

## Marketing Tips for Your Biophysics Week Event

We want to make sure that you have the tools you need to make your event as successful as possible. We have compiled some tips to help you get the word out about what you have planned!

### Publicizing Your Event

- Register the event with the Biophysical Society. (Congratulations! You have already done this!)
- Post it in your school's event newsletter for students and staff (print or online); contact the news office of the institution a few weeks in advance. Include, who should attend, what the event is, where it is, when it is, and why people should attend. Also include any registration information.
- Share with the news offices of nearby institutions.
- Share the information with local science organizations and/or chapters that overlap with your planned activities' focus.
- Use your network; let those you interact with professionally know about the event. (colleagues, collaborators, students, teaching assistants)
- Create a flyer and post it on bulletin boards at your institution
- Include the event in your signature block on emails you send out (A Biophysics Week signature block is available on the Biophysics Week website; add one for your specific event too).
- Use social media. So much information is shared via online channels these days; it is a great way to quickly, and with no cost, let your networks know about your event. It is also easy for others to pass along the information.

### Social Media Tips

- On Twitter, use the Biophysics Week hashtag, #biophysicsweek, as well as topical hashtags (#motility for example). Hashtags allow Twitter users to search for content on a specific topic and read all the related public tweets on that topic.
- Begin posting about your event a month in advance; or earlier if sign up is required. Include links to an event page. You can always link to your event listing on the Society's Biophysics Week page.
- Create a Facebook event. This is an easy way to give your event an online presence and a place to share information, invite people, and collect RSVPs. (More on setting up a Facebook event below.)
- Post on your personal and organizational social media sites to reach the most people. On Facebook, make sure these posts are "public" so that they can be shared.
- Tweet at target audiences—for example specific university departments or a student club. This is a way to let members of a group know about your event on Twitter.

- Post photos whenever you post about your event—these get more attention than just words and show up more often on people’s social media feeds.
- Encourage participants to tweet/post during the event and use the hashtag #biophysicsweek.

### **Step-by-Step Guide to Creating a Facebook Event**

1. Go to your organization’s/department’s/club’s Facebook fan page (or your personal page).
2. Select “Create an event” at the top of your page’s timeline (or under “More → Events” on your personal page).
3. Add an event photo from your organization or the Biophysics Week Toolkit.
4. Give the event a clear, brief name.
5. Include the location where the event is taking place.
6. Enter the time and date of your event.
7. Add a description of the event with details about how to get involved and what, if any, preparation participants can do.
8. Make sure to mention that your event is happening as a part of Biophysics Week and include a link to the Biophysics Week website (<https://www.biophysics.org/biophysics-week>).
9. Select “Publish;” this will make the event appear on the timeline of your page.
9. Select “Invite” at the top of the page and invite friends, including the Biophysical Society.
10. Copy the page hyperlink and include it in all event communications. Send the link to [evuong@biophysics.org](mailto:evuong@biophysics.org).

### **During and After the Event**

- Collect names and contact information for your attendees; you can use this list to invite them to your next Biophysics Week event!
- Take photos and post them during and/or after the event.
- Send a thank you email to attendees and ask for feedback (BPS will send you an evaluation form you can use). This information will help you plan your next event.
- Write up a summary for the BPS blog after the event; show off what you have done! (Contact Elizabeth Vuong at [evuong@biophysics.org](mailto:evuong@biophysics.org) for more information on contributing to the blog.)

Thank you for organizing a Biophysics Week 2019 affiliate event! Thanks to you, there are over 50 events scheduled around the world to celebrate biophysics. If you need any further assistance, please contact [evuong@biophysics.org](mailto:evuong@biophysics.org).