

How to Communicate About Events

Communicators meeting, March 13, 2019



The University of Vermont

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

CAMPUS SPOTLIGHT



Take the Campus Climate Survey

Share your experience and help efforts to make UVM an inclusive community. Open until March 22.

[READ MORE ABOUT THE SURVEY >>](#)

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

[VIEW MORE EVENTS >](#)

UVM Bored

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

Tips:

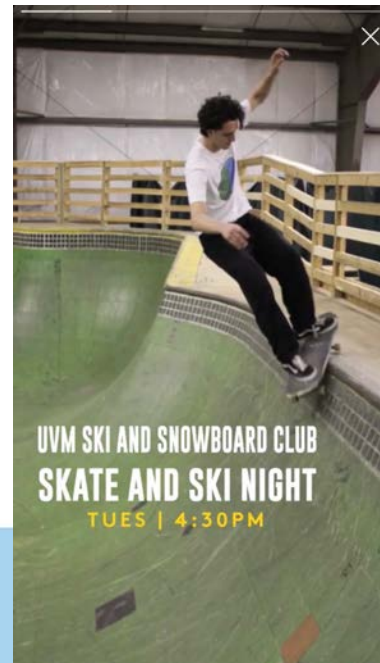
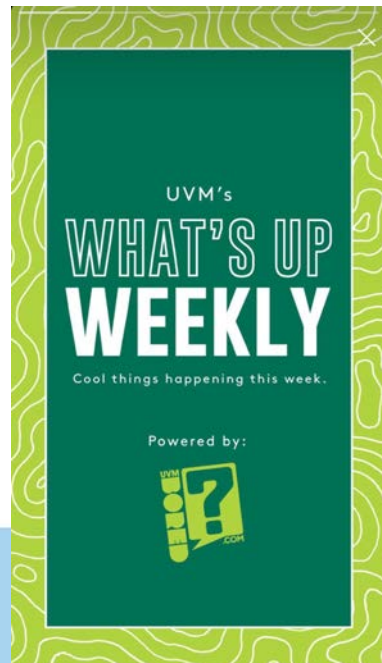
- In your description, avoid the use of words like “our” or “join us.” This reads like UVM BORED is the owner of the event.
- Interact with the team on social media (@uvmboard) to boost awareness of your event
- Photos are more engaging than posters
- Frequent submitters can have “landing pages.”
- Events 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

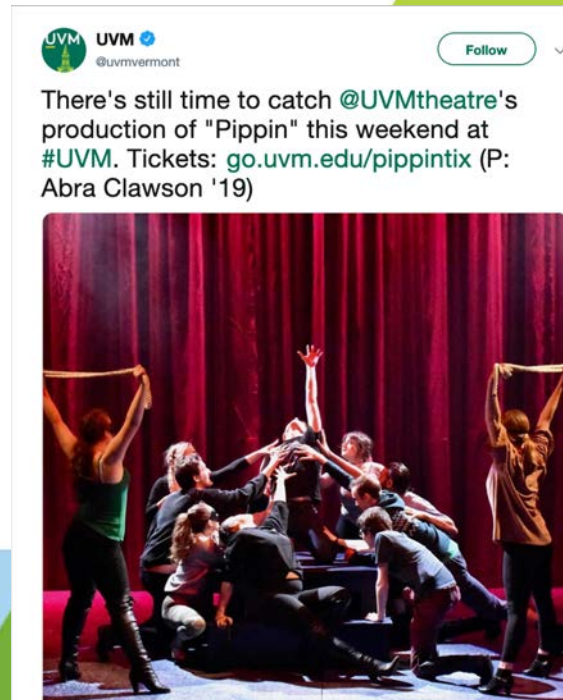
Social Media

- 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.

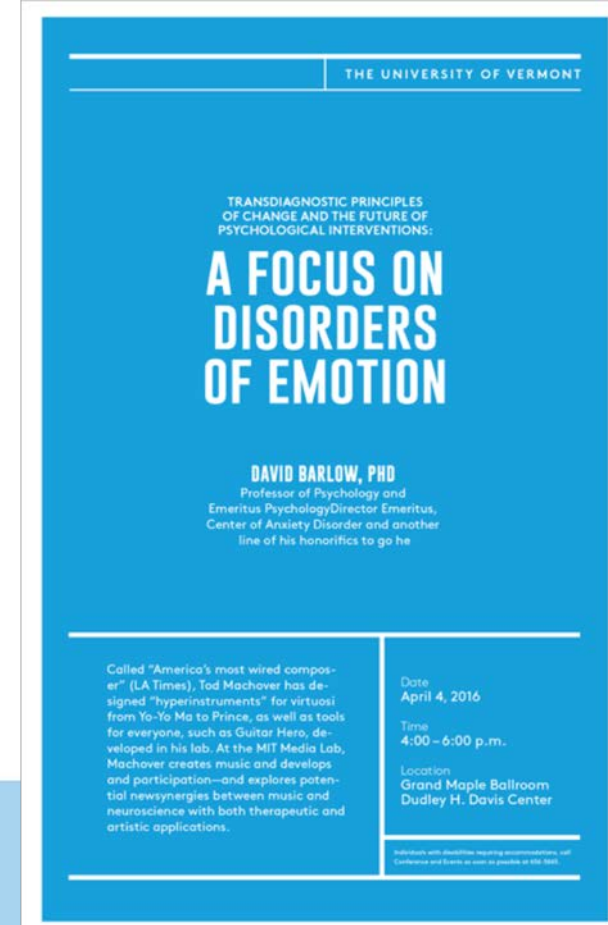


Campus screens

Guidelines and templates: <https://www.uvm.edu/daviscenter/flatscreen-guidelines>.

- 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

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How Soul Fire Farm is dismantling racism in farming.



BY RACHEL C LESLIE



Story quote that sums up impact, connects to messaging:

“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?



UVM @uvmvermont · Jan 22

“This is a rebellious little state. I don’t think it’s any mistake that [#Vermont](#) has given us two of the most transformative presidential candidates in recent history,” says Jealous. “I’m grateful for the courage of this state and its students.” [#UVM](#) – at UVM Ira Allen Chapel



1



23



UVM @uvmvermont · Jan 22

When it comes time to celebrate [#MLKDay](#), [@BenJealous](#) says, “Young people, this is really about you. You must continue to bend the arc of our nation toward justice.” [#UVM](#)



1

Social coverage: photo and caption



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University of Vermont

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 [@bassemyousssef](#) 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 #instauvm



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.