



## Getting the Word Out about your Activity or Event

### A. Planning for your Activity or Event

1. Identify your **goals and objectives** for the activity or event. For example, a goal might be to bring a speaker to campus. Your objectives might include having at least 75 students and 50 employees attend an event.
2. Identify groups or subgroups (**key publics**) with which you need to communicate. Note that “the general public” and “everyone” are not key publics. Be as specific as you can. For example, do you need to communicate with all students, or only transfer students?
3. What **strategies** will you employ to meet your goals and objectives? For example, sharing an event on social media is a strategy.
4. What are the specific **tactics** you will use to accomplish your strategies? For example, creating a Facebook event and sharing it three weeks, two weeks, five days, and two days before your event is a tactic.
5. What **actions** do you need to take to accomplish your objectives? For example, this might include contacting subject matter experts on campus to help you with specific aspects of the project, checking the campus calendar for potential conflicts, etc.
6. What is the **timeline** for your event or activity? Developing a realistic timeline that includes **tasks** and **assignments** can go a long way to helping your activity or event be successful.
7. How will you know if you have met your goals and objectives? You should be able to identify a way to **evaluate** whether or not your activity/event is a success. For example, you might develop a short evaluation form to be completed by participants in your event.
8. What **materials** will you need to accomplish your goals and objectives? Print, web, social media, digital signage, sandwich boards, etc. are examples.
9. What is the **budget** for your activity or event? Keep in mind that if the answer is “none,” this may limit the strategies and tactics available (in which case you should focus on the “no cost” options below).

### B. Crafting your Message

1. As you are developing your message or messages, think about all the different **channels/communication modes** available to you to get the word out.
  - a. No cost options include:
    - Digital signage (LCC campus)
    - Email

- LCC website
  - Press releases
  - Social media (Facebook, Twitter, LinkedIn, etc.)
- b. Options that may have an associated cost include:
- Digital/social advertising
  - Print advertising (TDN, etc.)
  - Print collateral (poster, flyers, touch cards, etc.)
  - Radio
  - Video
2. Be sure to clearly communicate the **“what’s in it for me (wifm)”** to your key publics.
  3. Write **titles, headlines and email subject lines** in an engaging way, keeping in mind that people skim rather than read most things (especially on screen). For example, “Announcing Crisis Communication Workshop” is easier to digest than, “You are cordially invited to attend a workshop on Crisis Communication.”
  4. **Imagery** is an incredibly important part of your message, especially on screen. Examples of imagery include artwork and photos. Avoid copyright infringement.
  5. **Branding** is also important, since you want people to instantly recognize that the event or activity is college related. LCC’s branding and reputation are closely intertwined.
  6. Make sure your message has a **call to action**. What do you want people to do as a result of receiving your message? For example, you might want them to visit a specific webpage to get more information, or you might want them to add an event to their calendar, or RSVP to an event.
  7. If your activity is an event, be sure to schedule your room in 25Live and provide information for the **public website calendar**, as appropriate. Consider adding major events to the calendar even if they’re not open to everyone (consider including “This is a closed event” to your description in this case). This helps all LCC employees help lost participants find what they’re looking for quickly, and is a good customer service strategy.

## **C. Support from Effectiveness & College Relations**

1. Advertising purchases (radio, digital advertising, etc.)\*
2. All things print related (posters, flyers, etc.)\*
3. Branding support (logos and related graphics – please see our [Brand & Style Guide](#) on the [faculty and staff website/departments/effectiveness and college relations](#))
4. Copyright searches to avoid infringement
5. Imagery/artwork
6. News articles for LCC website
7. Press releases
8. Social media management
9. Video production\*
10. Web content management or development

\*these items may be contingent on your budget