



Marketing and Promote Your Campus Event

Looking to promote an on-campus event but not sure where to begin? We have you covered. Whether you are hosting your own event or co-sponsoring an event with another department, our cheat sheet of easily accessible resources will help set you up for success.

On-Campus Publicity

From calendar postings to campus press coverage, there are a variety of tools to help publicize events happening on campus that are of interest to faculty, staff, and students.

- [BU Today](#) hosts a calendar of events happening on campus. [The official BU Calendar](#) is managed by the BU Today staff and is a great resource to post upcoming events. Visit bu.edu/calendar and click “Submit Event” in the upper right-hand corner to fill out the appropriate fields. If your event features notable speakers or attendees, reach out to BU Today editor John O’Rourke (orourkej@bu.edu) to inquire about a feature in BU Today’s Close-up section
- [The BU Arts Initiative](#) welcomes on-campus event information for their [calendar](#) and e-newsletter. Contact the office by phone at (617) 358-0489 or by e-mail at artsinbu@bu.edu.
- [The Daily Free Press](#) is BU’s independent, student-run newspaper. All editorial inquiries, press releases, and other event information can be sent to editor@dailyfreepress.com. For a complete list of editor contacts [click here](#).
- Is your event catered to students? Have a poster or flyer? The Residence Life Office will distribute them to all dormitories across campus. [Click here for the specifications](#).
- Warren Towers has 12 digital display cases for large-scale event posters. [Learn how to submit a reservation and specifications](#). Instructions for uploading your poster will be sent once your reservation is accepted.
- If you are a faculty member planning an event, remember to reach out and alert your [college or department’s communications staff member\(s\)](#). They will be your best point of contact and can help further mobilize your planning and promotion efforts.

External Promotion Listings

If you are hosting a public event, there are a number of online advertising channels to take advantage of. The best part? Most external calendars allow you to post free of charge. Check out the websites below and submit your next lecture, performance, film screening, or cultural experience.

- ArtsBoston. Submit your event [here](#).
- Boston.com. Submit your event [here](#).
- The Boston Calendar. Submit your event [here](#).
- DigBoston. Submit your event [here](#).
- Wicked Local – Boston, MA. Submit your event [here](#).
- Brookline TAB. Submit your event [here](#).
- Visit Massachusetts.com. Submit your event [here](#).
- Only in Boston. E-mail onlyinbos@gmail.com with relevant event information.

Media and Social Promotion

Ensure your event's success by reaching attendees through targeted social and traditional media strategies. Below are a few resources and best-practices to help you get started.

- The PR | Social Media team creates targeted social blocks for the daily BU Today e-mail and the site's frontpage. Additionally, the official Boston University Instagram account ([@bostonu](#)) runs a weekly roundup of events every Monday. To request more information on how to get your event featured in a social block or on Instagram email pr@bu.edu or social@bu.edu.
- Have your event co-hosted by the [Boston University Facebook page](#) to drive more visibility and attendance. Reach out to social@bu.edu to learn more.
- When posting about your event on social media, remember to always tag official Boston University channels, co-sponsors, and key stakeholders to increase engagement and conversation about your event.
- If you are hosting a larger event or would like to drive awareness, social sharing and engagement, consider creating a unique event hashtag. The hashtag can be featured on marketing collateral such as brochures, postcards, or slides and can be used for all your social media promotion initiatives. Encourage event coordinators, participants, and attendees to use the hashtag when posting about the event on social media to reach a greater audience.
- Does your event have a strong local angle and/or notable speakers? Consider reaching out to local news desks and reporters to let them know. If you would like counsel on how to best formulate your media strategy contact pr@bu.edu.

Accessibility and Virtual Programming

Looking to have attendees join your event from anywhere? Resources at BU can help

- For all inquiries regarding on-campus filming capabilities, contact [BU Productions](#).
- For questions about creating accessible events, visit [disability and access services](#).
- For questions about event technology services, contact [Learning & Event Technology Services \(LETS\)](#).

Still have questions about how to successfully promote and market your event? Contact the PR| Social Media team at pr@bu.edu or social@bu.edu.