



**Framingham**  
State University

# Promoting Your Event

*Framingham State University*



# Contents



- 3. *The Basics***
- 4. *Print Materials***
- 5. *FSU Print Services***
- 6. *Bulletin Boards***
- 7. *Social Media & Web Marketing***
- 8. *Press Releases and Website Media***
- 9. *Community Calendars and Forums; Online Events Calendar***
- 10. *The Campus Happenings, and Ramlink; Electronic Sign Boards***
- 11. *The Gatepost***
- 12. *Student Ambassadors/Extra Credit***
- 13. *Key Contacts***

# The Basics



## 1. Do I know the full details to begin the marketing?

Date, time, location, venue, sponsors, etc.

## 2. Who is my audience?

Faculty, staff, students, alumni, greater community.

## 3. How does my audience prefer to be contacted?

E-mail, text, posters, Facebook, word of mouth, all of the above?

## 4. Who distributes the posters around campus?

While the majority of the event planning is the responsibility of the person hosting the event, department administrative assistants may also assist with this. It is up to the host to meet with the department administrative assistant to establish which areas each will cover.

## 5. What's my budget for printing and other materials?

The plan may be to use free methods of promotion; however, it's best to secure a budget before moving forward with design or promotion.

## 6. When should I begin?

The timeline depends upon the type of campaign and the size of the audience. As a rule of thumb, you should begin the planning and design process **8-10 weeks prior to the date of the event**, and begin promotion **4-6 weeks** in advance with increased frequency as the date nears.



# Print Marketing



## Do you need help getting a flyer or a poster made for your event?

You may submit a design request using the Graphic Design Request Form at:

[framingham.edu/Assets/uploads/about-fsu/marketing-and-communications/documents/graphicdesignrequestform.pdf](https://framingham.edu/Assets/uploads/about-fsu/marketing-and-communications/documents/graphicdesignrequestform.pdf)

Please allow a minimum of five weeks for production.

This will ask for general information and the format of your advertising (poster, flyer, etc.). You may submit exactly how you want the poster done, or you can give the pertinent information about the event to Graphic Design Support and they will create it for you. Your promotional materials should include all the basic information: who, what, when, where, and who to contact. It also needs to include why. You need to help people understand why they might enjoy this event.

**QUESTIONS?** Contact the Graphic Design Support at 508-626-4561 or via email at [graphicdesign@framingham.edu](mailto:graphicdesign@framingham.edu).

**PLEASE NOTE:** There is a cost associated with printing. For more information about printing prices, visit the Print Services Gateway located in myFramingham.



# FSU Print Services



Posters, flyers and table-tents are cost-effective methods of on-campus marketing. But, where can I print and post them? The Print Services Gateway is the one-stop shop for all in-house printing needs and can be accessed through myFramingham under the “FSU Work” tab. This new system allows you to submit print requests anywhere you have internet access, and has tons of great features including:

- ▶ Document and Finishing Preview
- ▶ Order Receipt and Automatic Order Completion Notification
- ▶ Chargeback Information Selection – Codes are already entered for you to select!
- ▶ Easy reordering of previously uploaded documents
- ▶ Cost estimating
- ▶ And much more!

**QUESTIONS?** Contact the Print Services at [printservices@framingham.edu](mailto:printservices@framingham.edu), or 508-626-4669.

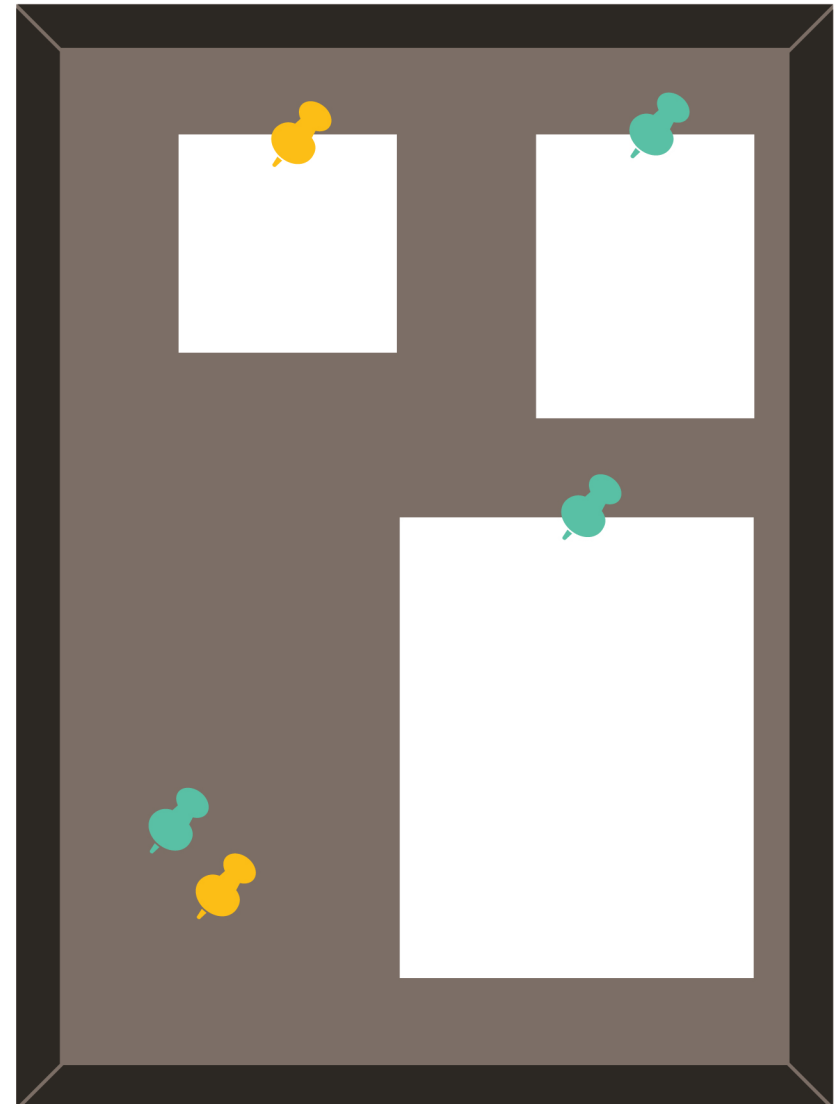


# Bulletin Boards



You may use campus bulletin boards and post advertisements with non-adhesive materials such as zip ties, string and fishing line. Locations:

- ▶ **Crocker Hall:** Facing the front doors on the first floor.
- ▶ **Dwight Hall:** Wood framed board by entry nearest DPAC.
- ▶ **May Hall:** First floor across from the elevators.
- ▶ **Hemenway Hall:** First floor facing State Street and back entrance near construction.
- ▶ **McCarthy Center:** Reserve frames in the McCarthy Center via SILD (<https://www.framingham.edu/student-life/student-involvement-and-leadership-development/poster-reservation-request-form.php>). If approved, they will post it for you.
- ▶ **Whittemore Library:** Please deliver your promotional materials to Kate Burt ([kburt2@framingham.edu](mailto:kburt2@framingham.edu)) for postings on the first floor of the Whittemore Library.
- ▶ **Residence Halls:** (Approved by Office of Residence Life) Residence Life has a posting Registration form you must complete if you wish to have promotional materials posted in the Residence halls. If approved, they will post it. You can find the Registration form at the following link: [framingham.edu/Assets/uploads/student-life/residence-life/\\_documents/posting\\_procedure-application.pdf](https://framingham.edu/Assets/uploads/student-life/residence-life/_documents/posting_procedure-application.pdf)



# Social Media & Web Marketing



Social Media is a great way to reach students and other members of the community. The University's Social Media Coordinator is Christina Casinelli ([ccasinelli@framingham.edu](mailto:ccasinelli@framingham.edu)). She is available to help you promote your event via the University's primary social media accounts on Facebook, Twitter, Instagram, LinkedIn and more. If your budget allows, you may also be interested in running a paid social media campaign. Marketing Director Averil Capers ([acapers@framingham.edu](mailto:acapers@framingham.edu)) is available to assist you in that effort.

**Campus Currents**, Framingham State's e-newsletter, is also a useful tool for reaching the community. To submit your event to Campus Currents, e-mail Director of Communications Dan Magazu ([dmagazu@framingham.edu](mailto:dmagazu@framingham.edu)).

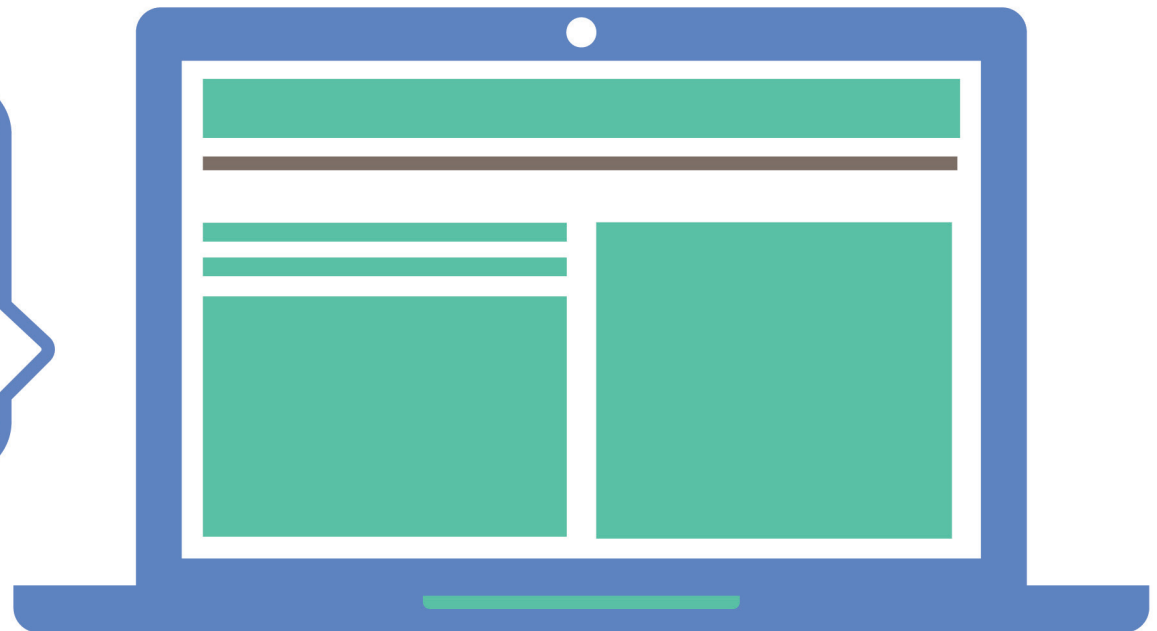
**Eventbrite** is a free online service that allows users to create ticketing and registration for their events. Simply sign up to create an account and get going! [www.eventbrite.com](http://www.eventbrite.com)



# Press Releases & Website



When appropriate, Communications Director Dan Magazu is available to create a press release to promote your event to the outside community. Please note that not all events rise to the level of requiring a press release and the distribution of a press release does not guarantee coverage in the media. Some events can also be promoted via the headline section of the front page of the University's Website.





# Community Calendars and Forums



Submitting your events to area forums and community calendars is easy and just takes a little time on your part.

- ▶ Framingham Neighbors: Known as “Frambors,” this is a highly interactive and followed community forum in Framingham. <http://forums.e-democracy.org/groups/frambors>
- ▶ MetroWest Daily News Calendar: A great community calendar that is free to submit events to. You just have to sign up: <https://www.metrowestdailynews.com/calendar>
- ▶ Framingham Patch/Source: Two online-only media outlets that run event calendars at no cost. Framingham Patch: <https://patch.com/massachusetts/framingham>. Framingham Source: <https://framinghamsource.com>
- ▶ Framingham Moms: Moms meetup in Framingham: [www.meetup.com/topics/moms/us/ma/framingham](http://www.meetup.com/topics/moms/us/ma/framingham)

# Online Events Calendar



Make sure people know about your event by submitting it to the Framingham.edu Calendar. This process is completed in **25Live** when you book the location of your event. Contact the Campus Events Office at 508-626-4092 for more information.

# The Campus Happenings, and Ramlink



The Office of Student Involvement and Leadership Development (SILD) can publish info about your event in Campus Happenings. It is a big sheet with all the events of the month that goes into the bathroom stalls and other posting areas. To include your event, submit information to SILD before the 25<sup>th</sup> of the month preceding the month of your event.

Ramlink, overseen by SILD, is an area where students post information on events and student organizations on campus. It is a great resource if your event is co-sponsored by a student club. <https://ramlink.framingham.edu>

# Electronic Sign Boards



For electronic messages on the McCarthy Center sign board, you can submit a request through SILD at [sild@framingham.edu](mailto:sild@framingham.edu) or call 508-626-4615. For the other large sign boards around campus, contact Marketing Director Averil Capers at [acapers@framingham.edu](mailto:acapers@framingham.edu).

# The Gatepost



You can advertise in *The Gatepost*, Framingham State's independent student newspaper. Student groups and some departments/offices can receive a limited number of free ads, so you may be able to use that as a medium. Pay ads are available as well. To contact *The Gatepost*, email them at [gatepost@framingham.edu](mailto:gatepost@framingham.edu) or visit their advertising site at <http://fsugatepost.com/advertise/>.

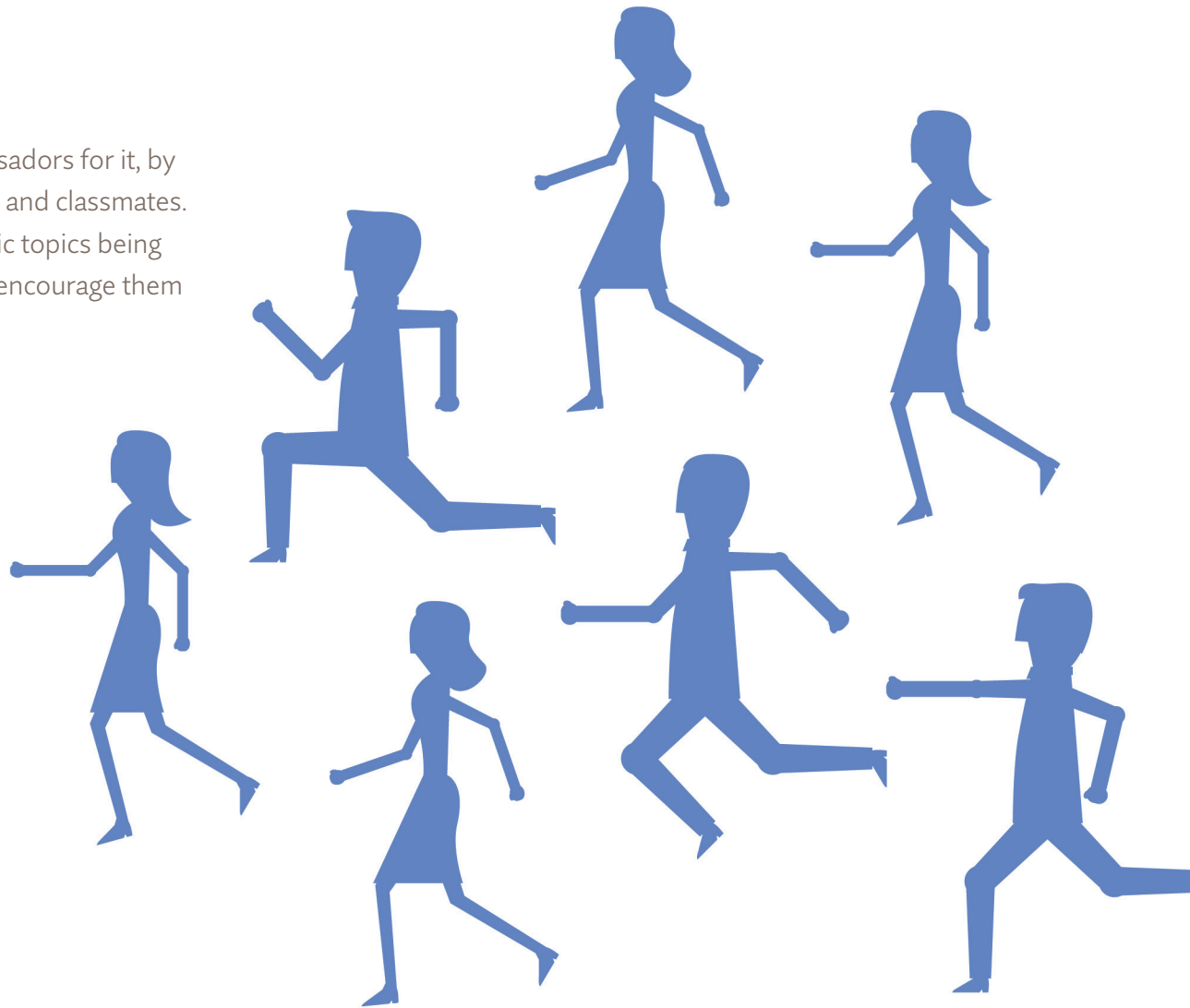
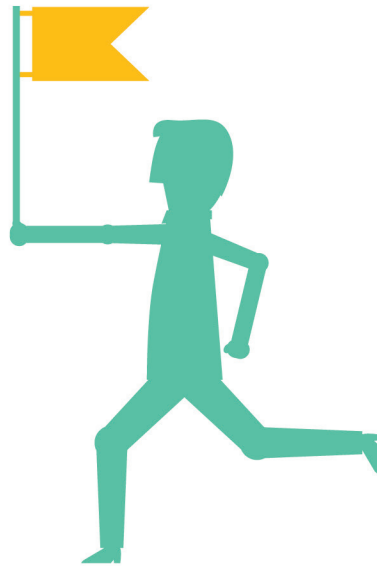
You can also invite *The Gatepost* to cover your event. As a news outlet, they will decide whether they will cover it. Contact the paper at least two weeks prior to your event date. In addition, provide them with background materials that are organized, coherent, and accessible. Make it user-friendly!



# Student Ambassadors/Extra Credit



Are students involved with your event? Make them ambassadors for it, by encouraging them to spread the word among their friends and classmates. If your event covers a topic that directly relates to academic topics being taught on campus, reach out to faculty in those areas and encourage them to offer students extra credit assignments to attend.



# Key Contacts



**Dan Magazu, Communication Director**  
**508-626-4539, [dmagazu@framingham.edu](mailto:dmagazu@framingham.edu)**

**Averil Capers, Marketing Director**  
**508-626-4943, [acapers@framingham.edu](mailto:acapers@framingham.edu)**

**Luis Rodriguez, Graphic Design Specialist**  
**508-626-4561, [lrodriguez@framingham.edu](mailto:lrodriguez@framingham.edu)**

**Christina Casinelli, Social Media Coordinator**  
**508-215-5757, [ccasinelli@framingham.edu](mailto:ccasinelli@framingham.edu)**

**Dillon Handy, Graphic Arts Technician**  
**508-626-4669, [dhandy@framingham.edu](mailto:dhandy@framingham.edu)**

**Susan Romani, Staff Assistant for Campus Events**  
**508-626-4577, [sromani@framingham.edu](mailto:sromani@framingham.edu)**



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**OFFICE OF COMMUNICATIONS**

*Last updated on 11/17/20*