

How-To Public relations

If you have any further questions, please contact us by **e-mail**.

In order to support you in public relations, we have compiled the available media around the AStA. This offer can also be used by non-credited initiatives. Do you have any media that should be included in the How-To Public Relations? Then write an e-mail to eigenini@asta.rwth-aachen.de

AStA Media

The AStA itself runs its own public relations, which you can use for your own purposes. Please note that the editorial offices check each event and sees if it fits into the editorial schedule in terms of content and time. This means that not every event will appear in all media. Our media include:

- AStA homepage
- AStA calendar (add your event **here**)
- AStA Facebook page
- AStA Instagram post

Send the following information in time to oeffentlichkeit@asta.rwth-aachen.de

- event name
- event location
- Event date and time
- Short info text
- Event link if you have created your own website/Facebook etc.
- Event picture (landscape and square)

AStA initiatives overview

We also maintain an overview of student initiatives. If you would also like to be listed, please send us:

- Name & description (English & German)
- A category of your choice
- At least one picture
- Contact information & social media if applicable

RWTH Media

As an accredited student initiative, you can also use the official university's media channels. To do so, contact the staff in Department 3 - **Press and Communication**. Furthermore, you can also use the channels of the **Career Center** and the **International Office** upon request.

Distribution of magazines and flyers

At RWTH there are several distribution points that you can use for flyers, magazines, and brochures. If you want to contact the facility management service for the delivery or where to lay it out, you can find the contact details on the **website** of the "Infrastrukturelles Gebäudemanagements" for each building or via general **e-mail**.

Lecture Hall advertisement

Go to lectures and let students know about your event. Feel free to send an e-mail to the professor giving the lecture and ask for the first 5 minutes of his lecture.

Info-Booth in front of RWTH buildings

If you want to set up an info-booth or pavilion on the Templergraben or elsewhere, send a "**Raumvergabe**antrag" to the **Raumvergabe**. Enter as place/room the location where you want to set up your booth and feel free to call the Raumvergabe for help filling the form out.

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AchSo-Mailing list

The AchSo mailing list is used by the ASTA as an exchange platform and to provide information about events or important dates from which the initiatives benefit. This includes, for example, registrations for the TdSI, leave of absence surveys, training weekends, etc. But you can also use the mailing list to share events or projects of interest to other initiatives and to initiate exchanges on specific topics. Simply send an email to **achso@asta.rwth-aachen.de**. We will check the mail and release it promptly.

Please note, you will reach other initiatives: Member acquisition or concert advertising make little sense, training opportunities, forwarded info mails or invitations to topic-specific discussion evenings make more sense. If you are not on the mailing list yet, contact the Ini team (**eigenini@asta.rwth-aachen.de**) with a functional address (info@, vorstand@ or similar) of your association to be added. In this way, your Ini will stay informed in the long term and independent of individuals.

Filmstudio Aachen

If you would like the film studio to advertise your event before their movie, please write them an e-mail to **info@filmstudio.rwth-aachen.de** and send them:

- An image file in 1998x1080 format

The advertisement will then be played 3 to 4 times (i.e., for about 2 weeks) before the film.

Hochschulradio Aachen

If you want the university radio to report about you, write them an **e-mail**. If it is about an event of musical nature, write the e-mail to **musik@hochschulradio-aachen.de**. In both cases send the following information:

- Event link if you have created your own Facebook event, otherwise
- Event name
- Event location
- Event date and time
- Short description of the event
- In which context should the university radio report about you? Interview with a member?
- Contact person for planning

Mensa screens

Accredited initiatives can display advertising material on the information screens in the canteen for a maximum of a week at a time. An extension for a fee is not an option. Send an email to **infobildschirm@asta.rwth-aachen.de**, preferably directly with a desired period and the material, which does not show any commercial sponsors or other commercial supporters and fulfills the following format:

- Productions data: HDV HDTV 720p/25fps
- Picture format 1920 x 1080 Pixel (Square), 16:9
- Still image colourmode RGB, 72 dpi
- Datatype: JPEG JPG, JPE
- Video: MP4, max. 20 seconds, silent, 20 MB!

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Engagementdirekt platform of the city

If you are looking for support in your teams and/or individual projects or events outside of the student body, Engagementdirekt may also be an option for you

This is a great platform run by the city of Aachen which, put simply, connects those seeking and those offering support. Both people and organizations offering their services and those looking for support can create profiles and post "advertisements" or make direct contact with the right offer.

It was created as part of a funding project for digitalization in NRW and is now also very successful. Just take a look at the **website**.

General tips and tricks

Segment target groups:

- Be clear about the study program your members should come from and the skills they should bring to the table.
- Choose your channels based on your audience. Use different media to reach the largest possible audience in your target group.

Planning:

- Plan, delegate and automate your public relations and define your content. Public relations are an important part of the success of your events. It should be treated with the same priority as the event or project planning itself.

Social media:

When does a post appear in the newsfeed? This depends on the algorithm of the corresponding platform, which takes three factors into account: affinity, weighting and topicality. A post stays in the newsfeed for a long time, if it generates a lot of interaction. The following points can be derived from this for public relations:

- Only content relevant to the target group should be posted.
- Contributions should be made at regular intervals.
- Posts should not be longer than the length of an SMS.
- The time of posting is important. Look at your page statistics for this.
- The image format for a post is usually square.
- Videos should be uploaded directly and not embedded via YouTube.
- Be careful with: ???, !!!, hashtags, timestamps. Posts look quickly no longer current or unserious.
- Change thumbnails of videos. They should speak directly to the target audience.

Direct contact with students:

- Give a realistic presentation of your work. Otherwise, you will not achieve sustainable public relations.
- The first contact with students should be open, sympathetic, and tolerant.
- Approach new people and involve them.

For the member search:

- The target group of first-year students is particularly relevant, as they are generally new to Aachen and can stay in a self-initiative the longest.

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Lecture hall advertisement:

- Especially in the winter semester, many first-year students can be addressed through lecture hall advertising.
- Select lectures according to size and target group.
- Ask the professor beforehand.
- Stay present to distribute flyers and answer questions.
- Conducts lecture hall advertising close to the advertised event/project.
- Draw attention to your social media channels.
- Provide a specific contact (e-mail address, address, phone number, etc.).

Flyer:

- Uses an inviting design with recognition value.
- All important information should be on the flyer. However, do not overload it!
- Choose suitable distribution locations. Consider your target group.
- Optional: Print vouchers on flyers that can be redeemed at the event.

Joint events:

Collaboration between different initiative events or through social media has the following benefits:

- You increase the reach for joint actions.
- You increase your reach (on social media) and the number of event participants.
- Keep an eye on the AchSo distribution list for social media actions of the ASTa or other RWTH institutions.

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Auflage: | V.i.S.d.P.: Marcel merkelbach | Mail: eigenini@asta.rwth-aachen.de | © 2023: CC BY-SA 3.0