



Salisbury University Registered Student Organization Marketing Guide

Marketing & Recruitment Initiatives for Salisbury University RSOs:

- **Social Media**
 - Create pages your RSO may use for recruitment, internal communication, and advertising
Instagram • Twitter • Facebook • LinkedIn • Snapchat • Microsoft Teams

- **SU's RSO Involvement Fairs**
 - Register a table to showcase your organization to new students
 - Held during the first week of the fall and spring semesters

- **SGA Monthly Forums**
 - Make announcements about your RSO's upcoming meetings and events to other SU student organizations' representatives at the Student Government Association's monthly Forum events

- **Visit Relevant SU Courses**
 - Contact professors and instructors across campus teaching courses relevant to your RSO to pitch your organization to potential new student members

- **Collaborate with RSOs**
 - Reach out to fellow SU student organizations to partner on future events, activities, or recruitment initiatives

- **Interest Meetings**
 - Host interest meetings with demonstrations or games to engage prospective members

- **On-Campus Signage & Advertising**
 - Hang flyers, posters, and other marketing materials on bulletin boards around SU's campus, including those in academic buildings



- **Student Activities' Upcoming Events Daily Email**
 - Add your RSO's event or meeting on Involved@SU to be added to the daily Student Activities email sent to all SU students
- **Table at High-Traffic Areas on Campus**
 - Reserve tables at various campus locations, such as in front of the Dining Commons lobby or The Square, to give out flyers and other promotional materials advertising upcoming events
- **Invest in Giveaways and Prizes for Contests**
 - Use promotional materials and prizes to intrigue students for events and for social media contests as giveaways
- **Engage with the Local Community**
 - Participating in volunteer events across campus and the local Salisbury community can increase your organization's network and reach
- **Utilize University Catering for Events**
 - Advertising and hosting an event that includes a diverse catering plan of foods and drinks can attract new student audiences