

BEST PRACTICES

EVENT PROMOTION ROADMAP



HEADLINE

DATE | TIME | LOCATION | COST

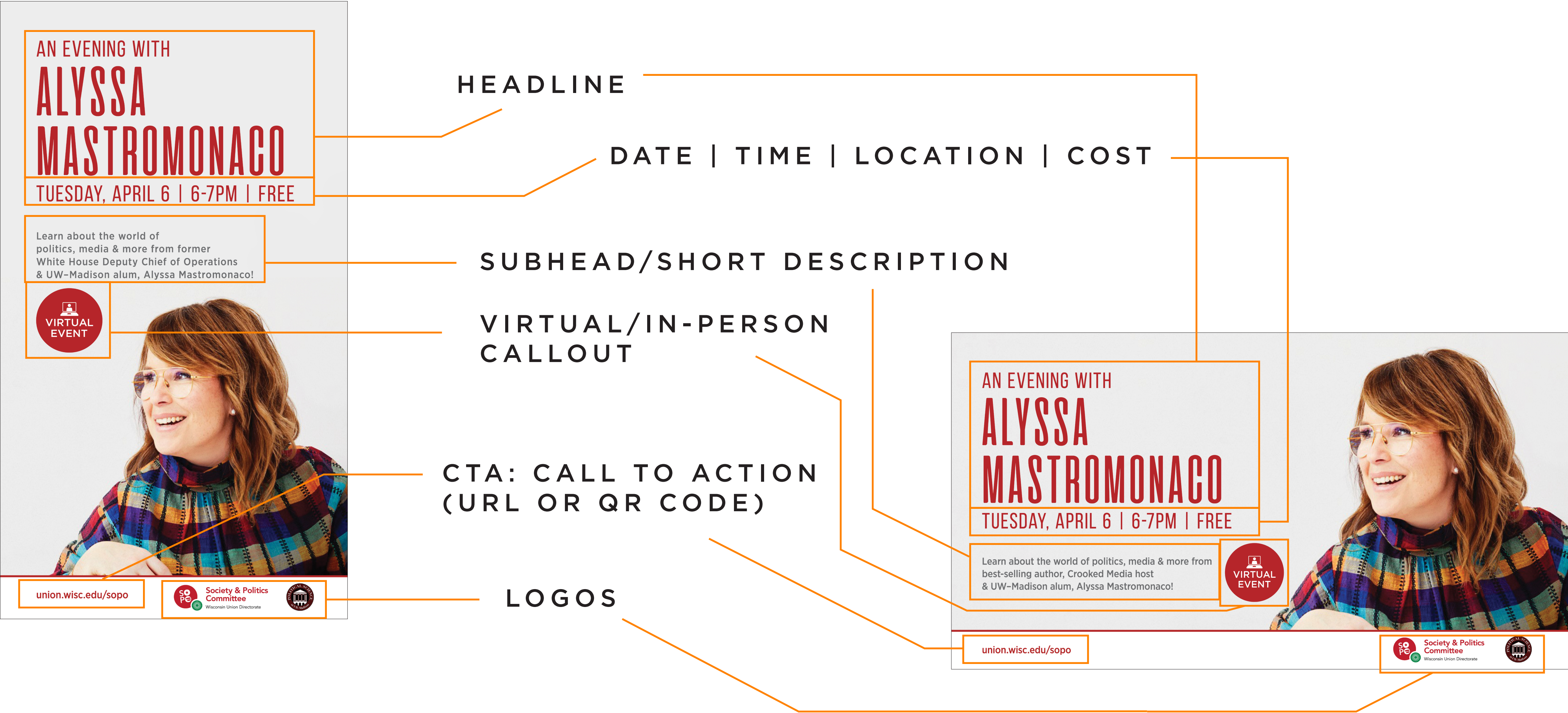
SUBHEAD/SHORT DESCRIPTION

VIRTUAL/IN-PERSON CALLOUT

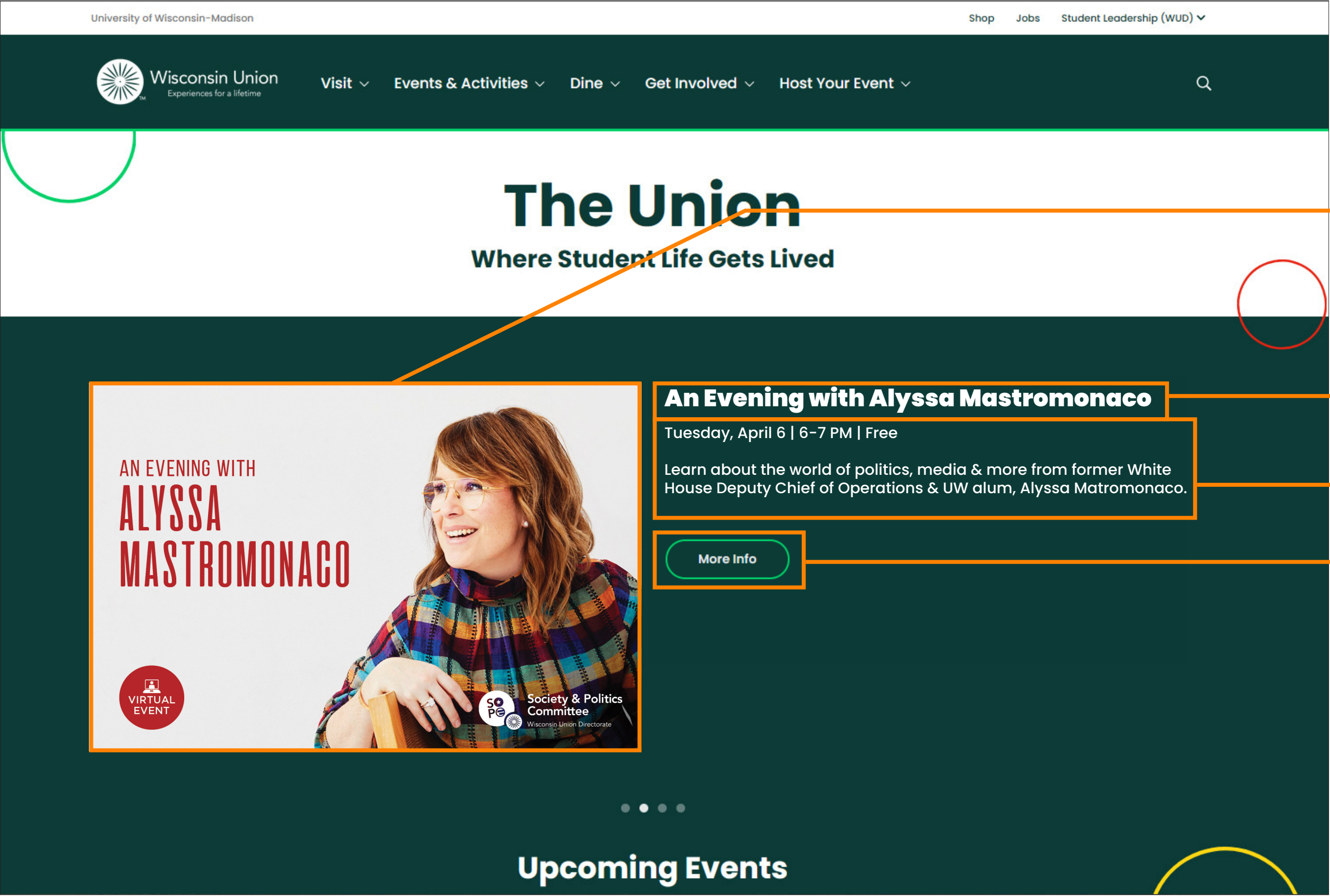
CTA: CALL TO ACTION
(URL OR QR CODE)

LOGOS

INTERNAL DIGITAL SIGNS (DSFs)



DON'T MISS THIS (DMT)



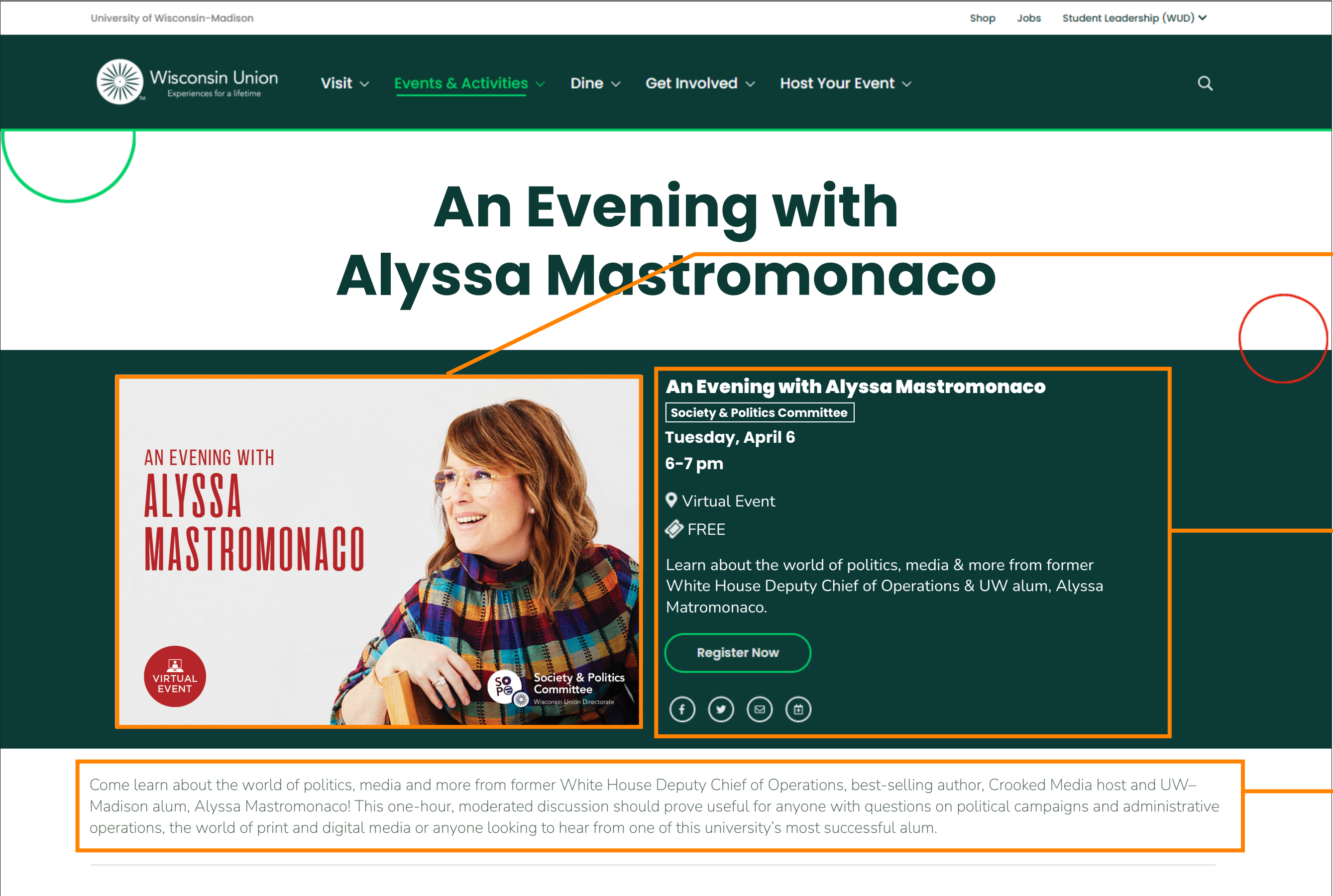
IMAGE

HEADLINE

BODY TEXT

CTA

EVENT PAGE/FEATURE CONTENT IMAGE (FCI)



IMAGE

BASIC DETAILS

SUPPORTING TEXT

Select dates

All Locations ▾

Category ▾

Advanced Search 🔍

Upcoming Events

APR

6

An Evening with Alyssa Mastromonaco

6–7 pm

📍 Virtual Event | Free

Learn about the world of politics, media & more from former White House Deputy Chief of Operations & UW alum, Alyssa Matromonaco.

JAN

27

WUD Music Weekly Meetings

7 – 8 pm

Thur | Jan 27 – May 5

📍 Memorial Union | Free

Weekly WUD Music meetings every Thursday at Memorial Union. Join us for fun icebreakers, avails, and show updates!

Music





IMAGE

(Approved artist image/
artwork that is good quality,
representative of the event
and eye-catching.)

IN SUMMARY

EVENT PROMOTION ROADMAP

FLYER | 8.5 X 11 IN.



INTERNAL DIGITAL SIGNS
1080 X 1920PX; 1920 X 1080PX



EVENT THUMBNAIL
800 X 800PX



DMT | 1200 X 800PX



FEATURE IMAGE | 1200 X 800PX



MORE EXAMPLES

[illegible]

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Terrace Yoga



Terrace Yoga

Outdoor UW & Hoofers

Tue, Wed, Thur, Fri | May 24 - Aug 19
7:15 - 8 am

📍 Memorial Union

💎 Course Price: Non-Union Member Rate: \$7 | Union Member Rate: \$5 | RecWell Group Fitness Pass: \$0

Take a deep breath of fresh air and relax with outdoor yoga!
All skill levels welcome.

Register Now



Take Your Om to the Next Level

Take your yoga practice out of the studio and join Outdoor UW and RecWell for a yoga class full of fresh air, refreshing green spaces, and an inspiring view of Lake Mendota. Whether you are new to yoga or have years of practice, this class is your opportunity to turn your idyllic sun salutations into a reality.

Things You Need to Know

- Pre-registration is required through Recreation & Wellbeing (RecWell).
- Classes are posted on RecWell's site to register 48 hours in advance.
- Wear comfortable clothing.

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Experiences for a lifetime

GALLERIES SEARCH LIGHTBOXES CONTACT HELP

HI, WISCONSIN UNION LOGOUT

 OUW_Yoga_SM-1.jpg
[Back to search results](#)

All Files ▾



OUW_Yoga_SM-1.jpg

Photo of an Outdoor UW summer yoga class. Outdoor UW offers both SUP Yoga and Terrace/Alumni Park yoga during the summer. Taken on July 12, 2019 by Sam Molinaro.

Filename
OUW_Yoga_SM-1.jpg

Copyright
Wisconsin Union

Uploaded
28 Oct 2019

Modified
04 Aug 2020

Date Taken
12 Jul 2019

< Viewing 26 of 65 >

 Add to Lightbox  Download  Share  Hide info

PHOTOSHELTER

Photo found in photoshelter, downloaded and resized to 1200px x 800px, <500kb file size.

FACEBOOK



The Wisconsin Union

July 21, 2021 · 🌐

There's no shortage of things to do at the Wisconsin Union this weekend. Check out our full line-up below or visit terracesummer.com for more details 🍋

Thursday, July 22
7am: Weekday Terrace Yoga | Outdoor UW & Recreation & Wellbeing at the University of Wisconsin-Madison
9am: Stand-Up Paddleboard Yoga | Outdoor UW & RecWell
6pm: Etched C... See more



👍 26

2 Shares

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💬 Comment

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INSTAGRAM

2:55

📶

🔋

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WISCONSINUNION

Posts

wisconsinunion

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♡

💬

🚩

🔖

Liked by isabelkate15 and 372 others

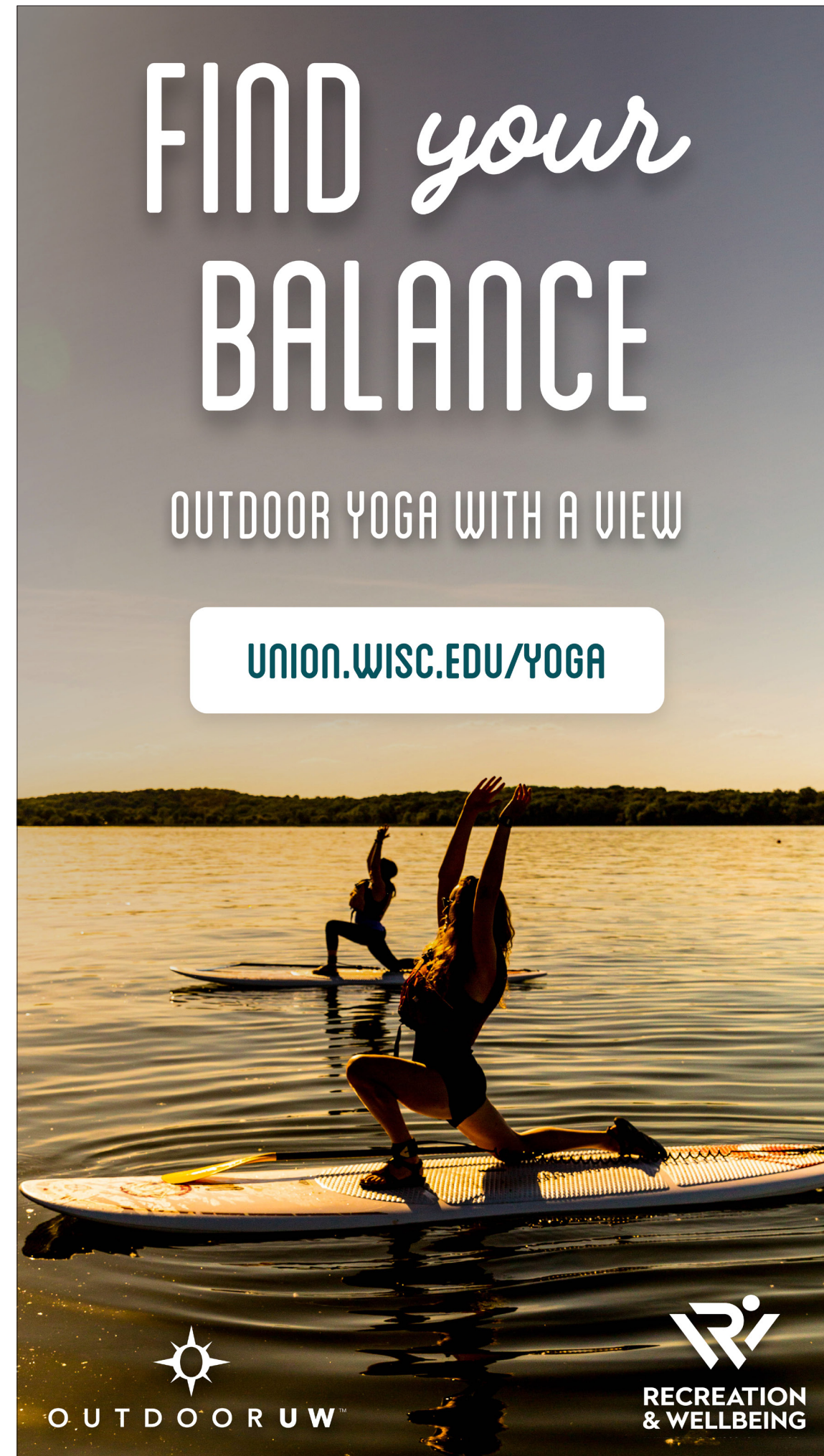
wisconsinunion

Find your zen on the #Terrace this summer ✨

Link in bio to see our yoga schedule and sign up!

View all 5 comments

July 22, 2019



DON'T MISS THIS (DMT)

University of Wisconsin–Madison

ShopJobsStudent Leadership (WUD) ▾

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Q

The Union

Where Student Life Gets Lived

JUNE 2022

LAKE SIDE
CINEMA



Hooray For Hollywood

Lakeside Cinema | Sundays & Mondays | Free

Your favorite movies outside on the Terrace all summer.

JUNE 2022

MON 6.6 | The Goonies (1985)

SUN 6.12 | Jennifer's Body (2009)

MON 6.13 | The Life Aquatic with Steve Zissou (2004)

MON 6.20 | Teen Beach Movie (2013)

SUN 6.26 | She's the Man (2006)

MON 6.27 | Uncharted (2022)

More Info

MAIN CALENDAR PAGE

AUG

7

NYO Jazz | Music

7 pm

Wisconsin Union Theater | Free

Enjoy Carnegie Hall's National Youth Jazz Orchestra at this FREE concert.



AUG

7

A League of their Own (1992) | Film

9 - 11 pm

Terrace at Memorial Union | Free

WUD Film presents a Lakeside Cinema screening of "A League of their Own".



AUG

8

Intro to Watercolor Painting | Art

6 - 8:30 pm Mon | Jul 25 - Aug 8

Memorial Union | Course Fee 90.00

Learn the basics and new skills of watercolor painting in this 3 part course. Participants will work on new images each course, growing their skills in the media!



EVENT PAGE



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A League of their Own (1992)



A League of their Own (1992) Film

Sunday, August 7

9 - 11 pm

Terrace at Memorial Union

Cost: Free

WUD Film presents a Lakeside Cinema screening of "A League of their Own".






USA | 126 min | PG | Blu-Ray | Dir. Penny Marshall

As America's stock of athletic young men is depleted during World War II, a professional all-female baseball league springs up in the Midwest, funded by

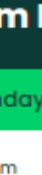
Presented by:



WUD Film
film@union.wisc.edu
608-262-1143

[Subscribe](#)

With support from:



UW Credit Union



DeanHealthPlan
A member of SSM Health

Dean Health

Other Film Events

Monday	Monday	Monday
August 8 9 - 11 pm Blue Crush (2002) WUD Film presents a Lakeside Cinema screening of "Blue Crush".	August 15 9 - 11 pm Creature from the Black Lagoon (1954) WUD Film presents a Lakeside Cinema screening of "Creature from the Black Lagoon".	August 22 9 - 11 pm Surf's Up (2007) WUD Film presents a Lakeside Cinema screening of "Surf's Up".

[See All Union Events](#)

COMMITTEE PAGE

Eat at the Set!

Stop by this eclectic dining destination to nosh on inventive pub fare and sample a rotating taplist. Best place to watch the big game or take in a live band.

[Hours & events](#)

[Subscribe to This Week in Film](#)

Upcoming Films

AUG
1

Moana (2016) Film
9 – 11 pm

📍 **Terrace at Memorial Union** | Free

WUD Film presents a Lakeside Cinema screening of "Moana".

AUG
7

A League of their Own (1992) Film
9 – 11 pm

📍 **Terrace at Memorial Union** | Free

WUD Film presents a Lakeside Cinema screening of "A League of their Own".

AUG
8

Blue Crush (2002) Film
9 – 11 pm

📍 **Terrace at Memorial Union** | Free

WUD Film presents a Lakeside Cinema screening of "Blue Crush".

AUG
15

Creature from the Black Lagoon (1954) Film
9 – 11 pm

📍 **Terrace at Memorial Union** | Free

WUD Film presents a Lakeside Cinema screening of "Creature from the Black Lagoon".

AUG
22

Surf's Up (2007) Film
9 – 11 pm

📍 **Terrace at Memorial Union** | Free

WUD Film presents a Lakeside Cinema screening of "Surf's Up".

AUG
29

Ocean's 11 (2001) Film
9 – 11 pm

📍 **Terrace at Memorial Union** | Free

WUD Film presents a Lakeside Cinema screening of "Ocean's 11".

SEP
5

Shark Tale (2004) Film
9 – 11 pm

📍 **Terrace at Memorial Union** | Free

WUD Film presents a Lakeside Cinema screening of "Shark Tale".

PRESENTED BY
Ties back to committee.

ENTIRE LINEUP

At the bottom of the committee page. This draws from the event calendar.

DIGITAL SIGNS (DSFs) & SCREENER

EVENT PROMOTION EXAMPLES

VERTICAL DSF

AUGUST 2022
LAKESIDE CINEMA

MON 8.1 | MOANA (2016)
SUN 8.7 | A LEAGUE OF THEIR OWN (1992)
MON 8.8 | BLUE CRUSH (2002)
MON 8.15 | CREATURE FROM THE BLACK LAGOON (1954)
MON 8.22 | SURF'S UP (2007)
MON 8.29 | OCEAN'S 11 (2001)

FREE MOVIES, 9PM, RAIN OR SHINE

FULL SCHEDULE: TERRACESUMMER.COM
PRESENTED BY DEAN HEALTH PLAN — A MEMBER OF SSM HEALTH LIVE ON THE UW CREDIT UNION STAGE

THE TERRACE

HORIZONTAL DSF

AUGUST 2022
LAKESIDE CINEMA

MON 8.1 | MOANA (2016)
SUN 8.7 | A LEAGUE OF THEIR OWN (1992)
MON 8.8 | BLUE CRUSH (2002)
MON 8.15 | CREATURE FROM THE BLACK LAGOON (1954)
MON 8.22 | SURF'S UP (2007)
MON 8.29 | OCEAN'S 11 (2001)

FREE MOVIES, 9PM, RAIN OR SHINE

FULL SCHEDULE: TERRACESUMMER.COM
PRESENTED BY DEAN HEALTH PLAN — A MEMBER OF SSM HEALTH LIVE ON THE UW CREDIT UNION STAGE

THE TERRACE

AUGUST 2022
LAKESIDE CINEMA

MON 8.1 | MOANA (2016)
SUN 8.7 | A LEAGUE OF THEIR OWN (1992)
MON 8.8 | BLUE CRUSH (2002)
MON 8.15 | CREATURE FROM THE BLACK LAGOON (1954)
MON 8.22 | SURF'S UP (2007)
MON 8.29 | OCEAN'S 11 (2001)

FREE MOVIES, 9PM, RAIN OR SHINE

FULL SCHEDULE: TERRACESUMMER.COM
PRESENTED BY DEAN HEALTH PLAN — A MEMBER OF SSM HEALTH LIVE ON THE UW CREDIT UNION STAGE

THE TERRACE

LAKESIDE CINEMA SCREENER

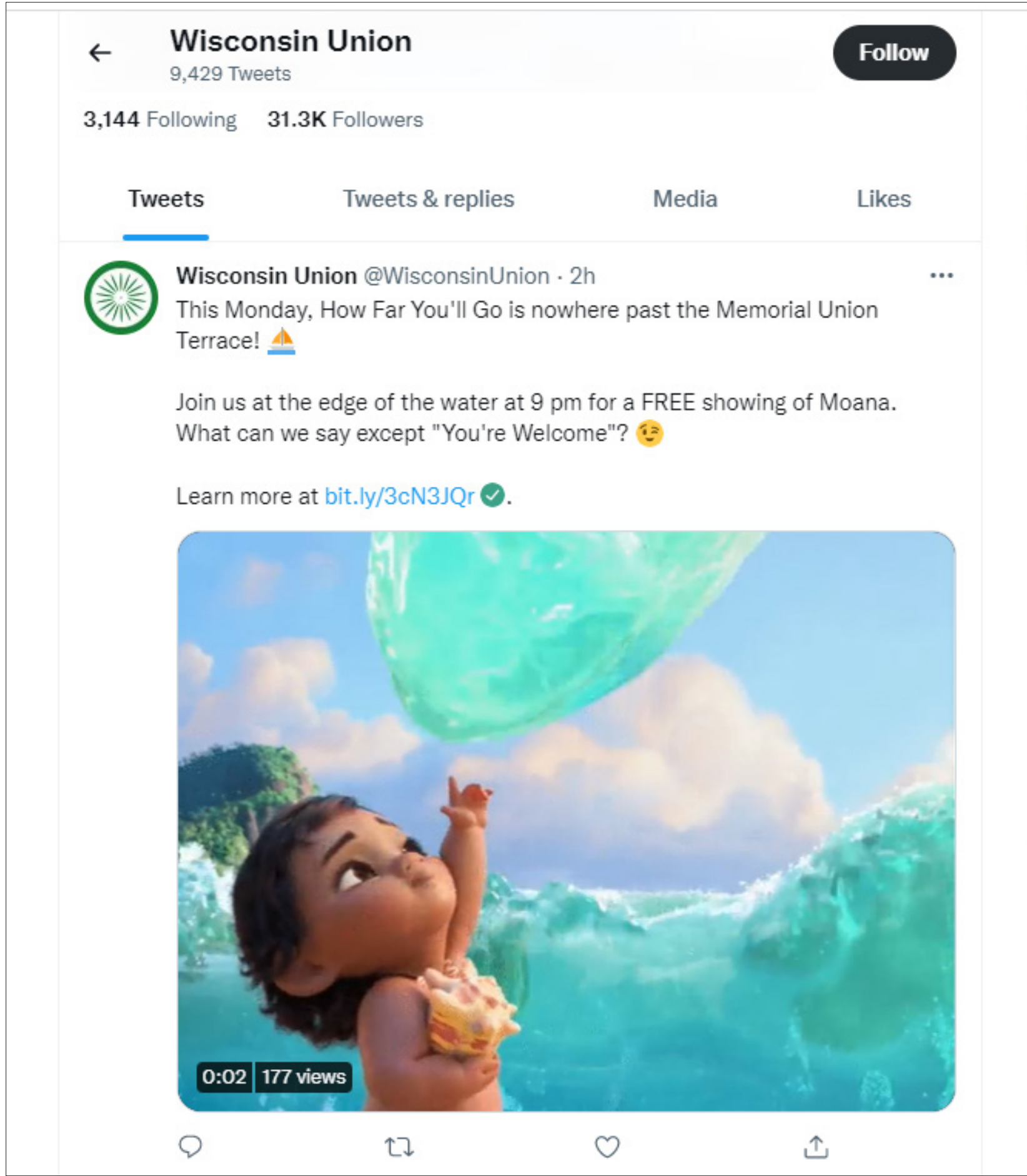
SCREENERS

Another use for digital signs, Lakeside Cinema Screeners used during summer, Marquee Screeners used during academic year.

INSTAGRAM STORY



TWITTER





Wisconsin Union Social Media Request Form

Interested in promoting an event, event series, or other content on the Wisconsin Union social media channels?

Submit your request here for the Wisconsin Union social media team's consideration.

Please note: This form is for Wisconsin Union units and programs, Wisconsin Union Directorate (WUD) committees, and Hooper clubs only.

****Submissions must be sent in at least 2 weeks before event date or desired content date to be considered.**



REQUEST FORM

Fill out this form to have the general Wisconsin Union social accounts promote your event. Have your info prepared ahead of time!

LINK

https://uwmadison.co1.qualtrics.com/jfe/form/SV_3drPNsMgPgZQdOm

DON'T MISS THIS (DMT)

University of Wisconsin-Madison

ShopJobsStudent Leadership (WUD) ▾

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Q



The Union

Where Student Life Gets Lived





Show Your Pride

Celebrate Pride Month with our new, limited edition t-shirts & stickers.

Get Yours Today

●●●●●●●●



DIGITAL SIGNS (DSFs)



WEAR IT WITH PRIDE

The Wisconsin Union
2022 Limited Edition
Pride T-Shirt

Just \$24.99

Available at: Badger Market & terracestore.union.wisc.edu



WEAR IT WITH PRIDE

The Wisconsin Union
2022 Limited Edition
Pride T-Shirt

Just \$24.99

Available at: Badger Market & terracestore.union.wisc.edu



SOCIAL POSTS

TWITTER

12

Wisconsin Union @WisconsinUnion · Jun 1

Happy #PrideMonth! We welcome individuals' hearts, souls and colors into our spaces. Throughout June, we are proud to celebrate with:
🏳️‍🌈 Pride flags @ MU & US
🌟 Limited-edition Pride t-shirt & stickers later this week
🎵 Special, live music performances on 6/17
+ & more!

1

5

19

FACEBOOK

The Wisconsin Union

June 1 · 🌐

Happy #PrideMonth! At the Wisconsin Union, we welcome individuals' hearts, souls and colors into our spaces.

Throughout June, we are proud to celebrate by:

- 🏳️‍🌈 Raising Pride flags at Memorial Union & Union South
- 🌟 Debuting our limited-edition Pride t-shirt and stickers: terracestore.union.wisc.edu ✓

🎵 ... See more

96

4 Shares

Like

Comment

Share



GENERAL RESOURCES

- Logos, Templates & Committee QR Codes
- Typical Marketing Tactics & Sizes
- Wisconsin Union Photo/Video Request Form (VMM)
- More Tips & Tricks!

CREATIVE DEVELOPMENT & DESIGN

- Adobe Express (Online Resizer & Design Tool)
- Canva (Online Design Tool)
- StudentPrint
 - Graphic Design (*Less than 7 Weeks from Event*)
 - Printing
- Wisconsin Union Marketing Graphic Design Request (*7+ Weeks from Event*)

WEB & SOCIAL MEDIA

- Website CMS Manual & Video Tutorials for union.wisc.edu
- Website Request for union.wisc.edu
- Wisconsin Union Social Media Channel Posting Request Form

