

ADDITIONAL WAYS TO PROMOTE YOUR STUDENT EVENT

Items with an * are also available for UM departments and the community, if the event is open to students or the general public.

Time Frame	What	Contact Information	Instructions for Completion
Social Media			
2 weeks leading up to event	Hurricane Productions Facebook, Twitter and Instagram	Send to hurricaneproductions@miami.edu for HP to post.	Send event related posts to email listed ATTN: Andy. Event posts must be related to Hurricane Productions.
2 weeks leading up to event	SASO Facebook, Twitter, and Instagram	Send to student-activities@miami.edu for SASO to post	Send event related posts to email listed.
2-4 weeks leading up to event	SCC Facebook Twitter, and Instagram (UMiamiSCC)*	Send to t.pottkerfishel@miami.edu for SCC to post.	Send SCC event related posts to email. Event must take place at the SCC. Flyers/images should also be sent as they get a higher viewership.
E-Newsletters			
1-2 weeks (By Sunday at Midnight for each week's edition)	Ibis News*	http://ibisnews.studentaffairs.miami.edu/	IBIS News is an electronic newsletter sent to every undergraduate, graduate, and law student each Wednesday.
1-2 weeks Tuesday by 5pm for that week's edition	Butler Connection*	https://orgsync.com/66990/forms/95400	The Butler Connection is published once a week on Thursdays during the school year. It seeks to provide the UM community with leadership and service opportunities on campus and in the Greater Miami area.
1-2 weeks (By Monday at 5pm)	MSA UNITY Newsletter	http://msa.studentaffairs.miami.edu/services-and-resources/unity-newsletter/index.html	Submit your event to e-Multicultural Student Affairs newsletter using the link. Student events only.
4 weeks (advance) + 2 weeks (reminder)	Student Orgs Listserv*	Email blast: studorgs@listserv.miami.edu	Send an email blast using the listed listserv to email all of the student orgs about your event.
1-2 weeks	GSA Weekly*	https://umiami.qualtrics.com/jfe/form/SV_1FAR589m6CZ5sUd	Must be an event or resource available to graduate students.
Online			
4 weeks	UM News and Events Calendar*	Submit events on: www.miami.edu/calendar	Click the "Event" link on the left then click "Submit an event" to add your event to the UM News and Events Calendar, this will place your event on the UM web based calendar system.
2-3 weeks	Hurricane Productions website	Contact Hurricane Productions at hurricaneproductions@miami.edu	Submit content to be posted on the HP site. Content must relate to Hurricane Productions.

Time Frame	What	Contact Information	Instructions for Completion
Online, continued			
1-2 weeks	SCC GeoFilter Takeover*	Submit your graphic through the online form: https://orgsync.com/53219/forms/275793	The SCC Snapchat Geofilter is primarily intended for large events and activities held in the Shalala Student Center (SC), Rathskeller, or University Center (UC) Pool. The Student Center Complex logo is required to be on the Geofilter.
n/a	OrgSync Event Calendar	Fill out the form on OrgSync: https://orgsync.com/53219/events/new	Must be a registered student organization
Campus Media			
Deadlines for ads are Thursday for the following Monday paper and Monday for the following Thursday paper.	The Miami Hurricane*	Email yde@themiamihurricane.com , stop by SC 200-C or call the office at 305-284-4401. Rates can be found at: http://www.themiamihurricane.com/advertise/	Student organizations may advertise in The Miami Hurricane at a discounted rate. Student organizations may also submit calendar events and news briefs for free to The Miami Hurricane.
3 weeks	WVUM Radio Promo and Advertising*	Contact the PSA director at psa@wvum.org and the News Director at news@wvum.com	Send information about your event and ask about potential on-air promotion/discussion.
1 week	PowerPoint slideshow before CAC Movies*	Email cacminutes@gmail.com	Prepare a PPT slide and email.
3 weeks	UMTV*	Call 305-284-2265 or email umtv@miami.edu	Send information about your event and ask about potential on-air promotion/discussion.
Digital Screens			
3 weeks	Residence Hall Digital Signage*	Submit your flyers through the online portal here: https://umiami.qualtrics.com/SE/?SID=SV_3JkaAJv86FIUqcl	All flyers will now be submitted online for display on HRL digital screens across the residence halls with student organizations being able to select what buildings their flyers are shown in. HRL and the residential reception desks will not accept paper fliers from student organizations or outside entities
3 weeks	Dining Hall Digital Signage	Email m.clements@miami.edu	Send your event info/poster (1280 x 768 pixels, JPEG or PNG file) to Meagan Clements, Director of Marketing and Guest Experience, for display in the dining halls.
2 weeks (Thursdays by 4pm)	Student Center (SC) Digital Signage*	Fill out the form on OrgSync: https://orgsync.com/53219/forms/116476	See form on OrgSync. For addition information, email t.pottkerfishel@miami.edu . Event must take place at the SCC. Flyers update on Fridays.

Time Frame	What	Contact Information	Instructions for Completion
Graphic Design Help			
3 weeks before posting (minimum)	SC Digital Signage Graphic Design	Fill out the form on OrgSync: https://orgsync.com/53219/forms/116563	See form on OrgSync. For addition information, email t.pottkerfishel@miami.edu . Event must take place at the SCC.
Other			
4 weeks (advance) + 1 week (setup)	Dining Table Tents*	Must be submitted and approved by Auxiliary Services. Call Michelle at 305-284-3584.	<ul style="list-style-type: none"> • Student organizations bring a sample of the proposed table tent to the offices for content/ placement approval • Auxiliary Services issues an approval letter for dining hall staff to allow students to place on tables in respective areas; dining halls and food court • Students are responsible for placement and removal at the end of the reservation • Print 25 copies per location. (75 maximum covers both dining halls and food court), portrait only, one sided, 4x6in. • Email content is not accepted.
2 weeks (minimum)	UC Flyers/Posters*	Bring your signage to the UC Information Desk. <i>Flyers in other campus buildings are put up and taken down at the discretion of the administration of those buildings.</i>	To get approval bring your signage to the UC Information Desk. Once approved it will be hung up for you.
2 weeks (minimum)	Walkway Stakes*	www.miami.edu/SCCreservations	Fill out the form requesting space. For more information, email screservations@miami.edu or stop by the information desk in the SC.
1 week (minimum)	Banners Around Campus*	Go to the UC Information Desk to reserve a location with Gloria Cooper.	Each COSO-registered group has been pre-allocated ten free banners for the entire academic year. To claim one or more of your banners, fill out the banner request form, obtain the signatures of your treasurer and advisor, and bring it to the UC Information Desk. Copies of the form will be available at the SASO (SC 206), SAFAC Office (SC 210B), and UC Info Desk.
2 weeks (minimum)	Tabling in the UC Breezeway*	Reservations may be made by submitting a Space Availability Request Form at www.miami.edu/SCCreservations	Tables are also available in the lobbies of certain residential colleges. For more information, contact the front desk of each residential college.



**S T U D E N T
C E N T E R
C O M P L E X**

Donna E. Shalala Student Center (SC) | Norman A. Whitten University Center (UC)
Edward T. Foote II University Green | Lakeside Patio Stage | Rock Plaza | UC Pool | U Statue

{CHEAT SHEET}

Name	Approved Abbreviation
Student Center Complex	SCC
Edward T. Foote II University Green	University Green <i>or</i> Foote Green
Lakeside Patio Stage	-
Lakeside Patio	-
Lakeside Stage	-
Lakeside Canopy Stage	Lakeside Canopy
Rathskeller	The Rat
Rock Plaza	The Rock
U Statue (<i>note capital "s"</i>)	-
Norman A. Whitten University Center	UC
University Center Breezeway	UC Breezeway <i>or</i> Breezeway
University Center Pool	UC Pool
Donna E. Shalala Student Center	SC

Rooms Often Misnamed/Misspelled

Grand Ballroom

If you want to add the exact one then Grand Ballroom, East. We are trying to get away from East, West, Center because it tends to add to location confusion and as soon as you get to the Grand Ballroom you can tell which one has the event you are attending.

Activities Room

If you are using the "combined space" it is just Activities Room adding the word "combined" wastes space and does not help with location finding as there is no room named as such.

StormSurge

One-word and two capital "s."

Lakeview Lounge

The area in front of Grand Ballroom, formerly named Pre-Function Area.

Meeting Rooms in the UC:

StormSurge	In the Hurricane Food Court by the Subway
Biscayne 1220	Where the credit union was
2300-H	2 nd Floor
2300-J	2 nd Floor