

2018 Promotion Guide for Local Partners

One of the main responsibilities for all #CTH18 partners is promoting the program amongst the local community. This guide highlights some best practices used by organizations like yours over the program's twelve-year history.

General Guidelines

- Feature the date, time, and address for your program on all promotional materials
- Include registration information to make it easy for guests to RSVP
- Capitalize the "CHINA" of "CHINA Town Hall"

Social Media



We recommend that you use your **Twitter**, **Facebook**, **WeChat**, and/or **LinkedIn** accounts to promote your local program as well as the national webcast - *see next page for social media examples*

- Tag **@NCUSCR** so we can share your program with our 20,000+ followers
- Use the hashtag **#CTH18** to generate buzz
- Re-tweet **@NCUSCR** tweets about **#CTH18**
- Check if your local speaker is active on Twitter; if so, tag them in relevant tweets
- Post relevant multimedia and articles related to your speaker and topic

Emails



Send regular event reminders to your subscribers and include details about the event in your e-newsletters

Community Outreach



Reach out to relevant groups that might be interested in China programming and/or that would be willing to share information on your event with their networks, e.g. academic departments and student organizations at colleges and universities, affinity groups, institutional email lists, etc.

Media Outreach



Ask local newspapers and radio and TV stations to publicize your program and list it on community event calendars. If the speaker is interested in additional programming, pitch an interview to your local radio/TV station.

Flyers



Hang flyers around town and on campus - *see page three for sample flyer*

Social Media Examples



Looking to get the most out of your social media promotion? Consider including the following to make your posts more engaging to attract potential audience members.

Calls to Action

Encourage your followers to take action (attend your event) by using imperative verbs (e.g. "Register today," "Join us," "Find out more," etc.)



WorldAffairs West Mi @WACWM · 17 Oct 2016

Tomorrow! Join us @ Ford Museum for this free event. 6pm local speaker, 7pm live webcast w/ Kissinger. Info: conta.cc/2eJMlRk #CTH16

URLs

Direct your followers to an **RSVP form** or **website with registration information** so that they can sign up for your event



Brookings China @BrookingsChina · 17 Oct 2016

10/18: Join @davidrdollar & Dr. Kissinger at @CIUSCenter for @NCUSCR's China Town Hall in DC. RSVP: ow.ly/3dYq3056Jw3

Graphics & Flyers

Visuals tend to receive more engagement than text. We recommend using free online software (**Canva** or **Piktochart**) to create social media-compatible flyers and graphics with key event information or content related to your speaker. You can also take a screenshot of your flyer and save it as a .JPEG, .PNG, or .GIF file and upload it to social media.



NCUSCR
@NCUSCR

#CTH16 is coming to Denver on 10/18: Henry Levine from @ASGcomms speaking at @josefkorbel. Register here: ow.ly/6koj304TVB1

There is no other single country in the world that is as important on as many issues that Americans and people around the world care about than China.

HENRY LEVINE

Senior Advisor, Albright Stonebridge Group
CHINA Town Hall speaker | Denver, CO



Pacific Environment
@pacenvironment

Following

Kristen McDonald, our China Program Director & Dr. Henry Kissinger hosts CHINA: Town Hall. @NCUSCR #CTH16 bit.ly/2dvJicR



PACIFIC ENVIRONMENT
Protecting the Living Environment of the Pacific Rim



U.S. CHINA TOWN HALL
NATIONAL RELATIONS Local Connections, National Reflections



Featuring Pacific Environment's China Program Director

Kristen McDonald

- Discussion via live webcast with -
Tuesday, October 18, 2016 4:00PM

Former U.S. Secretary of State

Dr. Henry A. Kissinger



CHINA

TOWN HALL

Local Connections, National Reflections

Tuesday, October 9

LOCAL VENUE START TIME

LOCAL VENUE ADDRESS

REGISTRATION INFO

Join communities across the United States
in a national conversation on China

Featuring an interactive webcast with Secretary Condoleezza Rice and on-site discussion
with ***LOCAL SPEAKER NAME*** on ***X TOPIC/TALK TITLE***



***LOCAL
SPEAKER
HEADSHOT***

The Honorable Condoleezza Rice
66th U.S. Secretary of State and Former
National Security Advisor

LOCAL SPEAKER NAME
LOCAL SPEAKER TITLE

NATIONAL
COMMITTEE ON
U.S.
CHINA
RELATIONS



***LOCAL
VENUE
LOGO***