

HOW TO PROMOTE YOUR EVENT USING THE **WEBSITE**

Stephanie M. Scott

Director of Digital Marketing & Strategy



Texas Wesleyan
UNIVERSITY

Smaller. Smarter.

REMINDERS

- ▶ Image approvals
 - ▶ Check for copyright and branding
 - ▶ Are you not sure if your image is copyrighted?
 - ▶ Use [google.com/images](https://www.google.com/images)
- ▶ Reminder of our Approval Queue process
 - ▶ In by 11 a.m. M-F and live on the website by EOD
 - ▶ Includes images approvals
- ▶ Need T4 Help?
 - ▶ Email digitalsupport@txwes.edu
 - ▶ Call us ext. 6538



TODAY'S FOCUS

HOW TO...

- ▶ Create an engaging event
- ▶ Promote an event using news
- ▶ Submit your event/story for inclusion in the Wesleyan Flame
- ▶ Drive traffic to your events and news stories
- ▶ Questions
- ▶ Web Rockstar winners



HOW TO...

CREATE AN ENGAGING EVENT



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Your event title is important.

- ▶ What's a good length?
 - ▶ Average 6-7 words for best results
- ▶ Make sure your event title is unique
 - ▶ Titles = URLs
- ▶ Questions to ask yourself when writing your event title
 - ▶ Is this event a series?
 - ▶ Is the date necessary?
 - ▶ Does this title make me want to attend this event?
 - ▶ Is it clear what to expect?



Describe your event in detail.

- ▶ You know what to expect with your event, but make sure your audience does too.
- ▶ Questions to ask yourself when writing your even description
 - ▶ Who? What? Where? When? Why?
 - ▶ What is the order of events?
 - ▶ Do I register?
 - ▶ Do I need to bring anything?



Make your event text scannable

- ▶ How?
 - ▶ Images
 - ▶ Bullets
 - ▶ Adding a relevant title category
- ▶ Don't forget your image and title category!



Event


[Send Me Info](#) [Apply Now](#)
Or [Sign In](#) to finish your application

TRAINING OPPORTUNITIES

Web Rockstar Series: Website Event Promotion

By: Texas Wesleyan University

[f](#) [t](#) [g+](#) [r](#) [e](#) [+](#)



When: Sep 15, 9:00 AM - Sep 15, 10:00 AM
Where: Eunice and James L. West Library Orientation Room

Join the Office of Digital Marketing & Strategy from 9-10 a.m. Thursday, Sept. 15, in the Library Orientation Room for donuts and a session on how to promote your event using the University website. This session will walk you through how to make sure you're using all of your opportunities in T4 to promote your event.

In the one-hour session we'll talk about:

- Creating an engaging event
- Promoting your event through news
- Submitting your story for the Wesleyan Flame
- Other ways to drive traffic to your events and news stories

Please RSVP below or accept your Outlook invitation by 2 p.m. Wednesday, Sept. 14, to allow finalizing of catering arrangements.

Questions? Contact Stephanie M. Scott, director of digital marketing & strategy, at stmscott@twes.edu or 817-531-5815.


Register Now

Name:

Email:

Department:

Share: [f](#) [t](#) [g+](#) [r](#) [e](#) [+](#)

 **Texas Wesleyan University**

At Texas Wesleyan, we have a rich history and a Texas-sized reputation. As stewards of the University, it is our responsibility to build a future as bright as our past.

UPCOMING EVENTS

SEP 14	Communicating with Students Using Blackboard Announcements and the Remind App
SEP 15	Power Up at Your Library Day Coloring Party
SEP 15	CETL: Creative Assessment for Continuous Learning
SEP 16	Learning Styles & Study Skills Workshop, 9/16/16
SEP 16	Grading Collaborative Assignments: Group Contracts and Peer Assessment
SEP 17	A Night of Magic at Martin Hall

[All Events](#) ▶

Contact Us

Office of Marketing & Communications

Location: Eunice & James L. West Library B36
Phone: 817-531-5812
Fax: 817-531-5811
communications@twes.edu

HOW TO...

PROMOTE AN EVENT WITH NEWS



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ALWAYS write a news story too

- ▶ You can use similar content
- ▶ News stores give you the opportunity to:
 - ▶ Go into more detail
 - ▶ Add a button to encourage registrations or ticket sales
 - ▶ Drive traffic to your event from across the website
 - ▶ Use linked categories to share your event across the website
- ▶ Do you have an event for students?
 - ▶ Make sure that this news story uses a linked category from Student Life



News

TRAINING OPPORTUNITIES

Learn how to promote your event using the University website Sept. 15

09.01.2016 | By: Texas Wesleyan University



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Share:



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0 Comments Texas Wesleyan University

Stephanie Scott

Recommend Share

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UPCOMING EVENTS

SEP 14 Communicating with Students Using Blackboard Announcements and the Remind App

SEP 15 Web Rockstar Series: Website Event Promotion

SEP 15 Power Up at Your Library Day Coloring Party

SEP 15 CETL: Creative Assessment for Continuous Learning

SEP 16 Learning Styles & Study Skills Workshop, 9/16/16

SEP 16 Grading Collaborative Assignments: Group Contracts and Peer Assessment

[All Events](#)

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Modify content, update details.

Section: [Home](#) » [Home](#) » [Communications](#) » [Digital Marketing](#) » [News & Events](#) » [All News](#) » [Training Opportunities](#) » [Training Opportunities News Archive](#) » [Learn how to promote your event using the University website Sept. 15](#)

General Information **Content** Placement Channels Options Linked Content

Content Type: News Story

[Update](#) [Preview](#) [Cancel](#)

Name *

Release Date *

Author

Video ID

Playlist ID

Teaser *

Photo
[Change](#) : [Preview](#) : [Download](#) : [Remove](#)

Body *

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Title Category

- Linked Categories
- 2020 Vision
 - Academics
 - Admissions
 - Alumni
 - Athletics
 - Business Office
 - CETL
 - Campus Buzz
 - Cashier
 - Human Resources
 - Information Technology
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 - In the News
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 - Website Tips
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 - Live Smaller
 - Think Smarter
 - Top Five List
 - Student Life
- Selected values
Marketing & Communications
Marketing & Communications » Training Opportunities
News & Events

Display Options * Featured Flame Normal
 Ram Life Rotator

Canonical Link *
Current Section : [Home](#) » [Home](#) » [Communications](#) » [Digital Marketing](#) » [News & Events](#) » [All News](#) » [Training Opportunities](#) » [Training Opportunities News Archive](#) » [Learn how to promote your event using the University website Sept. 15](#) [Change](#)

Use Default Link Text

[Update](#) [Preview](#) [Cancel](#)



HOW TO...

GET YOUR EVENT IN THE FLAME



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How do I get my event in the Flame?

- ▶ Don't forget our Approval Queue
 - ▶ In by 11 a.m. M-F and live on the website by EOD
- ▶ Have an important event coming up? Talk to us about it.
- ▶ When you write a news story, we can feature it before an event would ever show in the Flame.



THE WESLEYAN FLAME f t y
The latest news & events from Texas Wesleyan University

Student Experience and Title IX are focus of Sept. 13 Town Hall
President Slabach's first 2020 Town Hall Meeting of the semester will address the 2020 Vision Student Experience goal and answer questions from the Idea Box. Attendees will receive a free magnet.

Sign up now for the Blue Zone's Purpose Workshop Sept. 28
Attend a free purpose workshop and find your true purpose – that unique thing that makes you your best.

Learn how to promote your event using the University website Sept. 15

Fall night scuba class starts Sept. 27

VIDEO: University reaches 2020 Vision residence life goal ahead of schedule

Sign up for T4 website training on Sept. 22

Angela Dampier named associate vice president for human resources

Register now for Texas Wesleyan Baseball's Golf Classic

Alumni Medal Dinner honorees announced

Dr. Childs to lead professional development series

Box office for 'Rain' now open, free tickets for Wesleyan students

More News

Let's Go **Campus Buzz**

Sep 13 **Learning Styles and Study Skills Workshop**

Sep 13 **2020 Town Hall Meeting**

Sep 13 **CETL: Plan a Wiki Assignment**

Sep 14 **'Substance Abuse Awareness with Teens and Young Adults' Webinar**

Sep 14 **Communicating with Students Using Blackboard Announcements and the Remind App**

Buy your ticket for Saturday's Night of Magic at Martin Hall.

Check out the Texas Wesleyan 2017 football schedule.

Don't miss this year's K9 Carnival with food, fun and fur on Sept. 24.

Get your flu shot on Sept. 20 and Oct. 12 in the Baker Building.

Stop by the West Express Eatery for a snack or drink.

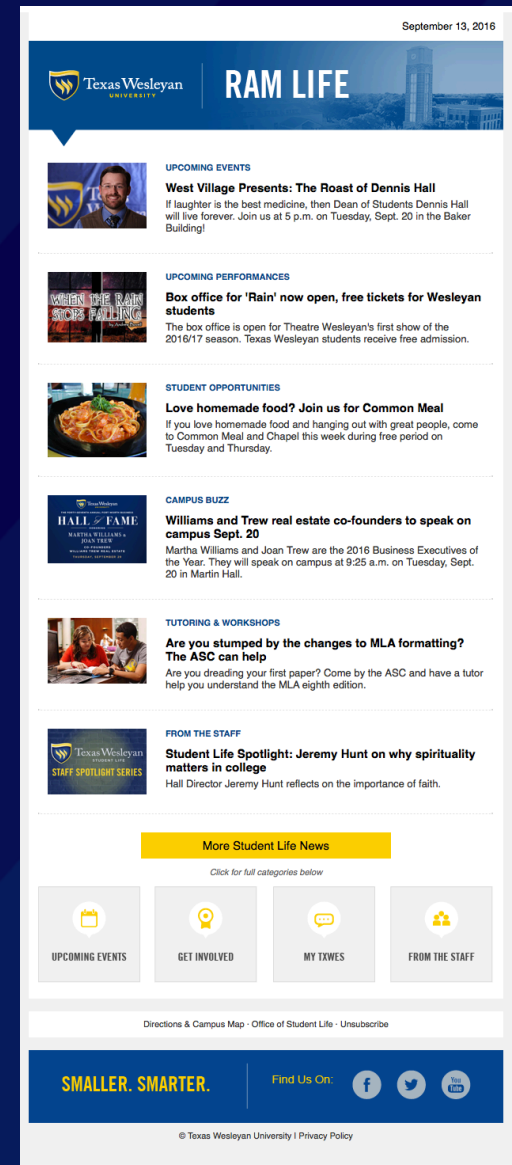
More Events **More Announcements**

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Student Life launched a newsletter

- ▶ You can now check Ram Life as one of your Display Options
- ▶ Want your event featured in Ram Life? Talk to Student Life.



September 13, 2016

Texas Wesleyan UNIVERSITY | **RAM LIFE**

UPCOMING EVENTS
West Village Presents: The Roast of Dennis Hall
If laughter is the best medicine, then Dean of Students Dennis Hall will live forever. Join us at 5 p.m. on Tuesday, Sept. 20 in the Baker Building!

UPCOMING PERFORMANCES
Box office for 'Rain' now open, free tickets for Wesleyan students
The box office is open for Theatre Wesleyan's first show of the 2016/17 season. Texas Wesleyan students receive free admission.

STUDENT OPPORTUNITIES
Love homemade food? Join us for Common Meal
If you love homemade food and hanging out with great people, come to Common Meal and Chapel this week during free period on Tuesday and Thursday.

CAMPUS BUZZ
Williams and Trew real estate co-founders to speak on campus Sept. 20
Martha Williams and Joan Trew are the 2016 Business Executives of the Year. They will speak on campus at 9:25 a.m. on Tuesday, Sept. 20 in Martin Hall.




TUTORING & WORKSHOPS
Are you stumped by the changes to MLA formatting? The ASC can help
Are you dreading your first paper? Come by the ASC and have a tutor help you understand the MLA eighth edition.

FROM THE STAFF
Student Life Spotlight: Jeremy Hunt on why spirituality matters in college
Hall Director Jeremy Hunt reflects on the importance of faith.

More Student Life News
Click for full categories below

UPCOMING EVENTS | GET INVOLVED | MY TXWES | FROM THE STAFF

Directions & Campus Map - Office of Student Life - Unsubscribe

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Modify content, update details.

Section: Home » Home » Communications » Digital Marketing » News & Events » All News » Training Opportunities » Training Opportunities News Archive » Learn how to promote your event using the University website Sept. 15

General Information | **Content** | Placement | Channels | Options | Linked Content

Content Type: News Story **Update** | **Preview** | **Cancel**

Name *

Release Date *

Author

Video ID

Playlist ID

Teaser *

Photo [Change](#) | [Preview](#) | [Download](#) | [Remove](#)

Body *

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Path: p

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- Selected values
- Marketing & Communications
- Marketing & Communications » Training Opportunities
- News & Events

Display Options * Featured Flame Normal

Ram Life Rotator

Canonical Link * [Change](#)

Use Default Link Text

Update | **Preview** | **Cancel**



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Content Type: Event - TWU

Update Preview Cancel

Name

Author

Start Date

End Date

Main Image

Change Preview Download Remove

Teaser

Event Text

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Custom Location

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Selected values

Marketing & Communications

Marketing & Communications » Training Opportunities

Appear in archive? No Yes

Include Event in Flame Yes

Canonical Link

Current Section : Home » Home » Communications » Digital Marketing » News & Events » All Events » Web Rockstar Series: Website Event Promotion

Change

Use Default Link Text

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<div class="form">
  <input type="text" value="Register Now">
  </div>
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  </div>
  <div class="form">
    <input type="text" value="Email" />
  </div>
  <div class="form">
    <input type="text" value="Department" />
  </div>
  <div class="form">
    <input type="button" value="Submit" />
  </div>
  </div>
  </pre>

```

Update Preview Cancel



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HOW TO...

DRIVE TRAFFIC TO YOUR EVENTS & NEWS STORIES



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Share on social networks

- ▶ Make it noticeable = shareable
- ▶ Consider length
 - ▶ Are you tweeting? Leave enough space
- ▶ How do I optimize to share on social?
 - ▶ Write an engaging headline
 - ▶ Include a description on my event in T4
 - ▶ Add an image



Best practices for event promotion

- ▶ How soon before my event do I promote?
 - ▶ 3-4 weeks before
- ▶ Let us know that you want us to feature your event in the Flame
- ▶ Did you require registrations?
 - ▶ Send a reminder



QUESTIONS?



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ROCKSTAR WINNERS!



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AND THE WINNERS ARE...

- ▶ #1 Amber Procter-William
- ▶ #2 Marcel Kerr
- ▶ #3 Jacob Sanchez



THANKS!



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