

# 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](mailto:internalcomm@niu.edu).

## Calendar of Events

[calendar.niu.edu](http://calendar.niu.edu)

Submit your event to the NIU online calendar. It's available from every page on the [niu.edu](http://niu.edu) website as well as the NIU Mobile app. Calendar events are featured on websites, the Monday morning announcements and NIU Today emails.

## Promotional Materials

[go.niu.edu/csrequest](http://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](http://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](mailto:marketing@niu.edu) with questions.

## Digital Signage

[go.niu.edu/digitalsigns](http://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](http://go.niu.edu/clearinghouse)).

## Social Media

[niu.edu/social-media](http://niu.edu/social-media)

Promote your event through your organizational or departmental social accounts. To submit the information to the university's official social media channels for possible promotion, email [socialmedia@niu.edu](mailto:socialmedia@niu.edu). For advice on how to best leverage social channels to promote your event, visit [niu.edu/social-media](http://niu.edu/social-media).

## Huskie Link

[go.niu.edu/huskielink](http://go.niu.edu/huskielink)

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



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## Policies

Please review these policies before you promote your event.

### Chalking

[go.niu.edu/chalk](http://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](http://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](http://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](http://go.niu.edu/table-tent)

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

### Posters

[go.niu.edu/poster-policy](http://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 to have the event publicized through NIU's main social accounts by emailing [socialmedia@niu.edu](mailto:socialmedia@niu.edu).

Three weeks out

Review your event listing on the NIU Calendar to make sure it is accurate.

Week of the event

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