

## IEEC PR HANDBOOK

### **FUNCTIONS OF THE COMMITTEE!**

Welcome to the Marketing and Public Relations Committee! Get ready for an exciting, challenging semester that will exercise your communication, business, and advertising skills. Here within the PR Committee we have multiple duties including

### **CHAIRPERSON**

The elected chairperson is the representative of the group. They have multiple responsibilities including:

1. Overseeing all tasks
2. Assigning tasks
3. Run Meetings
4. New Member Recruitment
5. Enforcing Realistic Goals
6. Motivate productivity
7. Time management and scheduling of promotions
8. Communicating with executives (monitoring progress)

### **OFFICER TASKS**

#### SOCIAL MEDIA

##### *FACEBOOK*

##### Posting

- 1) Post promotions with personality.
- 2) Images and videos typically reach more people.
- 3) Pin important posts
- 4) Always provide eventbrite links
- 5) Privately message event coordinators if they provide incomplete material.
- 6) Always make sure all information is easy for event goer's to access.

##### Monitoring

- 1) Delete Spam Posts. (Cheap Ray bans suck)
- 2) Delete content that promotes alcohol to minors
- 3) Delete posts of non-IEEC events that conflict with IEEC events

##### *INSTAGRAM*

Have 2 people with the username and password for this account.

Try to post all images of flyers as soon as you can on this account.

Feel free to use previous content as a #tbt.

Other great hashtags are of course: #IEEC and #ieecsfu

This account is also useful to run contests on.

OIP has official IEEC photographers. Contact Kirsten Greene for their contact information.

### **Flyers**

Flyering Process:

- 1) Create a design.
- 2) Must be pdf
- 3) Email to copy center with VERY clear instructions. If it is a special order, ask them in person at center.
- 4) If job isn't complete in 24 hours, visit the center.
- 5) Chairperson and one other member may have access to ASI funds to pay for flyers. Talk to finance about this.

6) Flyers are successful in classrooms and on restaurant tables. Never post in library.

Banners

Work very closely with the print center to avoid unforeseen costs.

**TABLERS**

Contact Kirsten Greene in the OIP to communicate with the tablers.

If they are used to promote events, provide VERY clear instructions and motivations.

**CHALKERS**

Chalk is found in IEEC office amongst other useful supplies.

When promoting with chalk retrace designs daily.

**TIPS**

Do not post flyers in the library or chalk on or near the library without permission!

Invite all officers to banner painting parties to get the job done.

Check the weather before you schedule chalking.

Eyelevel on pillars is an effective place for flyers and chalk.

Check PR Committee facebook page daily for updates

Work in teams, enjoy your projects!

Share a contact sheet with all members.

When displaying graphics anywhere, always ask for the ideal resolution first.

If doing special promotions (discounts, early bird prices, and other incentives) plan a week ahead. Be as thorough as possible to avoid financial loss.

Communicate to committees when PR can realistically release advertisements.