

Ready to promote your upcoming event?

Have an important announcement?

Promoting your event

A how-to-guide

STEP 1 Submit a creative project request (ideally 2 weeks prior)



- Provide detailed information (who, what, when, where, why) and applicable files
- Request content writing/editing (4+ weeks prior)
- Select desired print or digital media: flyer, poster, social media graphic, brochure, etc

[Submit Creative Project Request >](#)

STEP 2 Post on Chaffey Website/Calendar



- Add details of your event to the Chaffey College calendar
 - Events on website calendar automatically sync with MyChaffey portal/app calendar

[Submit an Event >](#)

Big event or announcement?

Let's meet!

Schedule a project kick-off meeting with Melissa Murphy.

Melissa.Murphy@chaffey.edu

STEP 3 Share on social media



- Post on your departmental social media accounts
- Tag or mention @Chaffeycollege main accounts for broader reach
 - Depending on if your event is open to the community, students only, internal staff or a particular group, the event will be shared on the appropriate social media channel in the appropriate manner (i.e. post vs. story)

How we spread the word!

- The Panther Scene (Chaffey news)
- Social media
- MyChaffey portal/app
- Website calendar
- A-frame sign
- Campus TV monitors
- Panther Times

