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 <u>digitalsupport@txwes.edu</u>
- Call us ext. 6538



TODAY'S FOCUS

НОШ ТО...

- 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.

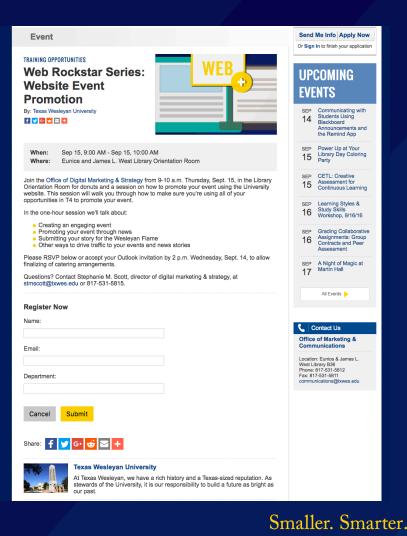
- Questions to ask yourself when writing your even description
 - Who? What? Where? When? Why?
 - What is the order of events?
 - Do I register?
 - Do I need to bring anything?



Make your event text scannable

How?

- 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



News

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.



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
- Other ways to unvertiantly 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@txwes.edu or 817-531-5815.

Share: 🛉 🏏 G+ 🤠 🖂 🕂



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.

0 Comments	Texas Wesleyan University	۲	Stephanie Scott
Recommend	🔁 Share		Sort by Best

Send Me Info Apply Now

Or Sign In to finish your application

UPCOMING **EVENTS** Communicating with SEP Students Using 14 Blackboard Announcements and the Remind App SEP Web Rockstar Series: Website Event 15 Promotion SEP Power Up at Your Library Day Coloring 15 Party SEP **CETL:** Creative Assessment for 15 Continuous Learning SEP Learning Styles & Study Skills 16 Workshop, 9/16/16 SEP Grading Collaborative Assignments: Group 16 Contracts and Peer Assessment All Events Contact Us Office of Marketing & Communications Location: Eunice & James L. West Library B36 Phone: 817-531-5812 Fax: 817-531-5811 communications@txwes.edu

Modify content, update details. Section: Home » Home » Communications » Digital Marketing » News & Events » All News » Training Opportunities » Training Opportunities News Archive » Learn how to promote your event using the University website Sept. 15 General Information Content Placement Channels Options Linked Content Content Type: News Story Preview Cancel Name * i Learn how to promote your event using the Uni Release Date * i 2016/09/01 11:45 Author i Texas Wesleyan University Video ID i Playlist ID i Teaser * i 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. Photo i Current Media : Media Library » Categorised » communications office » digital marketing: Digital Marketing Web Rockstar Series Change : Preview : Download : Remove Body * 1 🗋 🖪 🖌 🗓 🚍 🗃 🗮 Styles 🔹 Format 🔹 👗 🍋 🛝 🎲 🚳 🚳 🚳 品 (法) 注 注 (非 非 4) ク (*) *** | ー | ×, ×' | Ω 💷 山 *** を 臣 🗟 🍄 🍤 🚮 🖂 🖂 🖓 🖏 🗁 🐘 🖓 関 🕮 🔛 Join the <u>Office of Digital Marketing & Strategy</u> 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 14 to promote your event. Register Nov 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@txwes.edu or 817-531-5815. Path: p Title Category i Training Opportunities Linked Categories i 🛨 2020 Vision 🗌 Academics Admissions 🕀 Alumni 🕅 Athletics 🛞 Business Office 🛄 🕀 CETL 🔲 Campus Buzz 🔲 🛨 Cashier 🗌 🗄 Human Resources 📃 + Information Technology Marketing & Communications Awards In the News 🔲 Training Opportunities 🔽 Website Tips 🖃 News & Events 🗹 2020 Vision Alumni In the News 📃 Live Smaller Think Smarter Top Five List 🗌 🛞 Student Life 📃 Selected values Marketing & Communications Marketing & Communications » Training Opportunities 🗹 News & Events Display Options * i Featured Flame Normal < Ram Life Rotato Canonical Link * i Select Section Current Section : Home » Home » Communications » Digital Marketing » News & Events » All News » Training Opportunities » Training Opportunities News Archive » Learn how to promote your event using the University website Sept. 15 Change Lise Default Link Text .

Preview Cancel



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.



THE SWESLEYAN FLAME OC C



Student Experience and Title IX are focus of Sept. 13 Town Hall President Slabach's first 2020 Town Hall Meeting of the semester will address the 2020 Vision Student Experience goal and answer questions from the Idea Box. Attendees will receive a free manone



Sign up now for the Blue Zone's Purpose Workshop Sept. 28 Attend a free purpose workshop and find your true purpose – that unique thing that makes you your best.

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

Fall night scuba class starts Sept. 27

VIDEO: University reaches 2020 Vision residence life goal ahead of schedule

Sign up for T4 website training on Sept. 22

Angela Dampeer named associate vice president for human resources

Register now for Texas Wesleyan Baseball's Golf Classic

Alumni Medal Dinner honorees announced

Dr. Childs to lead professional development series

Box office for 'Rain' now open, free tickets for Wesleyan students

More News

Sep 13 CETL: Plan a Wiki Assignment food, fun and fur on Sept. 20 and Oct 12 in the Baker Building. Sep 14 Substance Abuse Awareness webinar Stop by the West Express Eatery for snack or drink. Sep Using Blackboard Announcements and the Remind App Communicating with Students Announcements and the Remind App	Sep 13	Learning Styles and Study Skills Workshop	Buy your ticket for Saturday's Night of Magic at Martin Hall.
Sep CETL: Plan a Wiki Assignment 13 CETL: Plan a Wiki Assignment 13 Cettl: Plan a Wiki Assignment Sep 'Substance Abuse Awareness with Teens and Young Adults' Sep Communicating with Students Using Blackboard Announcements and the Remind App		2020 Town Hall Meeting	
13 Cell L: Plan a Wiki Assignment Sep Substance Abuse Awareness with Teens and Young Adults' Sto by the West Express Eatery for Sep Communicating with Students Using Blackboard Announcements and the Remind App Communicating with Students			Don't miss this year's K9 Karnival with food, fun and fur on Sept. 24.
Sep Substance Abuse Awareness Stop by the West Express Eatery for snack or drink. Sep Using Blackboard Announcements and the Remind App		CETL: Plan a Wiki Assignment	Get your flu shot on Sept. 20 and Oct.
Sep Using Blackboard 14 Announcements and the Remind App		with Teens and Young Adults'	Stop by the West Express Eatery for a
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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.





students The box office is open for Theatre Wesleyan's first show of the

2016/17 season. Texas Wesleyan students receive free admission.



STUDENT OPPORTUNITIES

CAMPUS BUZZ

Love homemade food? Join us for Common Meal

If you love homemade food and hanging out with great people, come to Common Meal and Chapel this week during free period on Tuesday and Thursday.



Williams and Trew real estate co-founders to speak on campus Sept. 20

Martha Williams and Joan Trew are the 2016 Business Executives of the Year. They will speak on campus at 9:25 a.m. on Tuesday, Sept. 20 in Martin Hall.



TUTORING & WORKSHOPS

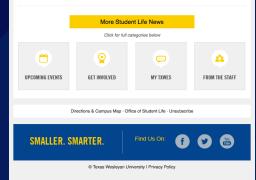
Are you stumped by the changes to MLA formatting? The ASC can help

Are you dreading your first paper? Come by the ASC and have a tutor help you understand the MLA eighth edition.



Student Life Spotlight: Jeremy Hunt on why spirituality matters in college

Hall Director Jeremy Hunt reflects on the importance of faith.





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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



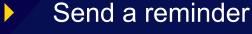
Best practices for event promotion

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!

