



UNIVERSITY OF GEORGIA

How to Advertise an Event at UGA: Overall Timeline

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Overall Timeline

3 Months Beforehand

- Buy and design a Bus Card advertisement

3 Weeks Before

- Print flyers and hang them up in all the buildings. Flyers must be submitted to the residence hall office this early before because it takes at least a week for them to be distributed and hung up by RAs.
- Buy and design Napkin Holder Inserts

2 Weeks Before

- Create Facebook event
- Submit the event to all the online calendars and listservs
- Email organizations that might be interested in attending

1 Week Before

- Get Banner Boards reserved for either Mon-Wed or Thurs-Sun
- Street Paint the Sunday before
- Start a social media countdown
- Have all club members change their profile picture or cover photos (or both!)
- Create an event in your organization's GroupMe group
- Create and submit a Snapchat geofilter

3 Days Before

- Table to promote your event!
- Post enticing things on all social media such as prizes, speakers, food, etc.
- Post about the event in specific Facebook groups
- Speak at the beginning of any classes you can

1 Day Before

- Table to promote your event!
- Post on all social media!

The Day of Your Event

- Have club members post about the event in their GroupMe groups
- Pass out flyers to students in the surrounding area as you are setting up
- Post a reminder/get hype post in the Facebook event and on all social media
- Post a reminder in your organization's GroupMe or email list
- Post setup/get hype on Snapchat and Instagram stories
- Facebook Live the actual event