

# MARKETING YOUR EVENTS (DIGITAL)

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## University Events Calendar

**The University Events Calendar** is a free and effective tool to use to promote your events. This calendar is widely viewed by faculty, staff, students, and the general public. If you would like your event on the calendar, **email your event coordinator**, and they can help get this set up for you!

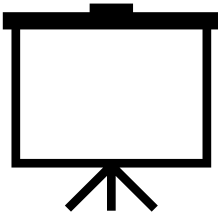
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## Social Media Collaboration

We highly encourage you to promote your events on your social media channels - and feel free to tag us **@universityevents** or invite us to collaborate (using the collaboration feature on Meta)! This can help boost your views and spread awareness.

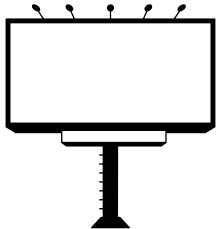
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## Convocation Announcement Screen

Before every Convocation, there are different events advertised on the jumbo screen in the Vines Center. To request your event to be featured on this screen, please submit an announcement **here**.

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## Wards Road Billboard

Advertising on the Wards Road Billboard near the LU tunnel is simple! If you are an internal department, please put in a **project request with the Marketing Department**. If you are an external customer, email McBride Signs at **scott@mcbridesigns.com** or call **(434) 847-4151**.

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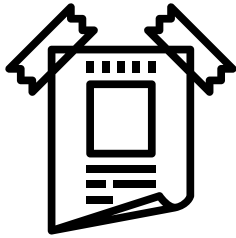


## Announcement on the Journey FM

The Journey FM is a premiere Christian radio station, reaching numerous areas in VA and NC. If you are interested in purchasing a radio ad, please contact Becky Mahle at **becky@myjourneyfm.com**, or call **(434) 582-2885**.

# MARKETING YOUR EVENTS (NON-DIGITAL)

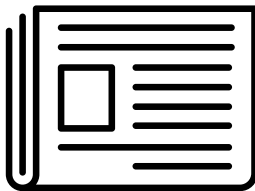
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## Flyers & Posters

Liberty has community boards all throughout campus that are seen by students, parents, and the general public. There is a small fee to get your flyer on a community board. You can find more information by emailing [commuters@liberty.edu](mailto:commuters@liberty.edu)!

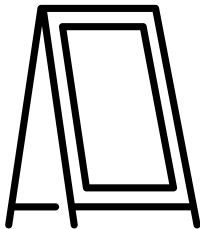
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## The Liberty Champion

The Liberty Champion is a great way to promote your events, as they mail out around 10,000 copies to homes and distribute around LU campus as well. For inquiries, email [libertychampionadvertising@gmail.com](mailto:libertychampionadvertising@gmail.com) or call (434) 582-2428.

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## A-Frames & Yard Signs

A-Frames and yard signs can be spread around campus, so these are great for promoting events to students! To get an A-Frame insert or a yard sign designed, please submit a **Marketing request**. The events office has A-Frame frames that can be reserved with your space reservation - just email your event coordinator!

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## On-Campus Tabling (Internal only)

Liberty's campus houses various spots for departments to promote their events via tabling. These spots include Montview Student Center, Reber Thomas Dining Center, Jerry Falwell Library, and the Tilley Student Center. Email [events@liberty.edu](mailto:events@liberty.edu) to get started!

## HAVE EVENT PROMOTION QUESTIONS?

Contact the University Events Office!

✉ [events@liberty.edu](mailto:events@liberty.edu)

📞 592-3511

🌐 [www.liberty.edu/events](http://www.liberty.edu/events)