

The Art of Advertising

Advertising is one of those things that can never be perfected. With limited budgets, impacted schedules, and lack of human capital, advertising can be a struggle. Although frustrating, advertising is the best way to engage the Muir community and encourage students to attend your events. The more Muir students at your event, the larger the impact that your event has on John Muir College and the community as a whole. Below are some tips and facts to keep in mind when advertising:

Getting Started

- Posters can be made by checking out poster paper, markers, and the poster making table from the Middle of Muir
- Photocopies (only black and white) can be made by checking out the copy card from the Student Affairs Office (HSS 2126)
- Social media (Facebook, Instagram, etc.) is a good method to reach a lot of students quickly
 - + Make sure to ask members and friends to share the event as much as possible!

Style and Design

- Color is something to consider when making flyers
 - + The Student Affairs Office back room has a variety of colored paper options to choose from
 - + An alternative to color paper is to use color on white flyers (more costly, but effective)
- When advertising or creating flyers, make sure to include key information such as WHAT, WHEN, and WHY, somewhere visible
- Being students, you all know what would get you to attend events; use that information to encourage students to attend your events! (i.e. Free food, networking, giveaways, etc.)

Keeping Your Focus in Mind

- When placing posters and posters or when sharing an event, try to consider what audience you are targeting
 - + Some examples: When targeting transfer students, advertise at the Village or I-House or share to certain groups on social media
 - + Muir College Posting Policy will be page 10 and 11 of this handbook
- Where advertising is placed is a key component to the effectiveness of the poster/flyer
 - + Residence halls, apartments, M.O.M., the Student Affairs Office, etc. are all high-traffic areas, meaning more student will see your posters/flyers!

The last thing to keep in mind is that advertising is an art, it can't be perfected and you shouldn't be discouraged if an event doesn't have a great turnout. Continue practicing and it can only get easier.