

PostSecret
CAMPUS AMBASSADORS

EVENT PROMOTION GUIDE

Hey! Before you read any further, please know that...

- We're *always* here to help you make this event possible
- We are driven by impact rather than ego or revenue
- We love hearing your feedback (good or bad) and take it to heart
- We're here if you need help finding contacts, writing emails, or adjusting templates
- Planning an event can be challenging at times. If you need an extra boost of motivation, let me know. I can set up a call with you, me (Lexie) AND Frank! Send me a email/text & I'd be happy to find a time that works for all of us!
- Seriously, if you have any questions, shoot me a text at (289) 325-0468

PostSecret Event Promo

You & your event team are spending a lot of money on this event! Let's make it worth it!

Look at it this way- You're selling the event to a student. Even if it's free, you're taking the most valuable thing a student has - their time. Keep it relevant to them. Show them WHY they should care, WHY they want to attend & what they'll get out of it.

Here are our recommendations to promote PostSecret to capture your students' attention:

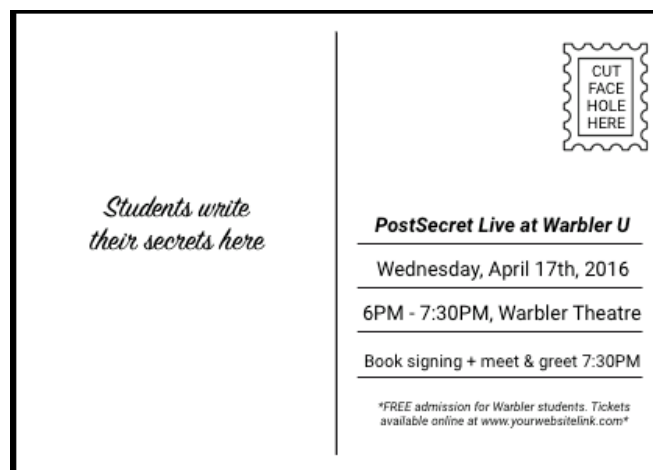
POSTCARDS POSTCARDS POSTCARDS- We'll mail you blank PostSecret postcards before the event with the PostSecret mailing address on them. These are to be handed out to event attendees before the event, but use blank postcards to your advantage!

- Remember to keep the front a blank canvas for students to get creative
- Ask your school's printing company for their 4x6 postcard template before you get designing - you don't want to put in a bunch of design effort for there to be something wrong with the printing bleed, crop, etc.
 - The standard PostSecret template can be [downloaded here](#)
- Hand the postcards out in conjunction with related events in the days/weeks before
- Ask professors to hand them out in their classes
- Check out what the University of Wisconsin Platteville did for this event with their 20,000 campus & community postcards
 - <https://www.uwplatt.edu/lectures-speakers-and-presentations/postsecret-live-frank-warren>
- Students can drop them off in a "PostSecret box" in your student life centre or at the doors outside the event right before the keynote
 - See what UW Madison did with a non-supervised table leading up to the event
 - <https://www.library.wisc.edu/college/2013/03/08/whats-your-secret/>

- Take photos/scan the postcards you get and upload them to an online library or onto your social sites
- Create a “PostSecret Confessional” room or privacy desk with the materials people would need (magazines, glue, markers, pens, scissors, etc.). Students can sit down, design their postcard on the spot and drop in in the box to remain anonymous

Create a GIANT postcard cutout- We’re talking 6 pieces of bristol board, at least. This can be used as either a great promo material, or even another Instagram moment.

- Design the poster like the back of a postcard.
- Where the address normally goes, write your event details in big, legible lettering
- Design the “stamp” in the top right corner with edges like a normal postage stamp, but cut out a hole for people to stick their face in for that perfect photo opp
- Keep the left side mostly blank and ask students to write their secrets on it in different coloured markers
- Make multiple posters & toss them up all over campus
- This was inspired by The University of Rochester’s *Tell it to the Wall*
 - <http://www.campustimes.org/2011/11/17/active-minds-inspired-by-post-secret/>



Use the PostSecret Books- There’s a reason these books were on the New York Times bestseller list. Do a “World of PostSecret” book draw or pre-sell the books in the days & weeks leading up to the event.

Share the PostSecret blog- PostSecret's blog has 770,000,000 (yep, MILLION) views & counting. Frank posts new secrets every Sunday at www.postsecret.com

- Share the Sunday Secrets on social media accounts
 - Use your school accounts and personal accounts for all those involved in the project
- Post it each week for a month leading up to the event & ask students what secret resonated with them the most each week

Project secrets at night: If your campus has a highly trafficked place at night (like outside residence or on an event-specific night) [download our PostSecret Projection Promo presentation](#) and project it onto an outdoor wall.

Sell Tickets Online- As silly as it sounds, if a student has to leave their room, walk to a student union building, go to a meeting room or an information desk, talk to a stranger, then possibly have to pay with cash... they probably won't buy a ticket. Most of us shop online, from the comfort of our own homes, and almost none of us carry cash anymore. Eliminate these simple obstacles and students are already more likely to show up.

- Even if your event is free, creating a ticketed event gives your event instant credibility and desire. There's a limited number of tickets and once they're gone, they're gone. Plus, many ticketing softwares will create reminders in a student's e-calendar to remind them it's happening on the day-of & increase actual turnout
- Here's an awesome blog post with 11 free event management softwares that you can use for your campus event! <http://blog.capterra.com/free-event-management-software/>

Give Group Discounts- If you are selling tickets for a fee (whether it be for students or community members), consider offering discounts for groups of 5 or 10. We've all seen groups of girls walking in giant herds to the bathroom or six guys huddled around the same machine at the gym, it all points to the same fact: college students like to do things together. Not only does giving group discounts push students to bring as many of their friends to an event as possible, it kickstarts the FOMO for those who aren't going.

- Eventbrite has a great list of tips and tricks to get students to attend events here: <https://www.eventbrite.com/blog/academy/5-tips-to-improve-student-engagement/> and #1 on their list is FOMO.

Get social- Pull out all the stops. Create a Facebook event, design graphics for the profile/cover photo and invite A BUNCH of people. The more interest an event has, the more people will desire it!

- Frank is more than willing to share the event with his 2,000,000 Facebook & Twitter followers
- Add a link to online tickets (even if they're free - see my note below)

- **Advertise Your Event Online-** Let's face it. Student center walls are covered in posters. Bright colours, bold lettering -it doesn't matter what you do, when there's that much competition your flier is just going to blend in. Do the earth a favor, save some trees, and use your school's social media accounts. Odds are students are staring down at their phones more than the colourful mayhem of an activities cork board.
 - Presence.io has a few great ways to use technology to boost student engagement, check them out
 - <http://www.presence.io/blog/top-8-ways-to-engage-students/>

- **Use Your Students in a Promo Video** - So your tweet or Facebook post doesn't just blend in with the rest, give your campus some juicy content. Have your students make a promotional video.
 - Get the Student Association President, club members, your campus's most influential student leaders to come together and film something impactful - have them share their secret or read the online secrets that stand out to them
 - Anything that will make viewers laugh or think and want to share it with other students on campus.

- **Create a "Wall of Secrets" Instagram Moment-** Ever heard the phrase "do it for the insta"? How many insta pictures have you seen of people posing between two giant angel wings that have been graffitied onto a brick wall in some hip, urban area of a major city? A bunch. This generation is drawn to events or places that give them an opportunity to create a memorable moment or post for social media. So give them that.
 - Take either the secrets that students have submitted, or print some of your favourites from online. Have a full blown art exhibit and an obvious place for students to stand for pictures.

- **Create a event-specific hashtag** for your event to use on Twitter & Instagram
- **Share some of the PostSecret Videos** on your accounts & with those who bought tickets.
 - If people got their tickets online, you likely have their email. Send one or two emails about PostSecret out before the event to make them excited.
 - People are much more likely to watch a video than read a body of text. Our favourite videos are here:
 - <https://www.youtube.com/watch?v=c0H1zU2ytxA>
 - <https://www.youtube.com/watch?v=8GzMopKiexc>
 - <https://www.youtube.com/watch?v=mAQtbTqDefw>

Give Them Food...With a Condition - College students don't eat ramen every night by choice. If there is free food I can guarantee students will come. They're hungry. All the time. And broke. All the time. BUT you don't want them to just show up, take food and go.

- Add a condition for students. Whether they're a ticket holder to the PostSecret event or the food is only offered on the way OUT of the event - just make sure that you're not wasting your budget on people who aren't staying.
- Use your sponsors! Whether it's a franchised pizza place, cookies from a main street bakery or some organic juices from a local company, getting their product in front of students is great exposure for them!

Media outlets- Contact student newspapers and radio stations to see if they will cover your event before and after to keep the buzz going. Reach out about arranging an interview - either live, taped or over the phone. Campus or department e-newsletters can be a good place to post a blurb about your upcoming event too.

Professors & Departments- Ask professors in related classes if they'd be willing to promote the event in their classes or even collaborate for the event. Sometimes attendance is helped if a professor makes it a class event or some type of credit is given.

Faculty & Organizations On-Campus- Reach out to any faculty and those that work in fields that are relevant to your event, and ask them to let their students know about your event - they may be willing to give students extra credit for showing up. Use campus & department newsletters and email res life groups to keep students updated. Don't forget about the student activities board, who can post your event on an events calendar and help you publicize on their website.

Go Greek- Reach out to fraternities and sororities, announce your event and ask if they will help publicize. You may want to give a brief presentation / send a quick video to the members to get them on board. Greek Life also has mandatory or recommended events.

General Public- Reach out to potential audiences off-campus. Local high schools, nonprofits and clubs often seek activities for their students/ members and they may be enthusiastic to participate in college events.

Increase word-of-mouth as much as you can- Word of mouth is the best advertising. Consider doing a brief presentation in dining halls during busy mealtimes, chalking sidewalks in busy areas on campus or handing out quarter sheet flyers during busy passing periods. Make sure you and your committee talk up the event so that your friends & fellow students come check it out

PostSecret U - Turn PostSecret into a year-round campus program. "PostSecretU" is the program through Active Minds that formalizes some of the best-practices of this activity. It's like "PostSecret - at your school - in a box."

- Colleges & universities are able to purchase this kit whether they have an Active Minds chapter or not.
- <http://www.activeminds.org/our-programming/postsecretu>

Make an art gallery- PostSecret has a variety of galleries in museums across North America, including a display at the Smithsonian in Washington. Take a page from their book & turn your secrets into an art exhibit before or even after the event. (Examples on the next page)



POST EVENT

- Social wrap-up
 - Post and share any photos & videos from the events
 - Search for student posts on Twitter, Instagram & Facebook - like, share and comment on as many as you can
- Write a post-event review of your experience for your student paper or blog
- Express gratitude to your everyone that made this possible
 - Sponsors, volunteers, grant providers
 - Write thank-you's to anyone who helped you in your efforts. You couldn't have done it without them. Plus, good relationships go a long way in the future!