

How to promote your campus event

Increase participation in your event by promoting it to a wide campus audience through a variety of channels.

You've put a lot of effort into planning your event. Take advantage of these campus resources to help publicize and make your event a success! Questions? Contact Web and Internal Communications by email at internalcomm@niu.edu.

Calendar of Events

calendar.niu.edu

Submit your event to the NIU online calendar. It's available from every page on the niu.edu website as well as the NIU Mobile app.

NIU Today

niutoday.info

NIU Today is the university's official news and information blog. You can submit a story about your event (500 words or less) to NIU Today via the NIU Clearinghouse (go.niu.edu/clearinghouse).

Promotional Materials

go.niu.edu/csrequest

NIU Creative Services can design posters, fliers, brochures, programs, digital signs, table tents and more to support your event. Complete the Creative Services request form at least four to six weeks prior to your event.

Templates

go.niu.edu/templates

University Marketing provides a collection of template files for print and digital communication needs like postcards, brochures, fliers and posters. Please contact University Marketing at marketing@niu.edu with questions.

Digital Signage

go.niu.edu/digitalsigns

The digital signage system is a great way to promote upcoming university events across campus. You can submit digital signage requests via the NIU Clearinghouse (go.niu.edu/clearinghouse).

Social Media

niu.edu/social-media

Promote your event through your organizational or departmental social accounts. You can also submit the information via the NIU Clearinghouse (go.niu.edu/clearinghouse) to the university's official social media channels for possible promotion. For advice on how to best leverage social channels to promote your event, email socialmedia@niu.edu.

Huskie Link

go.niu.edu/huskielink

Student Association-recognized organizations should create an event through their Organization Page in Huskie Link.



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How to promote your campus event

Policies

Please review these policies before you promote your event.

Chalking

go.niu.edu/chalk

Student Association-recognized organizations in good standing and university departments are allowed to chalk on concrete sidewalks using washable nontoxic chalk.

Clearinghouse Review

go.niu.edu/clearinghouse

To help strengthen the NIU brand and ensure consistency, the Division of Enrollment Management, Marketing and Communications created the Clearinghouse Review. Please submit all print and digital communications to the Clearinghouse at least three business days before the communication is due.

Communication Standards

go.niu.edu/standards

Our *Communication Standards for Institutional Brand Identity* explains proper use of the NIU logo and tagline as well as brand basics.

HSC Table Tents

go.niu.edu/table-tent

Student Association-recognized organizations or university departments are eligible to place table tents on tables within the Center Café or Blackhawk Food Court.

Posters

go.niu.edu/poster-policy

Student Association-recognized organizations in good standing and university departments may request placement of posters on campus bulletin boards. Posters must adhere to the NIU Poster Policy.



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Recommended Timeline for Event Promotion

Please allow enough time for design and approval processes. Ideally, you should develop a timeline that starts at least six weeks before the date of your event.

Six weeks out

Request design services for things like posters, fliers and digital signage graphics through NIU Creative Services. Add your event to the NIU Calendar and your department's website.

Five weeks out

Submit design and promotional materials to the NIU Clearinghouse for review, and submit posters and table tents to Student Involvement and Leadership Development for electronic stamp approval. If you use NIU Creative Services for design services, they will facilitate both the Clearinghouse Review and the stamp approval processes for you.

Four weeks out

Distribute your posters, fliers, table tents, postcards and any other materials you have produced. Start promoting your event through your department's social media accounts. If you don't have any departmental social accounts, do not create new ones. Submit a request through the NIU Clearinghouse to have the event publicized through NIU's main social accounts, or email socialmedia@niu.edu.

Three weeks out

Submit an NIU Today story about your event and graphics for campus digital signage through the NIU Clearinghouse.

Week of the event

Chalk campus sidewalks with the event name, day, time and location.