

Public Relations Suggestions for Your Student Organization

- You can request an email message be sent out to all student organizations. Email Kim.Harrison@mail.wvu.edu to request that.
- Email info to be posted on the Student Engagement and Leadership website to Kim.Harrison@mail.wvu.edu.
- 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 or call 304-293-5092 ext. 1.
- 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 hosts a weekly news show called "Feedback" – consider asking the staff to interview you to promote your event.
- 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 through our office. 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/>
- Log onto <http://cal.wvu.edu/oePublicForm.aspx> and submit your event or meeting information there. The Information Stations display this information all across campus.
- You can talk to Kim Harrison in our office about reserving 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. Submit the request to schedule that here: https://wvu.qualtrics.com/jfe/form/SV_2nMjhn4kj9oFeXX
- Schedule a time in the brick area which is located across from the Mountainlair. Kim Harrison can assist you with that.
- Email Kim.Harrison@mail.wvu.edu to have digital signage posted on the info stations in the Lair food court. Here is more info on the requirements: http://web.ur.wvu.edu/information_stations/student_orgs
- There are several mailboxes in the Student Leadership and Engagement office. Appropriate flyers/brochures can be placed in these boxes free of charge.
- 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.

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