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](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/#/](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/#!/](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](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](https://www.visitchampaigncounty.org/events/submit-an-event)

- **Illini Radio Group Community Calendar:**

- **UIAA's Online Calendar:**

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/](https://www.library.illinois.edu/staff/administration/communications/)

- **Digital Signage**
  - External Communications Page: [https://www.library.illinois.edu/geninfo/library-organization/communications/](https://www.library.illinois.edu/geninfo/library-organization/communications/)

- **Email skins, web forms, short URLs and more**
  - Webtools: [https://webtools.illinois.edu/](https://webtools.illinois.edu/)