

2020 Promotional Guide for Local Partners

One of the main responsibilities for all #CTH2020 partners is promoting the program amongst the local community. This guide highlights some best practices used by organizations like yours over the program's fourteen-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, WeChat, and/or Weibo** accounts to promote your event as well as the national webcast

- **Tag @NCUSCR** in all posts so we can share your event with our 100K followers
- Create a **Facebook Event** for your event; invite @NCUSCR as a co-host
- Use the hashtag **#CTH2020** to generate buzz
- **Re-tweet @NCUSCR** posts about #CTH2020
- **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

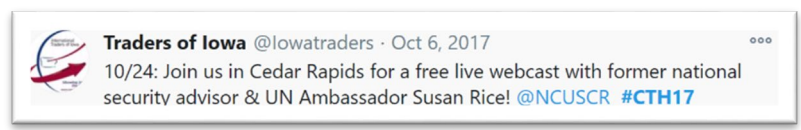
Social Media Examples



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

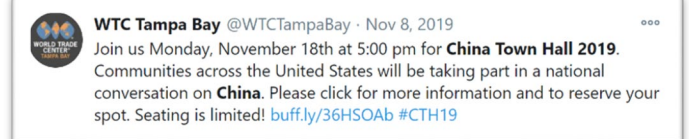
Calls to Action

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



URLs

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



Graphics & Flyers

Visuals 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. Alternatively, you can download and use the sample social media card from [our website](#) to accompany your posts.

