

2019 Promotional Guide for Local Partners

One of the main responsibilities for all #CTH19 partners is promoting the program amongst the local community. This guide highlights some best practices used by organizations like yours over the program's thirteen-year history.

General Guidelines

- Feature the date, time, and address for your event 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**, **LinkedIn**, **Instagram**, and/or **WeChat** accounts to promote your event as well as the national webcast

- Tag **@NCUSCR** so we can share your event with our 50,000 followers
- Create a **Facebook Event** for your event; invite **@NCUSCR** as a co-host
- Use the hashtag **#CTH19** to generate buzz
- **Re-tweet** **@NCUSCR** tweets about **#CTH19**
- **Tag your facilitator** if they are active on any of the above social media platforms
- Post relevant **multimedia and articles** related to your facilitator 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 event and list it on community event calendars. If your facilitator is interested in additional programming, pitch an interview to your local radio/TV station.

Flyers



Hang flyers around town and on campus - visit [our website](#) for a sample flyer template

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/2eJMIrk #CTH16

URLs

Direct your followers to an **RSVP form** or **website with registration information** to ensure 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**, **Piktochart**) or design software (**Photoshop**, **InDesign**) to create social media-compatible graphics and flyers with key event information or content related to your facilitator. You can also save your Microsoft Word flyer as a PDF, then convert to .JPG, .PNG, or .GIF, and post on social media.



#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

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

