



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, events, and other functions
 - Instagram • Twitter • Facebook • LinkedIn • Snapchat • Microsoft Teams*
- SU's RSO Involvement Fairs
 - ❖ Book 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
- Visit Relevant SU Courses
 - ❖ Contact professors and instructors across campus teaching courses relevant to your RSO to pitch your organization to potential 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
 - *Check the Poster Policy on the SGA's website to meet the necessary specifications for on-campus signage*
- Student Activities' Upcoming Events Newsletter
 - ❖ Register your RSO's event or meeting on Involved@SU to be added to the daily Student Activities Newsletter sent to all SU students