ADVERTISING YOUR GROUP

WAYS TO RECRUIT MEMBERS

1) Bi-Annual Activities Fair

The Fall and Spring semester activities fairs allowed students to visit CIOs over zoom and learn about those organizations

2) CIO Website

Make your own website! There are many platforms that allow you to create your website for free like Wix and Wordpress

3) @UVA

Register your club here, include CIO bylaws and club leaders' contact information

4) Chalking, Posters, and Tabling & Booths

Students on grounds will see this advertising. There are many places around grounds in higher traffic areas, like outside of the Observatory Hill Dining Hall, around the Lawn and Amphitheater, and outside and inside of Newcomb Hall

5) Social Media

Social media is also a great way to try and recruit new members and urging current members to repost or share your club's content

WAYS TO COMMUNICATE WITH MEMBERS

1. Social Media

One way to communicate with members is by using social media platforms like Instagram and Twitter. A majority of the student population is on social media, and it offers a way to reach large groups of people and spread the word. By posting frequently, posting high quality and relevant content, and encouraging post notifications among members, social media can easily be organized to keep current members informed and engaged.

Effective social media use: frequency, length, content, and interaction are all important things to pay attention to with your CIO's platforms.

Social media platforms can include: Facebook, Instagram, Twitter, and Tik Tok.

2. Slack

Slack is a great way to communicate with your organization. It offers many different features like different channels, or chat rooms, that can include the whole CIO or smaller sub-groups. Slack also offers direct messaging between users, which can be really helpful when communicating within your organization.

3. GroupMe

GroupMe is another great way to communicate with your members. Groupme allows users to create group messaging as well as direct messages with other members. This is a great way to create a group chat in your organization without having to have everyone's phone numbers.

4. Emails & Listservs

Using an email Listservs is a highly effective way to communicate important information to CIO members. Using a Listservs allows for easy access to multiple groups of people, whether that is the whole membership or smaller groups within the organization.

About atUVA...

@UVA IS A GREAT RESOURCE FOR STUDENTS SEARCHING FOR CLUBS AND ORGANIZATIONS TO JOIN. MAKE SURE TO LOG IN WITH YOUR @VIRGINIA.EDU EMAIL ADDRESS TO ACCESS FULL FEATURES!
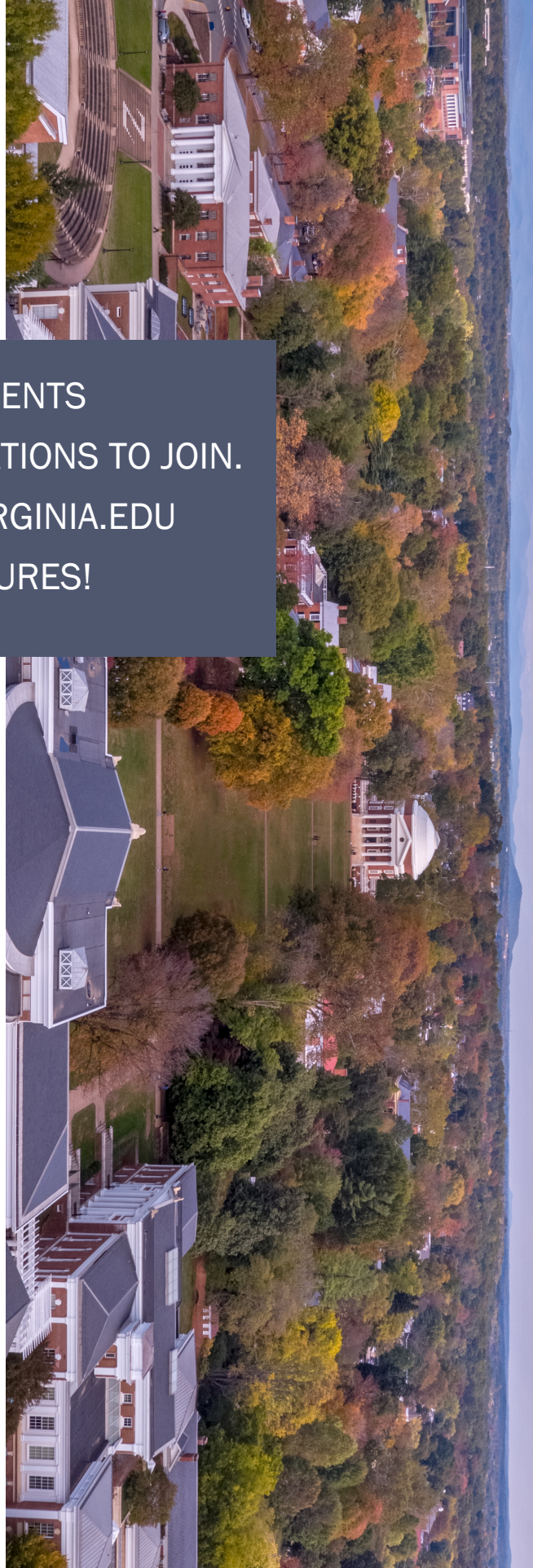
https://atuva.student.virginia.edu/organizations

EVENTS

Activity Fairs are listed here! You can enter Zoom rooms specific to the club you are interested in.

ORGANIZATIONS

List of UVA clubs and organizations. You can search specific ones by name or filter by category. Club leaders can also register their organization to @UVA here.

NEWS

For clubs to post news. Events are often advertised here.

THANK YOU!

ANY QUESTIONS?

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