How to Communicate About Events

Communicators meeting, March 13, 2019
First question: what’s the goal?

• To promote attendance?
• To share insights of the speaker?
• To broaden access?
• To say something bigger about UVM?
PROMOTING AN EVENT
UVM Campus Calendar

Online campus calendar: uvm.edu/eventscalendar

• Controlled via EMS. The person who reserves the room can enter info.
• Directions available in the left menu, under “Posting Events to the Calendar”
• Want to be featured on the homepage events box? Email Miriam.Harrison@uvm.edu
• Want to be in the Campus Spotlight? Email Andrea.Estey@uvm.edu

EVENTS

QuebecFEST w/Le Vent du Nord & De Temps Antan
Friday, Mar 15, 8:00 pm

Eric Holt-Gimenez Lecture “Can We Feed the World Without Destroying It?”
Monday, Mar 18, 3:30 pm

Kodo
Monday, Mar 18, 7:00 pm
UVM Bored

uvmbored.com/submit. Allow for 5-7 days for your event to be reviewed/approved.

Tips:

• In your description, avoid the use of words like “our” or “join us.” This reads like UVM BORED is the owner of the event.

• Interact with the team on social media (@uvmboard) to boost awareness of your event

• Photos are more engaging than posters

• Frequent submitters can have “landing pages.”

• Events from UVM BORED populate flatscreens around campus.
Local Media

- Add event to online calendars for Seven Days and the Burlington Free Press
- If the speaker is nationally known or an expert on a topic of relevance, get in touch with jeffrey.wakefield@uvm.edu for help pitching
Social Media

- On Facebook: use the events feature, and add the University of Vermont's main channel as a co-host.
- What’s Up Weekly: a Monday Instagram story feature of upcoming campus events. Curated by UVM Bored.
Social Media

• Tag the speaker and orgs they’re affiliated with.

• Hashtags to consider: #UVM, #BTV, #uvmevents. On Instagram, #instauvm, and use the location function for area you’re marketing to.

• Find a fresh way to announce an event.
Campus screens


- PDFs are preferred
- Videos are welcome – but must be about a 1min in length and work without sound (or be captioned).
- Simplify your posters – Who, What, When, Where, and 'more info at...': Aim to deliver info within 15 seconds.
- Coming soon: an announcement template
- Want to add a screen to the network? Email Cody.Silfies@uvm.edu
Poster templates are available via Print & Mail. See examples on the Creative Style Guide site.
Word of mouth

• Don’t overlook personalized outreach to influencers
• Are there professors who will want to bring classes?
• Local organizations with ties to the topic?
• Student leaders who are passionate on the issue?
COVERING AN EVENT
Web story

• For when an event truly speaks to your identity, helps communicate key messages that match your goals

• Story should: provide background on speaker/performer that helps convey the “so what,” use quotes (from speaker or audience) that connect the event to your key messages, give a sense of the scale

• Use high-quality imagery that draws a reader in.

• Add “University Communications: ucommall” to share the story with our newsroom.
Author, Farmer Leah Penniman on Growing a Food Justice Movement

How Soul Fire Farm is dismantling racism in farming.
“The large turnout speaks to what Leah represents – a combination of social and activist work, utilizing the food system to create systemic change, and the value of transdisciplinary thought and action.”
Broaden access

- Fee-for-service live-streaming is available via Eric Melton and Foster Nye.

- Consider live-tweeting an event. For speakers, be listening for quotes that are relevant to your audience. What are the takeaways that are understood without additional context?
Social coverage: photo and caption

universityofvermont He's been called the “Egyptian Jon Stewart,” and yesterday, religion, history, and political science students got the chance to chat with Bassem Youssef.

First, students screened the documentary Tickling Giants, which tells the story of @bassemyousssf and his TV show AlBernameg, the Middle East’s first political satire show.

Topics discussed ranged from the personal (what he misses most about Egypt) to the political (what it’s like to live under a military dictatorship) and professional (how hard it is to create comedy in your second language). 📸: Sally McCay #instavm

885 likes
JANUARY 25
Go behind the scenes

- Consider a takeover (on our Snapchat or Instagram or your own) that puts the storytelling in the hands of the organizer or a student attendee. Contact Andrea.Estey@uvm.edu for more info.