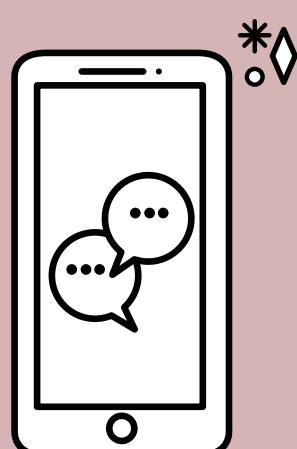


VIRTUAL MARKETING IDEAS FOR STUDENT ORGANIZATIONS



SOCIAL MEDIA

Shake up your social media game! Have an Instagram takeover by your members or officers, put up Twitter polls, go live on Instagram or Facebook, put out new graphics, participate in a social media challenge, ask people to engage on your page and utilize your social media to showcase the cool parts of your organization. Or, partner with another organization to collaborate and cross-promote! Additionally, ask members to post on their own social media pages about the organization to try and gain more followers!

GARNET GATE

Make sure that your Garnet Gate page and contact information is up-to-date and has pictures of your club events on it, so that potential members can learn more about what your organization does! Additionally, post all of your events, even if they are virtual, on Garnet Gate so that people/potential new members can see what you are up to.

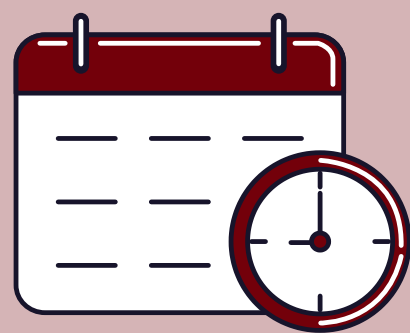


VIRTUAL INTEREST SESSIONS

Host a virtual interest session or open meeting on Zoom or Microsoft Teams and invite all current members and interested students to join to learn more about your organization! You can even do a mock meeting to show interested students what a typical meeting looks like or split participants into breakout rooms to get to know one another and the organization better.

LSC PROGRAMMING

The LSC has tons of great resources for Student Organizations on their website under the "Student Organizations" tab in regards to marketing, leadership and so much more! Also, keep an eye out for LSC events throughout the semester to continue recruiting new members and network with other student organizations.



**Leadership and
Service Center**

University of South Carolina