Publicize Your Event
Department of Preventive Medicine

ADD TO USC AND KSOM CALENDARS

Submit to the Intranet and KSOM calendars via the KSOM Intranet
● Event will appear on the KSOM Intranet Calendar (queues for admin approval)
  ○ May also be featured on the Intranet homepage in advance of the event
● During submission, select “all” under “audience” to indicate a public-facing event
  ○ Will then also appear on the KSOM Event Calendar (queues for admin approval)

(If you are unable to access the Intranet, email Julie Carl at jcarl@med.usc.edu to request she add you to the Sharepoint site)

Submit to the USC Calendar
● Select “Preventive Medicine” under "Department" (in addition to your own calendar if applicable)
● For public-facing events, email the USC Calendar event link to phs@usc.edu with subject line “Public Event Listing”
  ○ Event will appear on the Preventive Medicine website (queues for admin approval)

DISTRIBUTE

Post to Slack (join workspace at usc-keck-pm.slack.com)
● #events-seminars-speakers channel in the Department of Preventive Medicine workspace

Promote via Email
● Events on the Intranet calendar run in the Keck News and Notes newsletter a few days in advance (no further action needed)
● Email Zhane King at zking@usc.edu for additional email distribution to the department

POST ON SOCIAL MEDIA (must be ok for public-facing promotion)

If you have your own accounts:
● Post to your accounts and mention/tag Department and KSOM accounts
  ○ Department social media located in the footer of the Preventive Medicine website

If you do not have your own accounts:
● Email phs@usc.edu with subject line “Event for Social Media”
● Include image and/or link, and event info
● Include the intended audience – i.e. general audience, USC community, etc.
  ○ Note social media promotion may not be appropriate for closed events

AFTER THE EVENT - publicize an event recording

● Email phs@usc.edu and landon.hall@med.usc.edu with a link to the file (YouTube link etc, or cloud storage to be uploaded to our channels) and subject line “Event Recording”