

COMMUNICATIONS & MARKETING FOR EVENTS

Note: Choices or requests for use of communications tools are subjected to FoMD Communications' discretion and guidelines.

EVENT COMMUNICATIONS WITHIN FoMD (DIGITAL)

TOOL	WHAT YOU NEED TO KNOW
'Submit a Story' button (FoMD website homepage)	FoMD Communications Team reviews submissions weekly to decide if it meets criteria for a web story, social media, newsletters, media or other platforms. Not sure what your event needs? Use this button!
FoMD E-Calendar ('Submit an Event' button)	If approved, your event will also be posted on the U of A e-calendar.
Monthly Faculty E-Newsletter	<i>FoMD Update</i> is sent to all faculty, staff and postdocs (NOT undergraduate students) the third week of every month. Please email us with full event details (title, when, where, etc.) and event link, if any.
Monthly FoMD Alumni E-Newsletter	Event has to be open to a public audience (remember this will also be sent to alumni outside of Alberta) and relevant to alumni . Please email us with full event details (title, when, where, etc.) and event link.
FoMD Research Bulletin	Event needs to be relevant to researchers and trainees within the FoMD. It is sent bi-weekly. Submit your content here .
The Bridge: FoMD Education Newsletter	The events should be relevant to programs or units within the Office of Education. The newsletter is sent on the second week of every month. Email your content here .
FoMD TV Screen	TV screen across from the FoMD Dean's Office. Content is updated biweekly. The screen is used to promote upcoming events, stories, recognize people/awards, etc. Email us your slide . FORMAT: 16:9 widescreen PowerPoint slide
FoMD SUTV Screens	Screens in FoMD area. This format is also great for social media. Make sure you meet the format and size requirements , otherwise it won't work for the screens! FORMAT: 1150x865 pixels jpeg (landscape orientation)
FoMD Event Webpage	Send us your poster with full event details and a brief paragraph about the event and link. FORMAT: JPEG
Social Media	Facebook , Instagram , Twitter and YouTube are our main channels. Use the 'Submit a Story' form to request posts.

- **Give people time to notice your event!** If you have an event coming up and need help getting the word out, make sure to have promotional materials and utilize the FoMD promotion tools about **6** weeks ahead.
- **What do you *really* need?** Not all events need all the promotional channels. Think of the type of event, who you want to attend and timing to choose the right tools for promotion.
- **Help your audience remember the event.** If you add an event to a Google calendar, make sure you choose the “publish” option under “more actions.” It will generate a link you can post on a website, for people to add the event to their own calendars.
- **Need to reach medical students?** Submit your event to [The Steth weekly e-newsletter](#).

EVENT COMMUNICATIONS WITHIN FoMD (PRINT)

TOOL	WHAT YOU NEED TO KNOW
Event Posters (Print) 2-3 copies	Send posters to Emily at 2J2 Walter Mackenzie Centre . Once a week, posters are placed in the glassed-in cabinets beside the FoMD Dean’s Office (WMC) and the Office of Research (HMRC)
Large Foamcore Posters Suggested poster size: 24”x36”	On-campus printing: Campus Design and Print Solutions provides large format printing. Cost depends on sizing and material Suggested placement locations: Outside of FoMD Dean’s Office and FoMD Office of Research (HMRC)

More about posters

- **To print on campus**, check out [SUBprint](#) at the Students’ Union Building.
- You can also place your posters on public boards around FoMD / campus.
Note: Posters in ECHA (and some other campus buildings) have to be pre-approved before posting. Review the [U of A guides](#) on posterings.
- **Want some help with posterings around campus? There’s Safewalk**
 The Safewalk program offers a [posterings service](#) during the school year for a very reasonable price. You just fill out the form (it takes speedcodes!) and deliver the posters to SUB Basement when your form is approved.
- Is your event a lecture? Use our [template](#) to create a simple on-brand poster.

EVENT COMMUNICATIONS TOOLS CAMPUS WIDE

TOOL	WHAT YOU NEED TO KNOW
E-Digests Employee & Student E-Newsletters	Enter your event weekly in the employee & student e-digests. They are released every Wednesday. Your content must be brief and any links need to be fully listed (no vanity URLs).
UA Homepage Event Feature	Request to have your event featured on the U of A homepage. Space is very limited – You must have a great visual!
CommNet Listserv	This email goes out to communicators across campus. If they think their audience will be interested they can forward it through their communication channels.
Student Union TV (SUTV) Screens	While the FoMD SUTV screen is free for us to post, there is a weekly fee to advertise on other TV screens across campus. Make sure you meet the format and size requirements , otherwise it won't work for the screens! FORMAT: 1150x865 pixels jpeg (landscape orientation) Learn more or send an email
ECHA E-Newsletter	This newsletter goes out monthly to the occupants of the Edmonton Clinic Health Academy (ECHA) and health sciences faculty, staff and students. Check out ECHA's guidelines for submission deadlines and publication schedule.
Faculty of Graduate Studies and Research (FGSR) E-Newsletter	Goes to all graduate students. Contact FGSR to submit content.