

# Marketing Your Event

*Getting the word out about your event is crucial! Here are some reminders about the University's policies, procedures, and resources for marketing your student organization's upcoming program or event.*

Keep in mind that all posters are REQUIRED to have the event's **date, time, contact person, and location** clearly advertised. The names of all **sponsoring organizations and departments**, including **contact information**, must also be included.

## MyPostings

MyPostings ([www.sandiego.edu/mypostings](http://www.sandiego.edu/mypostings)) is a website that allows organizations to submit their events to get marketed in multiple areas around social media as well as the school website. These events are used to fill the campus calendars, the Blue Buzz, mass emails/newsletters, and other marketing resources.

## Blue Buzz

Run through TPB, the Blue Buzz is a way to let students know about weekly events. To get an event shared, it has to be submitted through "My Postings" and have the tag "Torero Life" under department.

## Torero Life Social Media

Through Facebook, Twitter, Instagram, Snapchat, Youtube, and LinkedIn, the Creative Zone offers various modes of social media to help market different events. The Creative Zone receives the events through MyPostings, as well as asking us directly to market the approved events via email or in person.

[usdcreativezone@gmail.com](mailto:usdcreativezone@gmail.com) | SLP 302

## On Campus Marketing

- Flyers must be approved by Creative Zone staff before posting around campus.
- Banners may be posted to railings/fences using blue painters tape obtainable for check-out at the Creative Zone
- Pieces may not be posted to sidewalks, walls/windows, inside buildings without special building manager.
- Review policy details at:  
<https://www.sandiego.edu/scheduling/policiesguidelines/campus-postings.php>

## For Residence Halls:

- Flyers should be printed, divided, labeled, and taken to Irene Bubnack's office in Missions Crossroads so they can be approved and forwarded to the designated RAs and CDs for the weekly distribution

## For Kiosks:

- Requires approval by Creative Zone
- Locations include Student Life Pavilion, Camino/Founders Patio, and IPJ
- must be 8.5x11

## For Bulletin Boards:

- Requires approval by Creative Zone
- Locations include UCs, SLP, Serra Hall, Camino/Founders Halls, and Loma Hall
- must be 8.5x11

## For Classroom Halls:

- must be approved by the Dean of the school or specific building manager

## For TV Displays:

- submit flyers to [www.sandiego.edu/ucslpdisplays](http://www.sandiego.edu/ucslpdisplays)

## For Marquee (digital displays at the entrance of campus):

- Events can be submitted to the following link to ask for approval of the event to be marketed: <http://www.sandiego.edu/ucdesign/protocols/electronic-marquees.php>
- Email questions to [marquee@sandiego.edu](mailto:marquee@sandiego.edu)

## For MySanDiego App:

- On special occasions, push notifications can be used to market events by send an email to [usdcreativezone@gmail.com](mailto:usdcreativezone@gmail.com) for review and approval

## Requirements to Approve a Flyer:

1. No obscene words or images
2. Must have the date, time, location, and sponsors of the event clearly visible on the flyer
3. Letter sized flyers (8.5x11) for kiosks, or smaller than (11x17)
4. Must have the space for the event reserved
  - a. One must fill out an Event Registration Form, EvR, to reserve and ask for approval of the organizations different events that are planned.
  - b. <https://reservations.sandiego.edu/virtualems/>
  - c. The above link lays out the steps to grant approval and reservation of space for the events. On or Off campus events can be submitted and must follow all the steps in order to be granted approval.
5. It must be prior to the date of the event
6. Has to be a reasonable number of flyers (ex. should not have 100 flyers to put up)
7. Must contain Contact Info
8. If the flyer contains advertisement for alcohol, external events, potentially polarizing events (things that go against USD's Catholic values), or anything that has a cost associated with it, it must be approved by a professional staff member.