

# Bowdoin Student Government

## Club Advertising

The following are resources you can use to advertise club events and meetings. Contact the SOOC with any questions or concerns.

### **Student Events Calendar**

<http://www.bowdoin.edu/gateway/student/calendar/>

Add one-time and recurring events to the calendar. Keep the event description succinct.

### **Facebook**

<http://bowdoin.facebook.com/editevent.php>

Their event system is very good and might be the best way to advertise to students. The calendar shows up on the network page and you can selectively invite your friends.

### **The Student Digest**

<http://www.bowdoin.edu/digests/>

### **Orient Press Releases**

Submit press releases with your event information to [orient@bowdoin.edu](mailto:orient@bowdoin.edu). A PDF of their required information is available at the SOOC Documents page on the BSG website.

### **Copy Center**

Basement of Dudley-Coe | <http://www.bowdoin.edu/copycenter>

Joe is the key person there. He can print banners, color and b+w copies, resizes, bound copies, and all sorts of other cool stuff for meetings, advertising, and events.

### **Student Activities Digest**

Every week the Student Activities Office publishes a digest of what's happening this weekend. It's compiled from SAFC allocations, the Student Event Calendar, and Party Registrations. If you would like to add your event to this digest contact Rena Lolar ([rlolar@bowdoin.edu](mailto:rlolar@bowdoin.edu)).

### **Club Lists**

<http://list.bowdoin.edu/mailman/listinfo>

Using club lists gets you targeted markets. Consider contacting other club leaders to get them to send an email on your club's behalf concerning your event or meetings. All the maillists are listed at the above URL.

### **Campus-Wide Email**

<https://www.bowdoin.edu/it/email/internal/maillist.shtml>

Only event announcements can be sent to the campus through house and class lists. Meetings and auditions may not be announced through those means. If you have any questions concerning what's permissible contact a member of the SOOC or the Student Activities Office.

A *maximum* of two emails are allowed (preferably one at two weeks out and another the day of the event). If your event is part of a larger series of events, please collaborate with the other leaders and send one email in digest form.