

THE PUBLICITY AND MARKETING CHECKLIST



Plan Your Publicity

- Create a blurb for the event: a short version for outlets such as Facebook, and a longer version for emails
- Always include title, date, time, location, any speaker names, sponsoring organization, and description: nail this down before publicizing (see [Event Planning DevDoc](#))

Flyers

- See [Graphic Design DevDoc](#) for assistance creating a flyer
- Put up as many flyers as possible: in bathrooms, in dorms, and on bulletin boards that permit flyers.
- Put flyers in sanctioned locations within the Campus Y (board by entry, strips in conference room, faculty lounge board, second floor bulletin board)

Y Communications

- Weekly Update: <https://unc.us14.list-manage.com/subscribe?u=2485e87e1d6390175e277569f&id=32f50c25c9>
- Email the Communications Team atcampusy.communications@gmail.com to access the Campus Y website, facebook page, twitter, and touch screen

Social Media

- Create a Facebook event
- Have committee members share the event or post the flyer on their Instagram and Facebook stories
- Create statuses; post on any UNC facebook groups
- Set a countdown for the event on Instagram stories; have committee members share.
- Have someone 'take over' the Facebook or Instagram as a way to promote the event.

Listservs

- Create a google spreadsheet with a list of listservs to spam; members of your organization sign up to spam listservs of organizations to which they have access

Cubes

- Go to the Union Information Desk and pay \$10 to paint a pit cube
- Talk to the Communications Team about the Y cubes

Pit Sits

- Pass out half-sheet or quarter-sheet flyers

Food and Refreshments

- If your budget allows, provide light refreshments (ask local restaurants for discounts) and advertise free food.

LISTSERVS TO CONTACT

- Y Cabinet Committee
- Listservs (via co-chairs)
- Entrepreneurship Minor
- Relevant Classes
- Relevant Departments
- Honors weekly email
- RAs
- NC Fellows
- CLD
- Public Service Scholars
- APPLES
- Morehead-Cain Scholars
- Carolina Scholars
- Colonel Robertson Scholars
- Carolina Covenant Scholars
- Johnston Scholars
- Student Government
- Young Democrats
- College Republicans Roosevelt
- BSM
- MSA
- Mi Pueblo
- Greek Organizations
- UNC Facebook groups (by class)
- Scan the list at: <https://hellife.unc.edu/organizations>