

## Publicising your events

We can do a lot of the promotion for you. Fill in the [event form](#) to get your event details posted on the RSB website and for your event to be sent round to members in your region and neighbouring branches. We can take bookings and payments online through the events page. Don't forget to fill in a [risk assessment](#) as we require this to promote the event.

Your event can be advertised in *The Biologist*, we normally require 10 weeks notice.

Create a poster for your event, using the [RSB logo](#) and the [Brand Guidelines](#). This could be posted in:

- Local schools, colleges and universities
- Shops
- Libraries
- Local community notice boards
- Community centres

Don't forget to use photos that are free from copyright, these could be photos that you have taken or some good websites are:

- [www.flickr.com/creativecommons/](http://www.flickr.com/creativecommons/)
- [www.pexels.com/photo-license/](http://www.pexels.com/photo-license/)
- [www.commons.wikimedia.org](http://www.commons.wikimedia.org)
- [www.pixabay.com](http://www.pixabay.com)

## Press and Social Media

### Contacting the press

Getting local news interested in your event is a great way of ensuring more people find out about your event and documenting it for others to read and enjoy. Before issuing a press invite or press release, do get in touch with the [RSB press office](#) for more advice, guidance, and final sign off.

### Press invites

If you're running an event that you think press will be interested in attending on the day, consider drafting a press invite to send to local newspapers, radio stations and television channels ahead of time.

A press invite outlines what the event is and also what coverage opportunities are available. Make sure to include:

- when and where the event is
- any notable attendees or speakers
- any notable content attendees or speakers may say

- what photography and filming opportunities are available (make sure if children are in attendance you get permission from their parents first)
- how to get in contact with the organisers if they want to attend

### **Press releases**

If you don't get any interest from journalists wanting to attend on the day, don't worry, you can always issue a press release following the event with media suitable for outlets to use. This is very similar to a press invite, but make sure to include:

- Photos from the event with clear indication of whom credit should be given to
- A Dropbox or WeTransfer link for video content that you may have shot or have available
- Mention that high res versions are available on request

Check out [media.info](#) for newsdesk emails and other regional press contacts.

Download our [template press release](#) if you need more of an outline of what to include.

### **Social media channels**

You can use social media tools not only to capture the action on the day, but also to allow for those attending and those who can't to interact with the event too.

Making content to advertise your event and sharing it online is also a great way to reach a wider audience.

If you do not already have branch social media accounts, please contact [Philippa Skett](#), Press and Communications Manager. Our social media guide for branches has information on what platform you should use for social media and some general advice.

### **Twitter**

Twitter is a great way to advertise your event, and also document the event as it develops. If you are running a debate or lecture, you can use twitter to take questions from those in the audience or those following at home.

### **Facebook**

Facebook is also a great way to advertise your event. You can contact admins of pages who provide news and updates suitable for your audience and they can plug your event, or you can share your event among friends and contacts more directly.

If you think your event is more suited to a wider audience, do contact us via our [Facebook page](#) too.

### **Video recording**

Producing video content is great; video content typically performs better on social media channels and is a great way to capture more dynamically the event itself.

When considering filming your event, you can either live-stream your event from a mobile device onto Facebook and Twitter, or record, edit and release footage at a later date.

### **Live-streaming**

Live-streaming is a great way of increasing accessibility to your event and bringing it to a wider audience. It is particularly suitable for lectures or debates, where you don't need multiple camera shots to capture the event in its entirety. Two of the easiest ways to stream an event is via [periscope on Twitter](#), or as a [Facebook live video](#).

### **Uploading to YouTube**

If you have suitable footage from your event we can potentially upload and share via the [RSB YouTube channel](#).