

How To:

Advertise an Event

- ✓ Make images for event
 - Canva is a great tool for making easy, professional looking posters: [Canva.com.au](https://www.canva.com.au)
 - **Poster** - UC Life! is able to print up to 50 posters for you per semester. Email to uclifeclubs@canberra.edu.au When putting posters up on campus make sure you stick to the noticeboards and use blue tack.
 - When advertising your event, don't forget important information such as: date, time, venue, price, transport, RSVP date, RSVP process, club logo, UC Life! logo, UC logo and link for more information.
 - **Social Media Square** – perfect if your club uses Instagram
 - **Facebook cover image** – to use in the Facebook event and/or as your pages cover photo
 - **TV Screen image** – You can request UC Life! to advertise your event on the TV Screens located in The Well, Refectory & The Gym. Your image needs to use the dimensions 1080 x 1929 px and be uploaded via the events register (see below) at least 1 week before your event.

- ✓ Make Facebook event
 - Don't forget to include a description of the event, date, time, location, cost and RSVP process.

- ✓ Post on social media information and reminders about event
 - Did you know you can schedule Facebook posts?

- ✓ Host a Market Day stall to advertise, sell tickets or fundraise for your event.
 - Go to ucunion.com.au/market-days/ to book a stall
 - Stalls must be booked by 9am the Monday before the desired market day

- ✓ Consider inviting other UC Clubs to the event
 - This might help you to reach more students!

- ✓ Send email or newsletters to members with details of event
 - Mailchimp is a great tool for sending good looking emails.

- ✓ Register event on UC Life! website
 - This is not only required for insurance but is also where you can request UC Life! to assist with advertising your event.
 - ucunion.com.au/club-society-resources/manage-your-club/

