

Public Relations Suggestions for Your Student Organization

- You can request to have your announcement included in the Student Engagement and Leadership weekly email. Email Kim.Harrison@mail.wvu.edu no later than Monday morning.
- Post your events on your [WVUENGAGE](#) page.
- Like the WVU Student Engagement and Leadership Facebook page and follow @WVUSEL on Twitter and Instagram. Create your own Twitter and Facebook pages
- You can create flyers and post them in the buildings on campus. Be sure to only post them in designated areas.
- You can send your information to [UNews](#) for posting on students.wvu.edu.
- You can tag Student Life on your social media posts. They are on Facebook, Twitter, Instagram as @WVUStudentLife. They will share/retweet/like your posts.
- Contact the DA and have them write a story about your efforts. To reach the newsroom, email daneewsroom@mail.wvu.edu
- If it is in your organization's budget you can create an ad for your event. The DA offers student organizations a discounted rate.
- Contact U92 (the campus radio station) and ask the news staff to do an interview. Email Darlene.Johnson@mail.wvu.edu or call 293-3329. U92 also offers free public service announcements. You can drop off your flier at the studios in the Mountainlair.
- Contact the Dominion Post and ask about having them do a story.
- If you do not have a webpage for your organization you should consider requesting one. That's a great way to spread the word. Log on here to submit the form: <https://urwvu.wufoo.com/forms/request-a-student-organization-website/>
- Email SEL@mail.wvu.edu to reserve banner space in the Food Court.
- Send the event to E-News at enews@mail.wvu.edu. This goes to all faculty and staff.
- Set up an information booth in the Lair or the brick area across from the Lair. Submit those requests here: <https://wvuengage.wvu.edu/forms>
- Email Kim.Harrison@mail.wvu.edu to have digital signage posted on the info stations. Here is more info on the requirements: http://web.ur.wvu.edu/information_stations/student_orgs
- T-shirts or other giveaways can help promote your event. Remember, if you have t-shirts made you must have the design approved by Trademark Licensing. Email trademarklicensing@mail.wvu.edu for more info.
- If your club is major-related reach out to your professors and schedule a time to talk to students in their classes about your organization.
- Attend a Student Government Association meeting and during the open forums you can take the floor to mention your organization.