Get the word out!

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Custom solutions & resources
Communication channels

1. Websites (Liberal Arts & departments)
2. Events calendar
3. Newsletters, email lists, flyers
4. Digital signs
5. Social media
6. On-campus venues
7. Off-campus marketing snapshot
IUPUI homepage

The IUPUI homepage links to the Liberal Arts site.
The Liberal Arts homepage advertises larger events.
Liberal Arts/Department websites

- Liberal Arts sites – 604,488 visits in 2012
- Feature events and feature stories
IUPUI events calendar

1. Up to 5,000 page views per day
2. 150+ calendars
3. 1,000+ users
4. Calendar feed imports to IUPUI homepage and is integrated into Liberal Arts webpages
5. Departments manage own events

Form submission through Liberal Arts: liberalarts.iupui.edu/forms/events.php
Jag News

1. Semi-weekly e-mail newsletter

2. Official communications, event announcements

3. Target audience
   - E-mail – students (over 75% of subscribers are undergrads)
   - Web – students, faculty, staff

4. Allow at least 2 weeks for submissions to be included

Submissions: jagnews.iupui.edu
Inside IUPUI

- Weekly e-mail newsletter ~11,000 subscribers
- Official communications, news releases, announcements, video and photo galleries
- Target audience: faculty, staff
- Submissions for small items, email: inside@iupui.edu
- Submissions for larger stories, email: gshaker@iupui.edu
Inside IU

- Weekly, IU system-wide e-news for faculty and staff
- Submissions for small items, email: inside@iu.edu
- Submissions for larger stories, email: gshaker@iupui.edu
Liberal Arts email outlets

Faculty (~325 subscribers) and staff (~90) listserv
- Send messages to libarqst@iupui.edu; messages sent on demand.

Student listserv
- Send messages to aajones@iupui.edu, messages sent in digest form on a weekly or semi-weekly basis.

Liberal Arts biannual newsletter (~10,000 subscribers)
- Email content to lstel@iupui.edu
Liberal Arts email outlets continued

Departmental alumni e-newsletters (subscribers vary) annual or bi-annual; compiled by department chairs

Targeted emails to Liberal Arts alumni populations for large events.

• Email content to lstel@iupui.edu

*Use contacts on campus to disseminate to other schools and groups as appropriate for your event.*
Campus digital signage

Jag TV & Digital Signage

- Broadcast on campus cable channel 14, Comcast channel 13, Brighthouse channel 98, and 19 screens around campus
- Campus announcements – events, deadlines, student services
Cavanaugh digital signage

- Broadcast in Cavanaugh Hall
- Requests for design can be submitted to:
  http://liberalarts.iupui.edu/forms/externalaffairs/signage/
IUPUI Arts & Humanities Institute

Submit calendar or blog content to iahi@iupui.edu

Calendar information content:
Title, date, time, location (include street address), short description of the event, link to registration (if applicable)

IAHI also posts press releases on their blog. The earlier they get the information, the better. Any blog post with details about an event will get added to their calendar. Word or rtf document format
Attach 1-2 images to the email
Social media

Post yourself, anytime, anyplace on the timeline or request a post through lstel@iupui.edu
Posting print materials on campus

• Campus posting policies and requests for Student Organizations: http://life.iupui.edu/osi/student-orgs/resources/marketing.html
  Campus open bulletin boards
  Chalking policy requests

• Cavanaugh Hall slat walls and display cases: http://liberalarts.iupui.edu/_Assets/uploads/docs/Liberal_Arts_Slatwall_Policies.pdf

• Other open bulletin boards in Cavanaugh: in the hallway to the west of the elevator shaft on most floors
Off-campus opportunities

• Community calendars
• Indy Star
• NUVO
• IndyHub
• Indiana Humanities calendars
• Social media – post in groups with an interest in your particular event

• Press release for media/News announcement for Liberal Arts website
  Submit draft to gshaker@iupui.edu or work with Gen to write

• IBJ Arts and Humanities newsletter
  Submit through gshaker@iupui.edu or email lharry@ibj.com
Event promotion best practices
Event promotion best practices timeline

6-12 months prior to event
- IUPUI event calendar

2-3 months prior to event
- Jag TV
- community calendars
- press release (if applicable)
- Liberal Arts e-newsletters
- digital signs

1 month prior to event
- Jag News
- Inside IUPUI
- School email lists
- campus contacts
- flyers (printed materials posted)

1-3 weeks prior to event
- School email lists
- social media

Event day
- social media
Questions
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