Advertising 101

Your event is on the calendar. Now what? Read on for tips and resources for publicizing your event at Coastal Carolina University...

1. **Coastal Connections**: This website ([http://coastal.collegiatelink.net](http://coastal.collegiatelink.net)) is your one stop shop to find out what is happening on campus each day. Make sure you upload an image when creating your event so it will show up on the bulletin board. Your event registration must be approved first before the event will be approved through Coastal Connections.

2. **Flyers**: Flyers are the go-to means of publicizing events on campus. Practically every building on campus has bulletin boards to post flyers. Organizations receive copier codes and may use the copiers in OSAL to print your flyers. You will have a page limit for the year. Things to remember:
   a. All flyers must be approved with a stamp from the Office of Student Activities and Leadership (215 Student Center) or Student Center Information Desk. We recommend bringing one flyer to get stamped before making your copies.
   b. Flyers may only be posted on bulletin boards maintained by OSAL, NOT on poles, walls, or academic boards.
   c. Bulletin boards will be cleared the 1st Monday of each month.
   d. Do not post a flyer on top of another flyer, and only post one flyer per board.
   e. Try to keep the boards as neat as possible. The more flyers overloading the board, the less publicity everyone gets.

3. **Social Media**: Popular sites include Twitter, Facebook, Vine, Instagram, and Pinterest. If you tweet at @CCUInvolved, we will retweet it!

4. **Banners**: Organizations can make banners out of bedsheets and string them up on Prince Lawn and in front of Hicks Dining Hall. You must provide your own sheet and rope. All banners must be approved by OSAL.
5. **Student Organization Mailboxes**: All organizations are assigned a mailbox in OSAL. Feel free to give them flyers.

6. **Prince Lawn**: Grab a megaphone, print out some handbills, register for a table, and head out to Prince Lawn for a little face-to-face time with students to promote your event.

7. **Word of Mouth**: Spread the word among your friends and classmates that you will be attending an event; then ask if they want to come with you!

8. **E-Boards**: Several buildings on campus have closed circuit TVs to run ads. Contact Mona Prufer at mprufer@coastal.edu to see if you can get your event featured on them.

9. **Goodies and giveaways**: If your budget allows it, buy some goodies or giveaways to catch peoples’ attention.

10. **Whiteboards**: Write the basics about your event in the corner of whiteboards around campus. Put a box around it and write “SAVE”. There is no guarantee it won’t get erased, but maybe someone will see it first!

11. **Sidewalk chalk**: Chalking is permitted in front of the Student Center, Prince Building, Hicks Dining Hall, University Place Grand Strand Activity House, and The HTC Center.

12. **Ad in The Chant**: The Chant is CCU’s own student-run newspaper. Contact chanticleernews@gmail.com to talk about putting an ad in the paper.

13. **Collaborate**: Think of other organizations and departments that might be interested in co-sponsoring your event. You may be able to share the cost and reach more people.

14. **Think outside the box**: Think about the type of event you are planning. Is there anything you can do to stand out in your promotion? Maybe it’s a mock protest of a speaker, or wearing crowns around campus to promote a pageant, or renting a cupcake costume to promote a bake sale. Be creative! Creativity catches more attention.

The Office of Student Activities and Leadership is here to assist you. We want your events to be successful! So, stop in to the office on the 2nd floor of the Lib Jackson Student Center or call 843-349-2301 to talk to someone about your ideas. Happy planning!