

UVM BORED 101:

How to leverage BORED
to promote your events
& initiatives



UVM BORED is...



A group of UVM students who are here to give you the inside track on all the things happening on and off campus

An events calendar, a blog, a weekly email, social media “empire” and so much more

The eyes and ears of our campus community, amplifying what matters to our students

For students, by students - that’s why it works!

And no, we’re not UPB.



**BORED
& YOU**

UVM BORED - Calendar of Events

Gemini

events.uvm.edu/bored

Action required

UVM BORED?

EVENTS

BLOG

ABOUT

SOCIAL

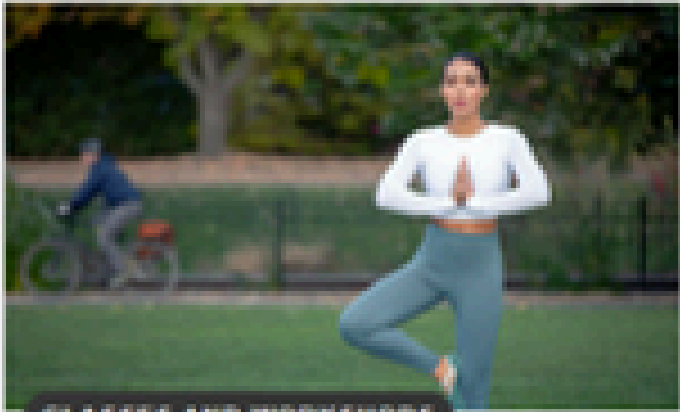
CONTACT

SPONSORSHIPS

SEARCH

SUBMIT

EVENTS



CLASSES AND WORKSHOPS

WEEKLY FREE YOGA

Sun, Nov 9, 2025 9am to 10am

 Hotel Champlain



NEW

ETHAN ALLEN PARK
SPORTS, FITNESS, AND RECREATION

GUIDED ECOLOGY WALK

Sun, Nov 9, 2025 10am to 12pm

 Ethan Allen Park

Free



TEDxUVM
Event

Sunday, November 9th
7:30-9:30 pm



SUBMIT YOUR EVENTS TO
THE CALENDAR

(uvmbored.com/submit)

- Submit 7 days or prior to the event
- Events are typically reviewed & approved in 1-3 days
- **NOTE:** The University Events Calendar and UVM BORED Calendar share an event draft feed

Cooper Powell / Add an Event

events.uvm.edu/event/create

University of Vermont | Calendar of Events

Search

Submit an event →

Calendar of Events > Cooper Powell's Dashboard > Add an event

Adding an event

First, review our [event submission guidelines \(PDF\)](#). Enter as much information as possible and select **Submit Event**. Your event will remain pending until an Administrator has approved your submission.

Main Info

Event Name REQUIRED

DESCRIPTION REQUIRED

B I [Icons]

Status: Live

Once you've logged in with your UVM account, be sure to review our [event submissions guideline \(PDF\)](#) by clicking on the hyperlink.

INFO TO PROVIDE WHEN ADDING AN EVENT:

- Event name & description
- Date(s) & start/end time
- Location
- Event website, photo, & hashtag
- **Filters:** event type, topic, audience, signature event tag, department, group, intended calendar
- Ticket cost & link

BEST PRACTICES:

Keep event titles short & sweet!

For descriptions, start with the most important info & keep paragraphs brief, still including key details/purpose (>160 characters)

Use rectangular, non-text-heavy, non-copywrite images

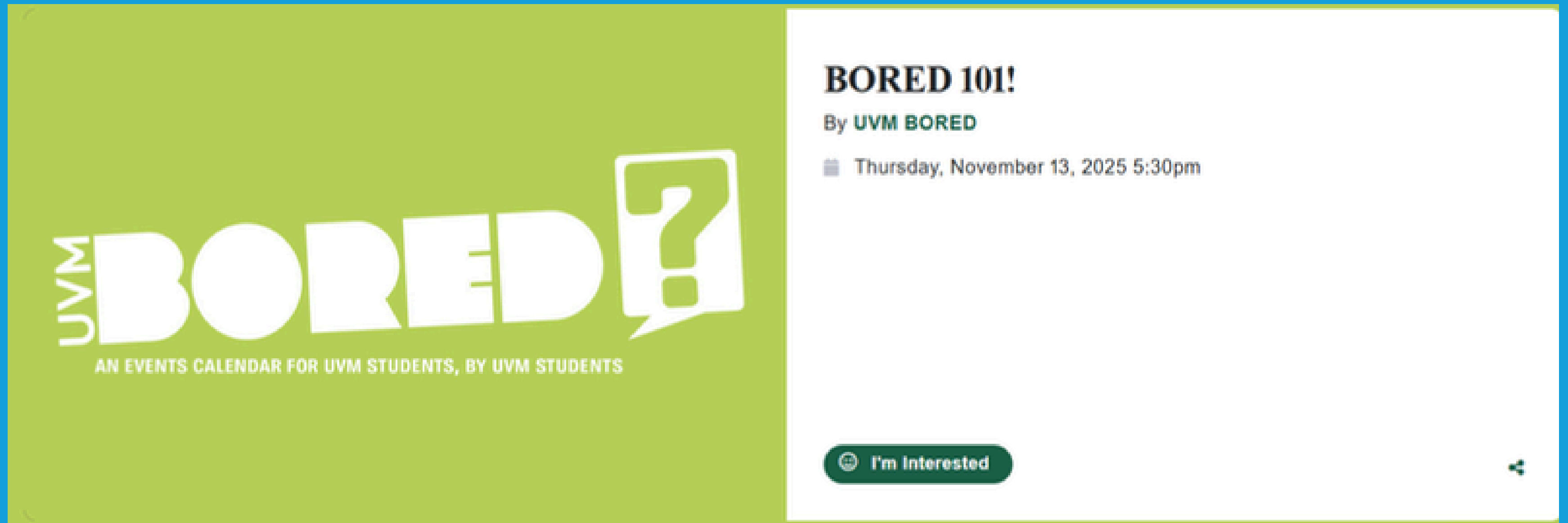
Utilize filters! Indicate intended audience, group/department (required), “free”, “food”, etc.

Indicate that space has been reserved through EMS!

Use the “**Exclude From**” feature to filter your event to appropriate calendar

*It’s possible to update an event after submission -- any changes will re-enter event to the approval process

EXAMPLE:



<https://events.uvm.edu/event/bored-101>

What do you call a jacket on fire?



UVM BORED <bored@uvm.edu>

To Maddie White



2/24/2023

 You forwarded this message on 2/24/2023 11:35 AM.
If there are problems with how this message is displayed, click here to view it in a web browser.

Things To Check Out This Week

Check out these cool articles, events, and opportunities in your downtime:



Backyard Adventures - Walk in Centennial Woods

SAT • 10:30 AM - Get outside and read the landscape.

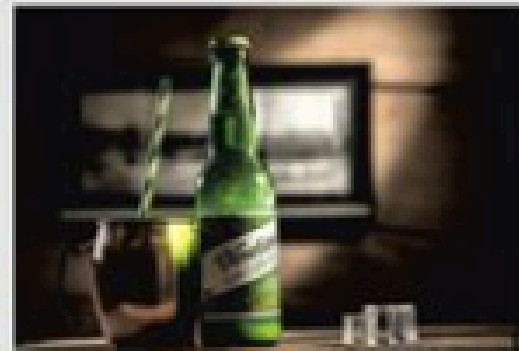
[READ MORE](#)



Woman's Basketball v Bryant

SAT • 4 PM - Go cats go!

[READ MORE](#)



Karaoke at The Venetian Soda Lounge

SUN • 6 PM - Sing your heart out!

[READ MORE](#)



Vermont Comedy Club Trivia Tuesday

TUES • 6 PM - Kick some trivia butt.

[READ MORE](#)



Events on the BORED calendar are fed into campus flatscreens and the UVM Compass app.

We also pull events from the calendar each week to highlight in our weekly newsletter, and Strategic Comms often does the same for weekly Inside UVM emails.

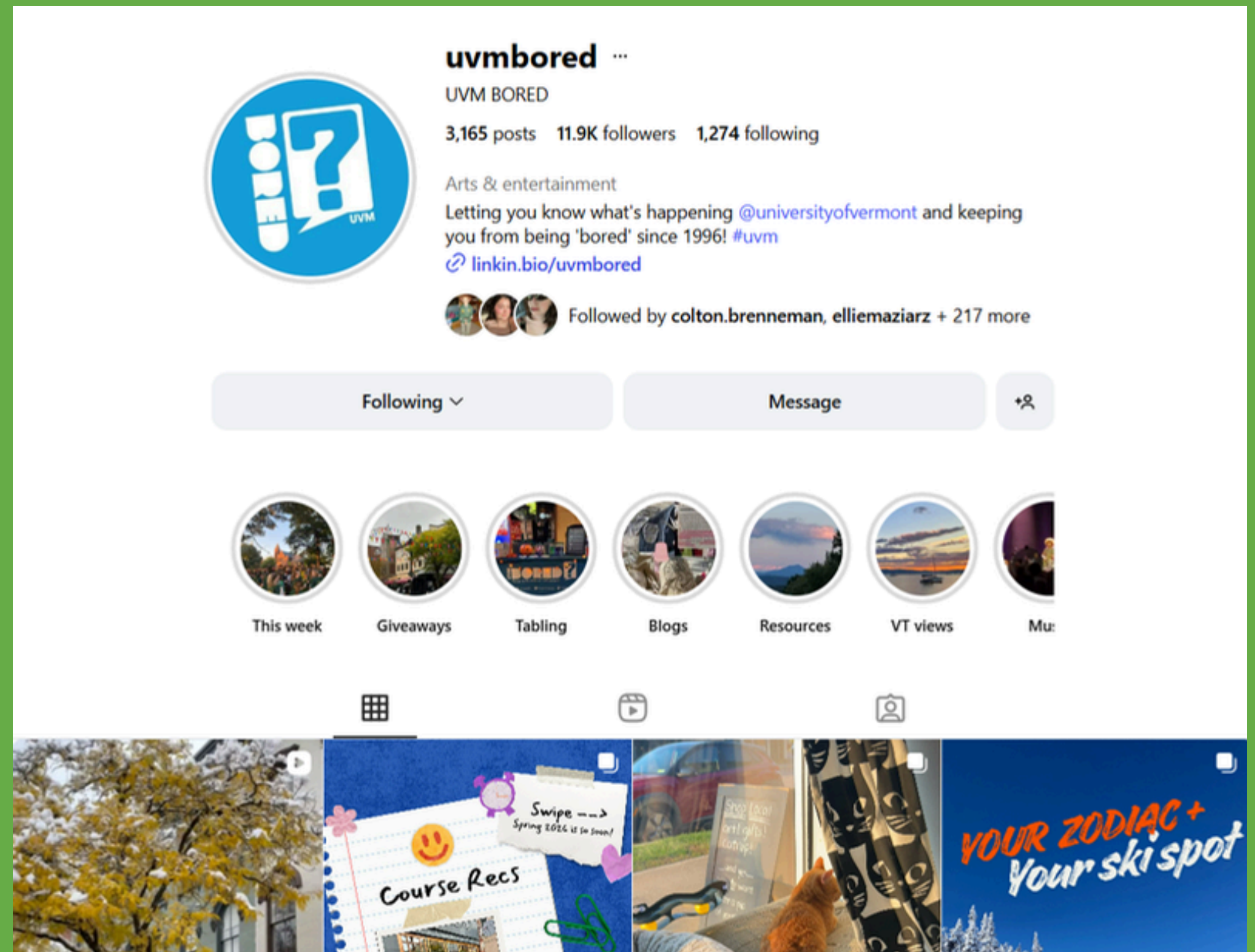


**OTHER WAYS YOU
CAN UTILIZE
UVM BORED:**

ENGAGE WITH BORED ON INSTAGRAM (@UVMBORED)

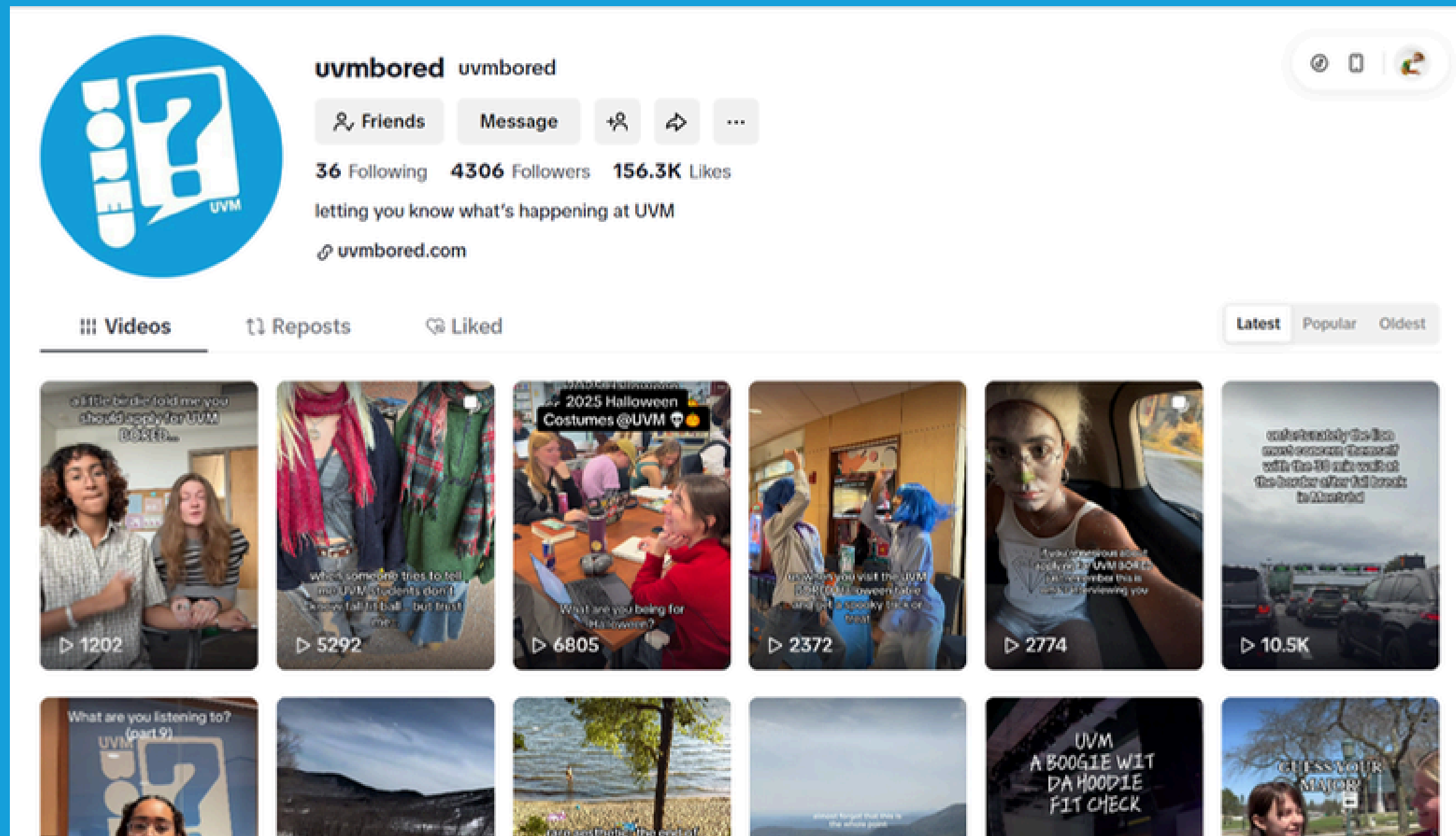
Tag/DM us to get
reposted onto our IG
Story.

Send us an email or
DM to chat about a
sponsoring a prize for our
weekly Freebie Friday
contest on Instagram.



ENGAGE WITH BORED ON TIKTOK

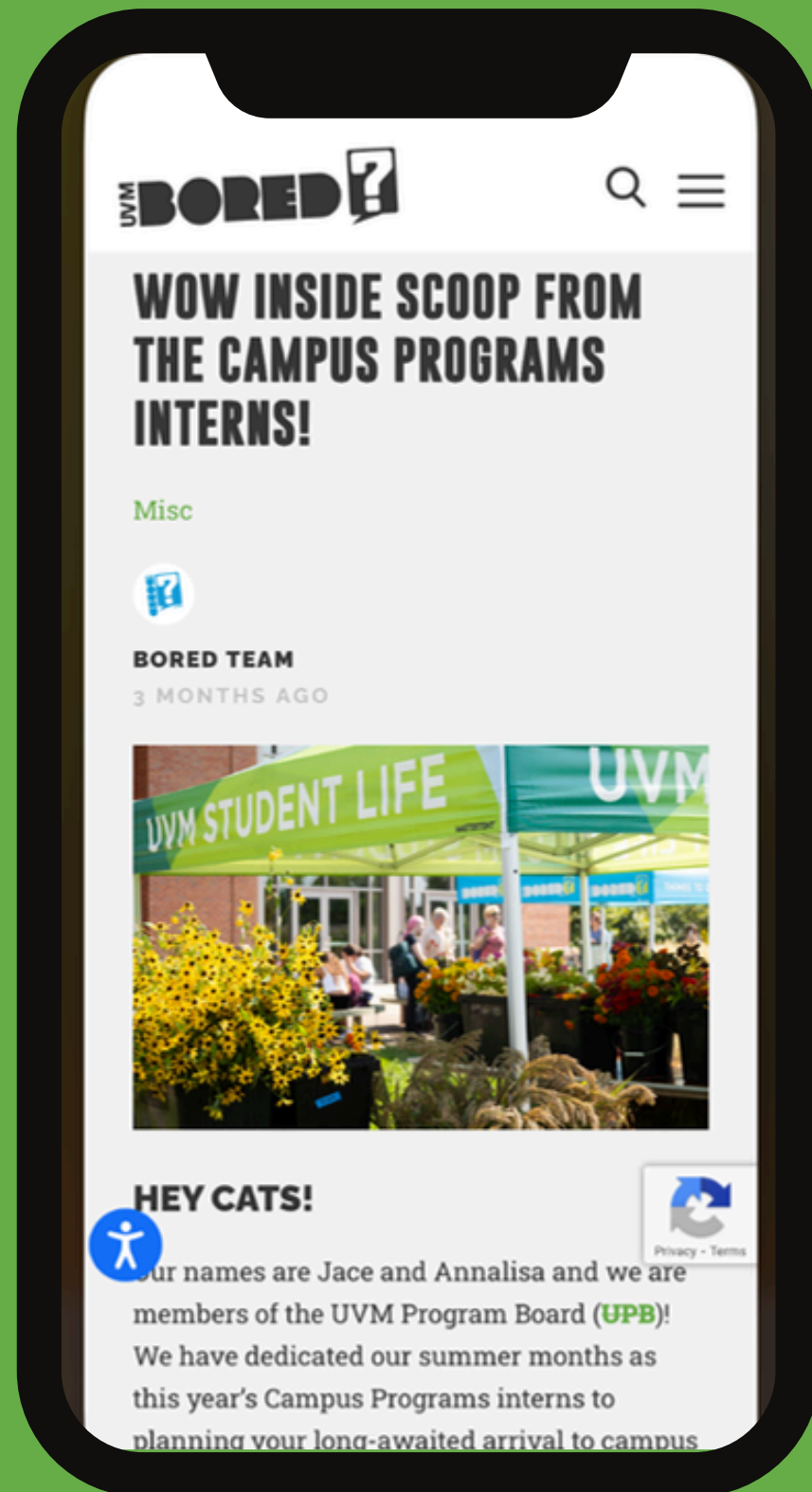
(@UVMBORED)



Tag/DM us to get reposted on TikTok.

Send us an email or DM to chat about a TikTok collab!

PARTNER ON A GUEST BLOG POST



Email bored@uvm.edu to pitch an idea to the team! We look for topics/themes that relate to events, resources, and involvement outside the classroom.

All blogs need to have a student voice. Have a student with some creative writing chops? We'll work with them as a guest contributor!

Blogs are regularly highlighted and shared via our Instagram and emails.



UVMBORED.COM



BORED@UVM.EDU



@UVMBORED



@UVMBORED