

Student Club/Organization Online Marketing and Promotions

STUDENT PORTAL POSTING

All recognized student organizations can utilize the student portal to assist with marketing and promotion of their events. Please submit your message using the format below. Messages can only be sent to current students. E-mail your posting request to the Student Organization Resource Center at sorc@fullerton.edu, subject: Portal Posting. Subject line on e-mail should state re: Student Portal Posting Request. Please allow 5 business days to process the request. Plan on submitting the request to post at least 7 days before the event.

<u>To:</u>	Message should be sent to all currently enrolled CSUF students or specific group like all business majors, seniors etc.
<u>Time:</u>	Set the number of Days to be posted between 1-14 days maximum.
<u>Category:</u>	Identify the type of event.
<u>Subject:</u>	The name of the event.
<u>Date/Time/Location:</u>	List the time, date, and location of the event.
<u>Message/Description of event:</u>	Provide specific information/description of the event, including whether there will be food, admission cost and who should attend (students, or faculty and staff).
<u>Include additional information:</u>	Attachments and/or links to web sites are acceptable.
<u>Contact:</u>	Include the name of the individual or organization's phone number or e-mail address that will serve as a contact person for more information on the event.

TSU ELECTRONIC MESSAGE BOARD

Student organizations can advertise their on campus events and activities on the TSU Electronic Message Board. Pick up a request form in TSU 7 or download online at: <http://www.asi.fullerton.edu/tsu>

ASI Marketing Office
Titan Student Union, Room 7
(714) 278-5869

CAMPUS ONLINE CALENDAR

Student organizations can advertise their on campus events and activities on the CSUF campus calendar. The following are guidelines for submitting event requests for the Online Campus Calendar. All events will be approved before being posted. Below is the electronic submission format outline requirement. All submissions must be sent *electronically*. When your submittal form is complete, please forward the submission form as an attachment to studentevents@fullerton.edu, subject: Campus Calendar Posting. Incomplete forms will be returned and will delay your posting. Allow at least two weeks to post prior to the event. Information submitted after the two (2) week window may not be posted before the event start date. If adjustments need to be made, a new submission is required.

Online Calendar Event Submission Format

Event Name	Up to 100 characters
Target Audience	Messages can only be sent to current students.
Organization	Provide Name of Student Organization
Category/ Subcategory	All messages will be categorizes under "Student"
Event Description	Up to 1,000 characters
Image (optional)	Upload an image to be displayed with the event details. Must be less than 350 pixels wide and the file size must be less than 80K
Image Alt Text	BRIEF (less than 10 words) description of photo – THIS FIELD IS MANDATORY for images
Attachment (Optional)	Attach appropriate docs (wav, wmf, wma, jpg, gif, pdf, avi, mp3, ram, qt, swf) for the event (convert Word and Excel docs to pdf). Post up to 3 docs as long as each one is less than 5 MB in size.
Attachment Text	BRIEF (less than 10 words) description of photo – THIS FIELD IS MANDATORY for attachments
Date	Select one: <ul style="list-style-type: none"> ○ One time event (single or multi-day)? ○ Recurring Single Day (series)? ○ Recurring Multi-Day (continuous)? List all dates, starting and ending times, or all-day event
Location	List building or on-campus location, include room number if applicable. If off-campus, provide address, phone number and web address to map, if available.
Contact Info	Name, Phone, Email address is REQUIRED
Admission Info	What do people need to know to be admitted to the event? 255 characters
Background Information	Background of this event. 255 characters

Visit the Campus Online Calendar at www.fullerton.edu and click on Campus Calendar to view events.