



Publicity guidelines

Isla Vista Community Relations Committee



General advice

- **Expect to post 1–2 times per week** on most of our social media channels, with more leading up to and during events.
- **All writing should go to Yiu-On for approval and edits, and then to Abraham, Allina, or Ruth for translation into Spanish.** Do all of this in #ivcrc-feedback on Slack.
- **Make sure to take good photos at any IVCRC-funded events** to post on social media. If you aren't able to take any photos yourself, then contact the person who took the lead on the event for materials.
- **Please check and respond to DMs on our social media accounts within 24 hours.** We have a whole department responsible for publicity, so we think this is reasonable to do. If you don't know how to respond to a message or aren't sure about something, direct the person to someone else in IVCRC who you believe can provide an answer, or ask the person in IVCRC yourself.

Announcements and posts are categorized into Tiers 1 to 4 based on their importance. A bigger tier number means that we should post an announcement on more platforms and spend a greater amount of energy in publicizing it.



Tier 1 platforms

Publicize the following:

- Normal meeting reminders
- Reposts from other organizations that would be helpful to people in IV
- *Everything in Tiers 2 to 4*

Instagram

[Our Instagram account](#) has historically been our main social media presence.

Anecdotally, students make more use of social media than mediums like email. Post

pretty much anything relevant to IVCRC here. Most of what we post is meeting minutes or coverage of the events we've put on or funded.

You can also request Instagram reposts from campus and noncampus Instagram accounts. In particular:

- [@aspardallcenter](#)
- [@asucsb](#)

To access our Instagram account, contact one of the Publicity Coordinators or one of the chairs.

Newsletter

The [IVCRC Newsletter](#) is the email counterpart to our social media. Anecdotally, non-students make more use of email than social media. Like Instagram, send out messages about pretty much anything relevant to IVCRC here.

The newsletter is powered by Mailchimp. While we already have the campus-owned Shoreline platform (more about that later), which has built-in mailing list functionality, the platform is kinda slow and clunky. Mailchimp, meanwhile, feels sleek and modern. The only downside is that there's a limit of 2000 members on the free plan, so we may have to switch to Shoreline in the distant future. But in the spirit of procrastination, that's a problem for someone else.

One of the main advantages of having a newsletter is that the audience comprises people who've chosen to be kept in the loop about IVCRC. People usually sign up for our newsletter when we're tabling out in the community, which makes the newsletter one of the best ways to reach out to nonstudents: if you ever need to send a message specifically to nonstudent IV residents, you can filter for them specifically.

Facebook

We've usually had a bit of an on-again, off-again relationship with [our Facebook page](#), but there's no reason we can't start using it regularly. You can choose to repost our Instagram content here (our accounts are already linked, so this is easy to do) or post something else entirely.

To edit our Facebook page, message one of the current page admins so they can add you:

- Bella (IVCRC Vice Chair)

- JudyAnn (AS Web Developer)
- Ruth (IVCRC Advisor)

Once you have access, here's how to give someone else access:

1. Go to the IVCRC Facebook page
2. Go to settings
3. Go to page roles
4. Type in the name of the person you would like to add as an admin, editor, moderator, etc.
 - a. Need to be Facebook friends with that person before completing this step

Shoreline

Shoreline is a UCSB service for looking through and keeping track of student organizations. We mainly use it to list future events, which might be more effective than you think it is in terms of publicity.

Make sure that you've [joined our group](#) so that we can list you as an officer. The more people we have that do this, the more official we look.

Reddit (r/IVCRC and u/IVCRC)

IVCRC has its own subreddit at [r/IVCRC](#), managed by the user [u/IVCRC](#). Since we own both, we can post as frequently as we want on it, as opposed to r/UCSantaBarbara. So post anything related to IVCRC here.

Tier 2 platforms

Publicize the following:

- Meeting recaps and highlights
- Approved funding requests
- Updates for long-term projects organized by approved funding requesters
- Member of the week
- *Everything in Tiers 3-4*

LinkedIn

[LinkedIn](#) isn't a very traditional avenue for publicity within AS and UCSB, but this is a great opportunity to boost our visibility to non-students and employers, the latter of whom we'll be looking for soon enough. It may also be a good way to find organizations to partner with for IVCRC's projects. Plus, because we have a business page, you can put on your LinkedIn profile that you work for IVCRC, which looks cool and official.

The frequency of posts here should be somewhere between Instagram's and UCSB Bulk Mailing's. That is, post semimajor announcements and above like meeting recaps and events, but skip posts like contest winners.

Tier 3 platforms

Publicize the following:

- First meeting of the quarter
- Upcoming events
- Board vacancies
- *Everything in Tier 4*

AS Slack

If you're not already using Slack regularly or don't know what to do with it, [here's a refresher](#).

Essentially, the Slack workspace we belong to also has a few channels where we can advertise events—namely, #events (the main one) and #general (if we want an even broader reach). But because only people in AS can actually see any of this, it's not particularly helpful for publicity in terms of the general public—so do post here, but don't rely solely on it.

AS mailing lists

AS mailing lists comprise the following email addresses:

- entities@as.ucsb.edu
- execs-senate@as.ucsb.edu

Similar to publicizing in the AS Slack workspace, email these mailing lists when we have an event coming up so that we can encourage attendance from within AS.

Again, because only people in AS can actually see any of this, it's not particularly helpful for publicity in terms of the general public. But every bit helps.

Website

Keep the [IVCRC website](#) up-to-date with minutes, events, budget, funding agreements, and anything else you deem necessary.

The [Meet the Committee page](#) on the IVCRC website lists each member in IVCRC, as well as a few interesting facts about them. Here's what each entry should ideally include:

1. Photo of the member
2. Name
3. Pronouns
4. IVCRC position
5. Year and major
6. Fun fact

The website is more of a static resource than anything else in this section, so there's less of an emphasis on being timely and more of an emphasis on providing evergreen information. It'll be up to you to decide what that means.

UCSB Events

The [UC Santa Barbara Events & Tickets website](#) collects events happening on and off campus. It's like the IV Community Calendar (as described later in this document) but for students.

Only submit events to this calendar—our general meetings probably aren't that relevant to the people who look at this.

To submit events, visit [this page](#) and request access to the submission form.

UCSB Bulk Mailing

Also known as University Announcements, this is a blunt instrument with a very far reach—messages here are sent to all undergraduate students with a UCSB email, all graduate students, or both (you've likely already seen quite a few of these

messages). As such, there's a limit to how frequently we can use this service—once a week and twice a month at most. See the [Bulk Mailing website](#) for more details.

Because of these limits, reserve Bulk Mails for major announcements, like Pardall Carnival or recruitment.

Here's how to send a school-wide announcement:

1. Fill out the [Bulk Mailing Request form](#) at least two business days before you want the message to go out (last-minute messages are possible but are not guaranteed and are definitely not preferred).
 - a. **Important:** Make sure to use double line breaks between paragraphs in the message section. The formatting makes it *look* like you only need to use a single line break, but the final version of the message has no such formatting. We know this from past (and mildly painful) experience.
 - b. If you're pasting bolded or italicized text from another document, rebold and reitalicize that text once you've finished pasting. Again, the formatting makes it *look* like your text is already bolded and italicized, but don't trust your eyes.
 - c. And to be on the safe side, include full, raw links in the email instead of hyperlinking a piece of text. Sometimes linked text becomes unlinked in the final email for some reason, but including the original link virtually guarantees that it won't be lost.
2. Once you submit, you should land on a confirmation page. The instructions will then say you should print out this confirmation and have it signed by your Vice-Chancellor or Dean and deliver it to their offices at [4101 SAASB](#).
 - a. We don't actually know if this is required. Instead, we've historically just sent the confirmation to Jayne Patterson (jaynepatterson@ucsb.edu) and asked for her signature. That's worked fine so far.
3. Assuming all goes well, your announcement should appear in the inboxes of your target audience on the date that you specified.

DigiKnow

DigiKnow is a digital signage network run by UCSB Housing, Dining & Auxiliary Enterprises (HDAE) that's present in all the residence halls, apartments, dining commons, and a few other places. It's basically a bunch of TV screens that display ads, and it's a great physical complement to our other publicity efforts.

We can only run 3 ads at a time. And unlike everything else on this list, it costs money to run ads—for student organizations like IVCRC, it costs \$10 to run 1 ad, but

because we run ads often, **we usually pay \$40 for unlimited ads for one quarter** (as long as we don't exceed the 3-ads-at-a-time limit). All ads expire after 7 days.

HDAE requires that ads be submitted at least five business days in advance of the run date, so plan accordingly! More information about DigiKnow, including design requirements and suggestions, can be found on their [website](#).

Given these requirements, use DigiKnow ads for medium-level to major announcements. It's not exactly difficult to get an ad to run, and having three ads at a time is quite generous, but the cost involved in running an ad means we should make sure it's worth running.

IV Community Calendar

The [IV Community Calendar](#) is maintained by the Isla Vista Community Services District, which is the body that governs IV. The calendar collects a bunch of events happening around IV from a bunch of organizations, and there's an option to submit an event on the page. It's like UCSB Events (as described previously in this document) but for nonstudents.

This resource is especially useful for nonstudents living in IV who don't access the usual student channels of publicity.

Only submit events to this calendar—our general meetings probably aren't that relevant to the people who look at this.

SA Announcements

Like the AS mailing lists but with greater reach, and without the posting rate limit of UCSB Bulk Mailing. Add events, fliers, and descriptions to the [SA Weekly Email Submissions folder](#) on Google Drive under the date that you want your material to be sent out. You can also message [Chelsea Lyon-Hayden](#) on Slack.

Tabling

Tabling is a vital component of IVCRC's in-person publicity efforts. There's an immediacy and connectedness in tabling that you can't replicate with more typical means of communication, like social media or print.

Simply put, tabling is where we set up a physical table somewhere—usually in a plaza or a general area—and explain to passersby what IVCRC is and does. We then give

them a call to action, such as following us on Instagram or joining our meetings at a certain day and time.

Table at [Isla Vista Elementary School](#) to increase outreach to kids and families. Contact their staff to schedule a time and ask for permission.

For more information, see [Tabling guidelines](#).

Reddit (r/UCSantaBarbara)

The [UCSB subreddit](#) is a great place for students to talk casually about school, work, and life. It also hates AS.

But a lot of that hate, you could argue, comes down to poor communication—AS appears to mostly avoid posting there, which leaves everyone free to speculate and criticize their actions after the fact and which contributes to the image of a faceless, soulless conglomerate.

Someone hating you or the organization you work for shouldn't be the sole deterrent keeping you from engaging with them—if anything, this makes it even more important for you to talk with them and clear up any misunderstandings they may have. And purposefully ignoring a significant portion of the student body isn't exactly very responsible when, as a member of Associated Students, [every student, willingly or otherwise, is paying you to do your job](#).

According to subreddit rules, student organizations or a member of such can only post once they have been verified as representing that organization. They can also only post a maximum of twice per quarter, which is much stricter than the already strict Bulk Mailing—so reserve these posts for major announcements.

It may be beneficial for someone “high up” in IVCRC (such as the internal chair) to make the first few posts, so that people in the subreddit have a direct line to the main decision-makers and can bluntly interrogate their actions. This builds trust, or at the very least it lets people know that their representatives are willing to be held accountable in the court of public opinion.

Also, when posting, **do not include TinyURLs or any shortened links**. They have a tendency to get caught in Reddit's spam filters.

Tier 4 platforms

Publicize the following:

- Major upcoming events like IV Week and Pardall Carnival

Fliers

Design and hang fliers for our quarterly events around campus and IV. Place an order for fliers at AS Publications.

Locations to post on campus:

- Glass case outside the UCen (email [Chelsea Lyon-Hayden](#))
- Digital screens throughout the UCen and the MCC lobby (email [Chelsea Lyon-Hayden](#))
- Stairway that goes down to the UCen Hub (no need to contact anyone)
- Student Resource Building
- Dorm lobbies
- Lampposts
- Anywhere else you can think of

Locations to post in IV:

- Isla Vista Recreation & Park District Building (ask staff in building)
- Lampposts
- Sam's To Go
- Hana Kitchen
- Other businesses if they let you
- Anywhere else you can think of

Coloring pages for schools

Design a coloring page related to our quarterly events and distribute them at schools. The idea is that children will color in the page and be more likely to show their parents, potentially bringing all of them to our event.

You can base the design of the coloring page on the event flier (just get rid of the color). Like fliers, place an order for coloring pages at AS Publications.

Send to these organizations and people:

- **IVYP:**
 - Juan Pimentel, Associated Executive Director (juanp@ivyp.org)
- **IV Elementary:**
 - Lorena Reyes, Principal (lreyes@gusd.us)
 - Laura Casnueva, Community Liaison (lcasanueva@gusd.us)
- **St. George Youth Center (YMCA):**
 - Raul Macias, Program Director (Raul.Macias@ciymca.org)

Banner over Pardall tunnel

Design a banner that we can hang over the tunnel leading into campus at the end of Pardall Road. The UCSB Athletics Department often uses this space to publicize their matches, to great effect: anyone who walks or bikes through the tunnel will see the advert, and there are many such people every day.

First, see if you can place an order for the banner at AS Publications. However, it may be necessary to order from a bigger print shop like Isla Vista Screen Printing (who printed our IVCRC tablecloth).

Duffl, Snag, Gopuff

Duffl, Snag, and Gopuff are student-run delivery services in IV. We can ask them to add pamphlets of our events into their bags (as IVTU has done in the past with Duffl) so that people receiving goods will also learn about IVCRC.

- Duffl
 - Instagram: [@dufflsb](https://www.instagram.com/dufflsb)
 - Website: duffl.com
- Snag
 - Instagram: [@snag.delivery](https://www.instagram.com/snag.delivery)
 - Website: snagdelivery.app
- Gopuff
 - Instagram: [@gopuff](https://www.instagram.com/gopuff)
 - Twitter: [@gopuff](https://twitter.com/gopuff)
 - Facebook: [@gopuff](https://www.facebook.com/gopuff)
 - LinkedIn: [@gopuff](https://www.linkedin.com/company/gopuff)
 - Website: gopuff.com/delivery/us/ca/isla-vista

News media

It may not be as flashy as the other options on this list, but it's the most reliable and authoritative. For all the memes about the media being corrupt and washed up, being featured on the news still gives you a bunch of credibility and attention you wouldn't have had otherwise.

Contact the press whenever we have a major event coming up, like Pardall Carnival. Journalists may reach out to us first, but it never hurts to take the initiative—the worst that could happen is that they ignore us or say no. And the best that could happen is that they decide to interview us and write up a story, which brings our name and event to people who otherwise wouldn't have known.

Here are some news outlets that report around IV and that you can contact, though you're welcome to look for more:

- [*Daily Nexus*](#)
- [*The Bottom Line*](#)
- [KCSB-FM](#) (radio station)
- [*Noozhawk*](#)
- [*Santa Barbara Independent*](#)
- [*Edhat*](#)

If a news organization declines to contact us, we might still be able to pay to run ads in the paper. Look around on the website to find out how we can do that.

Yik Yak

Yik Yak is an app that lets college students join chats within five miles of their location. It can be effective in advertising events slightly before they start and as they're happening.

Request publicity from elsewhere

- Request publicity from RAs
- Request publicity from Greek organizations
- Request publicity from previous funding requesters
- Request publicity from Tropicana properties (ask Vanessa, who lives at Tropicana)
- Ask IVCRC members to publicize to other organizations that they're part of

What to publicize

Values and purposes

1. Consistently post informative material on social media platforms, such as meeting recaps or any upcoming events.
2. Integrate IVCRC member spotlights
3. We want to do the previous two steps to spread more awareness about what IVCRC does and to gain more followers.

Highlighting local businesses

1. Publicize local businesses that give back to the community .
2. Also publicize local businesses that just started or are having a hard time.

Specifics

For each of these, work with the Graphic Design Coordinator for visuals.

If there's nothing to post, don't force it—posting for the sake of it is kind of annoying and spammy and might cause people to unfollow us. Use your best judgment.

Topic	Typical frequency	Notes
Meeting reminders	1/week	Encourage non-IVCRC members to attend—anyone who attends 3 consecutive meetings during the current quarter, or has held an IVCRC position in the past 2 quarters, can vote on things
Meeting recaps and highlights	1/week	Work with the Vice Chair (to summarize minutes)
Approved funding requests	1–2/week (as they're approved)	Work with the Treasurer (for funding info)
Highlight local businesses	1/week	Interview local business owners and offer promo codes to viewers (need to coordinate with and reimburse businesses)

Topic	Typical frequency	Notes
Updates for long-term projects organized by approved funding requesters	0-1/week (as they occur)	Work with the Treasurer (to find out how approved requesters are spending their money)
Upcoming events	Varies	Publicity strategy will be decided as we plan the event as a team
Reposts from other organizations that would be helpful to people in IV	As you see them	
Board vacancies	1-2/quarter (as they happen)	Work with the Internal Chair (to find out specifics on vacancy)
Member of the week	1/week (when there's nothing to post about for the above topics)	Can refer to the Meet the Committee page for info
Whatever else you think of	Varies	The only limits are your imagination, the laws of physics, the laws of humans, and public decency