

Promoting Your Event on Campus and Beyond

2021-07-19, Outreach and Engagement Committee

Resources compiled by the Library's Chief Communications Officer, Heather Murphy. Contact Heather (hmurphy@illinois.edu) assistance promoting your event in the library, on campus, and beyond. For additional information, view the recording of our [Skill Up Session: Utilizing the Library's CCO to Amplify your Event](#) on the [OEC Media Space Channel](#).

Within the Library

- [LibNews Listserv](#)
- [Library Office Notes](#) (Contact Heather Murphy, hmurphy@illinois.edu)

On Campus

- E-Newsletters
 - [Eweek](#) (faculty and staff)
 - [GradLINKS](#) (graduate students)
 - [iNews](#) (undergraduate students)
- Digital Signage
 - [Main and other campus libraries](#)
 - [Campus locations](#)
- Chalking Sidewalks ([University Chalking Policy](#))

Beyond Campus

- Social Media
 - Facebook: [/universitylibrary](#) (Contact Heather Murphy, hmurphy@illinois.edu)
 - Instagram: [@uillinoislibrary](#) (Contact Heather Murphy, hmurphy@illinois.edu)
 - Twitter: [@IllinoisLibrary](#) (Contact Research and Information Services, reflib@library.illinois.edu)
- [Friendscript](#) and Library Friends Update email (Contact Office of Advancement, friends@library.illinois.edu)
- Community Calendars (may require an account)
 - **The News-Gazette:**
<http://www.news-gazette.com/calendar>
Scroll down and click **Submit** (on the right-hand side). Then click **Create an event**.
 - **WCIA-TV Hometown Calendar:**
<https://www.wcia.com/community/calendar/#/>
Click on "+ Add Event", which takes you to CitySpark.
 - **WAND-TV Community Calendar:**
<https://www.wandtv.com/community/community-calendar/#/>
Click on "+ Add Event", which takes you to CitySpark. You don't need to submit again if you did this for WCIA-TV. It should add the event to both calendars.
 - **WICD-TV Community Calendar:**
Sent the event name, event location, start date, end date, and contact info to events@wics.com.
Make sure to include the event date in the subject line. I also like to include a short event description as well.
 - **The Daily Illini Events Calendar:**

- Send the event name, event location, start date, end date, and contact info to calendar@readbuzz.com.
- **40 North | 88 West Calendar:**
<http://www.40north.org/user/login?destination=node/add/event>
 - **WDWS/WHMS:**
Send the event name, event location, start date, end date, and contact info to aaspenson@whms.com.
 - **Champaign County Convention & Visitors Bureau:**
<https://www.visitchampaigncounty.org/events/submit-an-event>
 - **Illini Radio Group Community Calendar:**
<http://wixy.com/submit-a-community-calendar-event/>
 - **UIAA's Online Calendar:**
https://illinoisalumni.org/wp-login.php?redirect_to=https%3A%2F%2Fwww.illinoisalumni.org%2Fwp-admin%2F&reauth=1
Hold cursor over the **Events** icon on the left-hand navigation bar. Click **Add New Event**.

Tools

- Templates and Style Guides
 - Internal Communications Page
<https://www.library.illinois.edu/staff/administration/communications/>
- Digital Signage
 - External Communications Page: <https://www.library.illinois.edu/geninfo/library-organization/communications/>
- Email skins, web forms, short URLs and more
 - Webtools: <https://webtools.illinois.edu/>