Event Guidelines
How to Promote Your Event

Do you have an event coming up? We want to help promote your event! Please follow the steps below for us to be able to successfully promote your event in our monthly newsletter and on social media. If you have any questions, please contact Barbra.pushies@csus.edu

Why is this important?

We want to help support your events and share them with our community. But we can't do that if we don't know they are happening.

What is an A&L Event?

Any performance, reading, show, or exhibition that students and the community are invited to attend. The event should be held on Campus, at one of our Community Partners, or be sponsored by Sac State at another location. It can be a small reading or a guest lecturer; it doesn't just have to be the big exhibitions or shows. If it's open to the public, we want to promote it! Unless we tell them, people won't know about your event, so let's get it out in as many ways as possible!

A&L Calendar (This is the most important step!)

- Go to: Sac State » The Colleges » College of Arts & Letters (csus.edu) and fill out with as much detail as possible.
  - Some departments have their own Department Calendars – please add your event there as you normally do; it will automatically populate the A&L Calendar.
- Please add an image to the event – the image should have as little text on it as possible. Put the text information in the description box.
- Please add the event to the Calendar as early as possible.
- To be included in the monthly list of events in our newsletter, it must be uploaded to the calendar by the 15th of the month before. (Example: your event is November 7th, it must be uploaded by October 15th to get in the Newsletter)

A&L Social Media

- Post the event image (again with little to no text on it!) on your department's social media and **Tag** the College of Arts & Letters (FB: @SacStateArtsandLetters and Instagram: @sacstateartsletters)
  - If you post the event without tagging the College, we may not see it!

OR

- Send Image to: Barbra.pushies@csus.edu
  - The image should be square and have little to no text on it.

- o   Please include details and a description of the event in the copy of the email.

Event Support
If you would like a photographer or videographer to shoot your event, please contact Barbra Pushies. Resources are limited, and we will do our best to accommodate as many requests as possible.

Ideal Event promotion timeline:
This is a guide for the ideal situation. Of course, things around here are rarely ideal, so do what you can.

- **2 Months out or earlier**
    - o   Create a Graphic for the event (See [SacState Brand at a Glance](#) for Guidelines).
        - ▪   A square image with little to no text works well for social media.
        - ▪   If you are planning to print posters or fliers, you must send images through [University Branding](#) for approval.
    - o   Create an Event on A&L Calendar (if you only do one thing, do this!)
        - ▪   See above for the A&L Calendar Instructions
    - o   Post a Save the Date image to Social Media
        - ▪   Your department should have a staff member who oversees social media for your department. Check with your Department Chair.
    - o   Fill out [University Event Form](#) (Required)
        - ▪   This notifies all the important stakeholders, including University Communications.
        - ▪   If you have a series of events and know the dates in advance, you can fill out ONE form and include all the dates in the Notes section at the end.

- **1 month out**
    - o   Reminder post about the event
    - o   Share info about the event on social media in the weeks leading up to the event, if possible.
        - ▪   Behind the scenes look
        - ▪   Details on presenter, speaker, artist, etc.
        - ▪   What to expect at the event
        - ▪   Details on how to get tickets, where to park, where the event is being held (people get lost!)
    - o   Email Barbra if you would like a photographer at the event (not guaranteed, but we will try to help!)
    - o   Send info in for the University Briefing (optional)
        - ▪   The briefing is to inform Staff & Faculty only.
        - ▪   [Fill out the form here](#).
        - ▪   The deadline for Briefing submissions is 5 p.m. Thursday before publication.

- **Week of Event**

- o Post event reminders multiple times in the days leading up (Tag A&L College handles)
  - If the event is close to selling out, share that info!

- **Day of the Event**
  - o Send Final Reminder on Social Media
  - o Share pics or videos from the event on Social Media if possible
  - o Send Thank You post after the event. Thank the participants in the event and the audience and give save the date for the next event if there is one.

NOTE: If your event involves the publishing of a paper, book, or other creative work, please make sure to upload it to [Sac State Scholars](#)

- Sac State Scholars is a tool for celebrating the scholarly and creative achievements of our campus and helping connect our researchers with others. It is a research networking platform where Sac State research, scholarship, creative activities, and teaching and service will be highlighted. [Esploro](#), the software powering Sac State Scholars, auto-populates faculty profiles with little intervention so that faculty will not have the additional workload to manage their profiles.
- Multiple groups on Campus look here to see what new things are happening with faculty and when looking for experts to interview.

If you have any questions or need assistance, please contact Barbra at. Ext. 7669.
Thank you!