



290 Publicity

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Designate Social Media Platforms

- Designate whether Twitter, Facebook, WeChat etc. will be appropriate for each demographic group
- Posting schedule of news depends on which timeframe is busiest
- Consider collaborations with different RSO social media pages to attract specific demographics

Social Media Cont.

- Talk with RSO's and Clubs, share information on Facebook Groups and pages
 - If there are clubs/RSO's that would be more interested in one topic than others, make that obvious
 - ex. 1: Make post for power lifting club that specifies the fitness page
 - ex. 2: Debate club/ Political RSO's: make post that specifies Politics subgroup
 - ex. 3: advertise headlines subgroup to journalism students/ etc.

Online Promotions

- Students (at random) can be reached through Facebook pages like UIUC Class pages or Free and for Sale Pages.
- Use of hashtags on Instagram, Twitter and Facebook to promote our social media site.

Physical Promotions

- Flyers- create informational, visually appealing flyers to place in popular locations around campus (Ikenberry, Quad, Union, ARC, Greg Hall, UGL, Wohler's, etc.)
 - can use different flyers geared to different audiences- ex. highlight fitness genre in places like the ARC and CRCE, Career genre at career center, etc.
 - Because certain demographic groups spend time in different areas on campus, it is crucial for us to post appropriate fliers in certain areas.

Classroom Promotions

- Take into consideration the different types of classes/courses offered at UIUC
- Use opportunity to make public announcements at start of the class - to grab attention
- Classes to consider
 - SOC100
 - ADV150
 - ECON102
- Why? Students of all majors take them, big classrooms

Classroom Promotions Cont.

- Chalking in specific classrooms for different departments
 - draw logo/ and brief discription, include hashtags, profile page links, etc.

Events

- Hosting small events to promote social media site
 - providing giveaways (collaboration with apps like Hooked, Yik Yak etc)
- Having a booth at the RSO campus fair
- Doing a live feed of certain events hosted by UIUC

Contact Local News

- Speak with Daily Illini, News-Gazette, and WILL
 - It is possible to have them promote our site since we will likely be promoting some of their articles through our profiles