook invitation by 2 p.m. Wednesday, Sept. 14, to allow finalizing of catering arrangements.

Questions? Contact Stephanie M. Scott, director of digital marketing & strategy, at stmscott@texasw.edu or 817-531-5818.

Texas Wesleyan University
At Texas Wesleyan, we have a rich history and a Texas-sized reputation. As stewards of the University, it is our responsibility to build a future as bright as our past.

Send Me Info | Apply Now
Or Sign in to finish your application

UPCOMING EVENTS

SEP 14
Communicating with Students Using Blackboard Announcements and the Remind App

SEP 15
Web Rockstar Series: Website Event Promotion

SEP 16
Power Up At Your Library Day Coloring Party

SEP 15
CETL: Creative Assessment for Continuous Learning

SEP 16
Learning Styles & Study Skills Workshop, 9/16/16

SEP 15
Grading Collaborative Assignments: Group Contracts and Peer Assessment

All Events

Contact Us
Office of Marketing & Communications
Location: Eunice & James L. West Library 836
Phone: 817-531-6812
Fax: 817-531-0811
communications@texasw.edu

0 Comments
Texas Wesleyan University

Share:

Modify content, update details.


Content Type: News Story

Name: * [Enter]
Release Date: * [Enter]
Author: * [Enter]
Video ID: * [Enter]
Thumbnail: * [Enter]
Teaser: * [Enter]

Photo: [Browse]

Body: * [Enter]

Title Category: [Select]
Linked Categories: [Select]

Use Default Link Text: [Select]

Update | Preview | Cancel

Close
HOW TO...
GET YOUR EVENT IN THE FLAME
How do I get my event in the Flame?

- Don’t forget our Approval Queue
  - In by 11 a.m. M-F and live on the website by EOD

- Have an important event coming up? Talk to us about it.

- When you write a news story, we can feature it before an event would ever show in the Flame.
Student Life launched a newsletter

- You can now check Ram Life as one of your Display Options

- Want your event featured in Ram Life? Talk to Student Life.
HOW TO...

DRIVE TRAFFIC TO YOUR EVENTS & NEWS STORIES
Share on social networks

- Make it noticeable = shareable

- Consider length
  - Are you tweeting? Leave enough space

- How do I optimize to share on social?
  - Write an engaging headline
  - Include a description on my event in T4
  - Add an image
Best practices for event promotion

- How soon before my event do I promote?
  - 3-4 weeks before

- Let us know that you want us to feature your event in the Flame

- Did you require registrations?
  - Send a reminder
QUESTIONS?
ROCKSTAR WINNERS!
AND THE WINNERS ARE…

- #1 Amber Procter-William
- #2 Marcel Kerr
- #3 Jacob Sanchez
THANKS!