Chapter PublicitY IDEAS

# campus media

* College online calendar

Most college campuses maintain an online calendar of campus events that students, especially new students that are looking to get involved on campus, check regularly. Contact your college’s Office of Communications to learn how to get your event posted on your campus’ calendar of events.

* Campus Radio

*The campus radio is always looking for new topics to discuss on the air! Contact your campus radio to see if they can give your event a shout-out. They may even ask for interview where you can discuss the benefits of a Beta Gamma Sigma Membership.*

* Student Newspaper

The student newspaper regularly reviews campus events and new projects on campus, so why not yours? Invite some of the writers to one of your events. Hopefully, they will write a raving review in next week’s paper!

* Banners

A banner is a great way to increase BGS awareness on campus where students are looking for new, exciting things to do.

* Flyers

Print flyers are a thing of the past! Many students simply take one and drop it a few steps later on their way to class or back to their dorms; however, digital flyers are environment friendly and easy to send and share with just one click. Contact your college’s Office of Communications to see if they can send a campus wide email introducing your chapter to the campus.

* Table Tents

Students are frequent visitors to the campus’ dining hall, so why not give them something to look at and/or talk about while they enjoy their meal? Create informative table tents discussing the benefits of BGS membership and what is required to be invited to join.

* tabling

Many student organizations use tabling during fairs and campus events to promote their organization. Contact your Student Union’s Office of Operations to learn how to rent space for tabling during your campus’ next big event or fair.

# classrooms

* CLass Announcements

Many professors in your institution’s school of business will be very supportive of the Society, because they want to see their student do well. Ask your favorite business professor if you could take 5-10 minutes of their class time to briefly discuss Beta Gamma Sigma with their students. Courses like “Introduction to Business 101” are accustomed to these kinds of presentations throughout the semester.

* Posters

Hanging up posters is very simple to do, yet very effective too! We have BGS posters available to chapters for free in our BGS store! Ask the Dean of your institution’s school of business if you can hang a poster in some of the classrooms or in the bulletin boards right outside of them.

* Digital Display

Many organizations will display their url or information on a display in the various buildings around campus.

# Social media

* Facebook, Twitter, LinkedIn, etc.

Social Media drives the student life. Create social media accounts for your collegiate chapter and post pictures and announcements of your chapter’s events. Don’t forget to add Beta Gamma Sigma, so you can share news with other BGS member around the world.