UNIVERSITY OF GEORGIA

How to Advertise an Event at UGA: Online

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Online

UGA Calendars

- Submitting your event to online calendars is a great way to reach a lot of people. There are 3 calendars that I use religiously because anyone can submit events to them and they are reached by a wide audience. They are:
    - UGA Master Calendar
        - Pretty self-explanatory, just go to the link and click "submit my event" on the bottom right (or go to this link after you log in). You'll describe the event with all the details and contact information and you can even add a photo. These events are usually approved within 24 hours.
    - UGA FYOS Calendar
        - I figured out that students can submit events to this calendar because I had emailed the main FYO email to ask if they could send out a blurb, and they just sent me these instructions to get an event on their page:
            - Go to the First Year Odyssey website
            - Click on the top right tab, for faculty
            - Click on the blue tab on the right side of the page: Submit An Event
            - Enter your UGA MyID and Password, click Login
            - Faculty/staff and Add an Event are already selected
            - Click Add an Event and Continue to Proposal
            - Enter your event information in the form
        - You will receive an email once the event has been submitted and once the event has been approved.
        - This is one of the hidden gems of advertising because students are referred to the FYOS calendar by their teachers and they have to attend at least 3 FYOS events. It is a great way to make freshman aware of your organization and events.
    - UGA Involvement Network
        - To submit an event to the UGA Involvement Network, you have to be given administrative access by whoever is your organization's primary contact. Once you are given access, you will go to your organization's page and click on "manage organization" on the top right. A new window will open, and then you can click on the menu on the left and select events. Then you will click create event on the right and enter in all the information!
- I know there are other UGA-endorsed calendars out there, especially ones run by specific colleges and departments such as Franklin, UGA Sustainability, and the College of Education (and more!) but they are usually not open for submissions by anyone. You should definitely email the college or department if your event is related to them to try and get it on there.

- There are also some external non-UGA calendars you might consider submitting your event to if you are trying to reach a wider Athens population such as [Flagpole](#), [Athens Life Unleashed](#), and the [WGAU Community Events Calendar](#)

Listservs

- Listservs are a finicky beast. There are a TON of UGA listservs out there and each one is run differently. Some are automated and you send an email to post to them, and some are run by actual people or some have forms to fill out. The biggest thing is that most of them are not public to prevent people from just spamming them with random information. The only 3 listservs that have reliably sent out information for me have been the Center for Student Activities listserv, the Family and Consumer Sciences listserv, and the ServeUGA listserv. There are plenty of other listservs that I know of (all the way from college-wide like College of Ed and Grady to department-wide like Sustainability and MSP and program-level like ISL's Language Partner Program and the Public Service and Outreach Scholars Program) but you usually cannot post to these listservs unless you are on them or know someone on them. The information you sent out to that listserv also usually has to be related to the purpose of that listserv.
- This is definitely something I would appreciate collaborative input on because I know there are plenty of listservs out there, but I am at a loss on how exactly to get information onto them.
- For the 3 listservs I can rely on, here is how you get information on them:
  - [Center for Student Activities](#)
    - This listserv goes out weekly and you should submit your event to it by noon the Wednesday before your event.
  - Family and Consumer Sciences Connection
    - This listserv goes out every 2 weeks, and it is solely for FACS students, so make sure the event is somehow related. To get an event on the listserv, email success@uga.edu with a blurb for the listserv and an accompanying picture.
  - ServeUGA
    - This listserv goes out once a month to make students aware of service opportunities on campus. You can submit an event to this listserv by emailing serve.uga.athens@gmail.com

Emails

- It might seem repetitive to have a Listserv and an Email section, but trust me, they are different! The listserv section was for getting an event included on a listserv blast to a group of people, but this email section is about reaching out to specific partners to spread the news.
- When you have an event coming up, don't just send emails to everyone you know. First of all that takes up a lot of time and secondly people really don't like receiving superfluous emails for things they aren't actually interested in. You don't want to be known as the organization that spams everyone's emails. You only want to send emails to other people or organizations you think might be interested and have the ability and desire to spread the word about your event.

- The point of sending these emails is to make more people aware of the event and to get other organizations to spread awareness as well. Here are a few tips to writing nice emails:
  - Send the email from your official organizational email so multiple people from your organization can reach out from that same email in the future and it won't seem like a new contact.
  - Don't blind copy a generic email to everyone. The organizations you are reaching out to are more likely to respond if you write their name in the greeting and explain why you are reaching out to them specifically. Mention some of their strengths and maybe also mention how you can help them back.
  - Keep it short and simple. Don't hide your intentions. Ask directly if they can share the following information with their members or post about it on their Facebook page, and let them know you would be willing to do the same.
  - Attach an image or a flyer to the email.
  - Say thank you!
  - Actually respond if they do! Don't be discouraged if you send 30 emails to other student organizations and only a few respond, that's typical. Most student orgs have enough trouble advertising their own events, so for the ones who do respond and are willing to help you out, definitely answer back and be grateful!
- You can find a contact email for all registered student organizations on UGAin, and you can find contact info for sorority and fraternity officers on their organizational websites.

Tate TV Screens
- Ever wonder how some events get on the TV and computer screens in Tate and some don't? Me too! I'm not sure what the qualifications are for why certain events are allowed and others aren't, but my guess is that the events have to be from an organization that is connected to Student Affairs either through the CLS, ISL, MSP, or Greek Life.
- Though I am not sure who qualifies, I know how you can submit your graphic. You email it to Don Reagin, the Assistant to the Dean for Marketing and Communications, at dreagin@uga.edu, but please be considerate especially if your event might not be allowed.