

## 2024 Promotional Guide for Local Partners

One of the main responsibilities for all #CTH2024 partners is promoting the program amongst the local community. This guide highlights some best practices used by organizations like yours over the program's eighteen-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"

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### Social media



We recommend that you use your Twitter/X, Facebook, LinkedIn, Instagram, TikTok, 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 183k followers
- Create a Facebook Event for your event; invite @NCUSCR as a co-host
- Use the hashtag #CTH2024 to generate buzz
- Re-share @NCUSCR posts about #CTH2024
- 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 event details in your e-Newsletters
- [Subscribe](#) to NCUSCR's event eAlerts and monthly e-newsletter and re-share #CTH2024 news with your subscribers.

### 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, 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 free sample flyer template.

## Social Media Examples

### 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.)

Make sure you share the date, time (local time), and location.

**Asian Institute UofT** @AIUofT

Join us on November 16 for a virtual Canada-wide China Town Hall featuring Joanna Chiu @TorontoStar, Christopher Sands @TheWilsonCenter and Henry Yu @UBC\_History! Moderated by Diana Fu @UofT\_PolSci @munkschool.

Register: [uoft.me/CanadaChina](https://uoft.me/CanadaChina)  
@MunkEvents @NCUSCR

**Jiakun Jack Zhang** • 2nd  
Assistant Professor of East Asian Politics  
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Excited to moderate a conversation w/ Dr. [Dali L. Yang](#) & Dr. [Deborah Seligsohn](#) on "The Legacy of COVID-19 on US-China Relations" for our local CHINA Town Hall tomorrow 11/16 starting at 7pm Central Time!

Thank you to [National Committee on U.S.-China Relations](#), [KU Center for East Asian Studies](#), [International Relations Council](#), & [World Trade Center Kansas City](#) for making this event possible! #CTH2022 #kansascity #china

Please RSVP here: <https://lnkd.in/gXmWJqXZ>

### URLs and QR Codes

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

URLs work best for online posts, but consider adding QR codes that direct to your registration website to printed flyers and image-heavy graphics. This makes it easy for interested attendees to share the image to their own networks without needing any accompanying text.

**Black China Caucus** @BLKChinaCaucus

Tomorrow is the day! Join @BLKChinaCaucus and our partners @NCUSCR for the 2022 #China Town Hall program featuring former US Ambassador @JonHuntsman and #BCC members @clark\_noatlanta, CEO of MenKou LLC and @gmfus China Analyst @barros\_bryce!

[us06web.zoom.us/webinar/regist...](https://us06web.zoom.us/webinar/regist...)

**CHINA TOWN HALL**  
LOCAL CONNECTIONS, NATIONAL REFLECTIONS

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

**Wednesday, November 16**  
5PM (CST) on Zoom  
DePaul University  
RSVP: [bit.ly/depaulcth2022](https://bit.ly/depaulcth2022)

Featuring former U.S. Ambassador to Russia, China, and Singapore, [Jan M. Huntsman Jr.](#), and an on-site discussion facilitated by [Peggy @Bumethal](#) at DePaul University, Chicago, IL.

### 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 cards from [our website](#) to accompany your posts.

## Short Videos

Short videos on TikTok, Douyin, Instagram Reels, and YouTube Shorts are increasingly widespread and effective ways to reach an audience. If you are active on video platforms, consider filming a personal invite to the #CTH2024 event, sharing date, time, and location.