EMORY | LAW

Student Marketing Best Practices

Student events are an important part of the Emory Law experience. With careful planning and marketing, they can help engage the community in important topics that advance the rule of law.

Below is a list of best practices that may help improve that engagement. Consider how these might help in the weeks before your event.

1. **Create Compelling Messaging:**
    a. **Clear and Concise:** Use simple language and avoid jargon. On your submissions, please spell out acronyms. It may help pique the interest of those who are unsure exactly what the event is.
    b. **Highlight Benefits:** Explain what attendees will gain from attending (e.g., networking, knowledge, skills, food).
    c. **Strong Call to Action:** Encourage students to register or attend with a clear and persuasive statement.
    d. **Include All Vital Info:** Build crowds by including a start and end time, a location, and whether registration is required. If registration is required, include the methods for registration.

2. **Leverage Multiple Channels:**
    a. **Social Media:** Utilize platforms like Facebook, Instagram, Twitter, and LinkedIn to reach a wider audience. Tag the @emorylaw channels so that we can amplify your messaging.
    b. **Digital Screens:** To have your items appear on the digital screens or on the website calendar, submit using the form on the Communications page at law.emory.edu/communications. Outline where you want your calendar items or flyers to appear.

       For the right side of the digital screens (big pictures), the requested size is 1080 x 960. Keep in mind that each slide runs for 15 seconds, so fewer words are better. Make a statement, and make it easy to react to.

       For the calendar, if you'd like an additional image, the best size is 799 x 533.
    c. **Email Lists:** Use the Hub!
    d. **On the Docket:** Submit your event to OTD to have it appear in the weekly newsletter.

e. **Calendar:** Also, within the MarCom Request Form, click the option to have your event appear as a calendar listing. It goes on the website AND on the digital screens feed.
f. **New Board in Student Lounge:** White board erected for your use.
g. **Word-of-Mouth:** Encourage attendees to share information with their peers.

3. **Design Eye-Catching Visuals:**
   a. **Posters and Flyers:** We can help you create visually appealing designs that grab attention. Go through the approval process to have flyers stamped before having them placed on the approved bulletin boards.
   b. **Social Media Graphics:** Use high-quality images and consistent branding. Be aware of different sizes for each platform.
   c. **Branding:** We are officially Emory U. School of Law or Emory Law, not Emory Law School or Emory School of Law. Also, only use an Emory Law logo on flyers for events that are sponsored or hosted by an official student group..

4. **Offer Incentives:**
   a. **Free Food or Drinks:** Provide refreshments to attract attendees.
   b. **Networking Opportunities:** Highlight opportunities for students to connect with peers and professionals.
   c. **Exclusive Content:** Offer exclusive presentations, workshops, or resources.

5. **Collaborate with Others:**
   a. **Student Organizations:** Partner with other student organizations to promote your event.
   b. **Faculty and Staff:** Seek support from faculty and staff members who can help spread the word.