

College of Arts and Sciences
Event Marketing

The more advance notice we have, the better. As soon as you have this information, send it to Karen Bystrom.

- Title
- Date/time
- Location
- Department(s) and any other partner(s)
- Image(s)
- Short description (100 words)
- Longer description (250 words)
- Full description, if needed (for web story, Facebook event, Eventbrite)

Graphics

- With at least 4 weeks' notice, we can help with layout; check with us on quicker turnaround.
- Customize graphics for maximum impact on different platforms
- Start with the layout that requires the greatest amount of text and then remove text as you resize for smaller versions.
- If you are using a free Canva account, Karen can resize for different uses for you, with her paid account

Item	Typical size	Best Practice
Flyer	8" x 11-1/2"	High resolution PDF for printing; try to limit text to up to 3 most important details and provide link to website
Poster	11" x 17" or 18" x 24"	High resolution PDF for printing; try to limit text to up to 3 most important details and provide link to website
Web image for calendar listing	250 x 320 pixels	Can be jpg of flyer, include text "download the flyer," and create media link for both the image and the text. Make sure you include a description when you upload the image to T4.
Facebook Post	940 x 788 pixels	Use limited text on the image; put your information in the post. Tag partners' pages in the text.
Facebook Event Cover	820 x 312 pixels	Use limited text; date, time, location are all included in the event text so do not include them. Add partners as event co-hosts. Always include A&S as a co-host: www.facebook.com/artsci/
Instagram Post	1080 x 1080 pixels	Can include date, time, location, as well as title in image, but repeat in post. Limit text. Tag partners' accounts, use hashtags
Instagram and FB Stories	1080 x 1920 pixels	Used less for advance promotion; more for "during event." Tag partners, use hashtags
Eventbrite Header	2160 x 1080 pixels	Use limited text; date, time, location are all included in the event text so don't include them
Connect SU events	1380 x 780 pixels	Limited text since the event info is right below.

Campus Screens	1280 x 720 pixels	Use limited text for ease of reading
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DRAFT - do not distribute

- a) Promotion on campus
- <https://www.seattleu.edu/involvement/resources--policies/publicity-on-campus/> including how to post flyers, placing messages on campus screens, other creative ideas
- b) Campus announcements
- Students, submit here: <https://seattleu.campuslabs.com/engage/sub>
 - Faculty and staff, submit here: <https://www.seattleu.edu/marcom/internal/request-a-campus-announcement/>
- c) ConnectSU – primary communication hub for students: <https://seattleu.campuslabs.com/engage/>
- Arts and Sciences has an “organization” for posting events
 - Contact Karen to be added to our list of people who can post events.
 - Karen and Bruce can sometimes post the events if there is sufficient lead time.
- d) Email
- Outlook – use for communicating with internal SU communities
 - Campaign Monitor – use for external communities, including alumni.
 - i. Contact Karen and Bruce for a free account if you need one. Bruce can provide training and templates.
- e) Event listings – Seattle U
- Karen will post on the A&S events page: <https://www.seattleu.edu/artsci/arts-lectures-events/>
 - i. Will include short description and link to more information on your event page.
 - Master calendar: <http://calendar.seattleu.edu/MasterCalendar.aspx>
 - Program event page: make sure the details are included as text on the page, not just an image of your promotional flyer. This improves search engine optimization.
 - i. If you use the same formatting as the A&S event page, it can simply be “mirrored” from one to another.
- f) Facebook Events
- Department has a FB page: make A&S a co-host: <https://www.facebook.com/artsci/>
 - Department does not have a FB page: send the information to Karen Bystrom
- g) Instagram
- Department has Instagram account: Karen will repost to A&S account.
 - Department does not have an Instagram account: Karen will include on A&S account.
- h) Other Social Media (Twitter, LinkedIn, etc.)
- A&S does not have other social media accounts
- i) Eventbrite
- Ticketed (paid) event - submit request for page: <https://www.seattleu.edu/ces/our-services/registration-services/>
 - i. Karen Bystrom can provide assistance in setting up the page and how to calculate Eventbrite fees (based on your ticket price.) You can ask to have Karen included as an administrator on your event.
 - Free event: Karen Bystrom has arranged to have access to placeholder free events and can help you set it up.
 - i. Even if you do not need to track registrations, your event will get free publicity through Eventbrite channels.
 - ii. Helpful for event planning to have RSVPs