

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”