

STUDENT ORGANIZATIONS

GUIDE TO PROMOTING EVENTS & NEWS 2024-2025

LSU

E. J. Ourso College of Business

INTRODUCTION

Student organizations are an essential part of the college experience. Participating in these groups allows students to develop leadership skills, grow their professional networks, and make lifelong friendships.

In the E. J. Ourso College of Business, we support student organizations through a 1) brief listing on the college website, 2) promotion of meetings and other activities, 3) publicizing organization highlights and achievements, and 4) reserving meeting rooms and table sits. This guide outlines the available options and how to take advantage of them. In addition, for the comprehensive student organization handbook published by LSU Campus Life and other policy information, please visit the [Campus Life](#) or [LSU Student Advocacy & Accountability](#) website.

WEBSITE LISTING

Check out your [organization's listing on the college website](#). If updates are needed, [complete this form](#). *For the best user experience, descriptions are concise, with links to external sites for those who want more information.*

Ourso College does not host individual student organization web pages on its website. However, if your organization's description includes a link to an external website, we are happy to include that link. All registered student organizations can set up a website via [TigerLink](#) if one is needed.

ORSO EXPERIENCE NEWSLETTER

E. J. Ourso College students receive the Ourso Experience newsletter each Monday during the fall and spring semesters. Student organizations can include meeting/event promotions and other news in this email.

Contact: Angela McBride amcbride@lsu.edu

Deadline: The deadline for submissions is noon on Thursday. *For example, to include your meeting notice in the Monday, October 14 newsletter, your email must be sent by noon on Thursday, October 10.*

Meeting and event promotions: To have a brief meeting or event notice included in the newsletter, send a message with the **name of your organization** and **event name, location, date, and time**. Graphics including QR codes and speaker bios will not be included; please do not send them. Instead, we can link to a site that contains this information.

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News: Did your organization receive an honor? Will you be traveling to a conference or competition? We want to share your success. In addition to a brief description of the activity, please include student names, majors, and hometowns if publicizing individual honors. If you have photos or external links, please share those too. In most cases, we will also share this information on our social media channels.

Recruitment drives/rush, elections, and new/reorganized groups: We can publish brief notices about your membership recruitment drive/rush, officer elections, and introductory messages about new/reorganized groups once each semester. Please provide all the necessary details, including relevant dates and eligibility requirements. You may submit a photo or organizational logo for inclusion. For officer elections, we will not publish lists of candidates.

All submissions are subject to edits for length and style.

SOCIAL MEDIA

When possible, the Ourso College will help promote your activities via social media. Keep reading to learn which channels are available and how we can help.

Meeting and event promotions: Does your organization have a Twitter or Instagram account? In most cases, we can retweet your meeting announcement or share a post to our Instagram stories. Tag @lsuoursocollege if you want us to spread the word about your meeting. For the best results, tag us in posts at least one day before the meeting/event.

News: See the instructions for "news" in the Ourso Experience section. News is added to the social calendar as time permits.

Special campaigns: The external relations team occasionally creates social media campaigns to promote student organizations or leaders. All organizations will be notified of these opportunities. Specific instructions and deadlines will be provided.

SHARING IMPORTANT COLLEGE NEWS

On occasion, the college seeks promotional help from student organizations. Requests involve activities or announcements that impact the college as a whole. Examples are scholarship application deadline reminders and professional development/career events. In most cases, we will tag your organization in a post with an implied request for a reshare. In other cases, you will receive an email request. Your group's participation is greatly appreciated but not required.

TABLE SITS AND SPACE REQUESTS

Meet informally with your peers to promote and build excitement about your organization.

Table sits are typically held in the Rotunda outside of the dining room for one to two hours. Tables are provided by the college, but you must set it up and put it away.

Events Manager Leigh Ann Charles can assist your organization with reservations for table sits and meeting rooms. Please email her at lacharles@lsu.edu to check calendar availability and make requests.

IMPORTANT NOTE: For continuity and efficiency, please select one officer from your organization to make all room/table sit requests.

The external relations team's support for student org events is very limited and does not include printing name tags, ordering catering, or arranging for speakers.

FAQs

What is considered newsworthy? Examples include awards won by student organizations and student leaders, conferences or competitions attended by these groups, notice of or results from a community service activity like a food drive, and awards given by a student organization. *Speaker recaps and the results of officer elections are not generally considered newsworthy.* Got a question? Email Angela McBride amcbride@lsu.edu.

Can I use the LSU or college logo in my materials? No. Please see the [student organization handbook](#) for specific guidelines on using university marks.

Will the college create a logo for my group? The external relations team does not create logos, fliers, or other graphics for student organizations.

Will the college create a promotional campaign or social media posts for my organization? The external relations team does not create custom plans or posts for student organizations. A great way to get promotion ideas is to check in with other student leaders to ask about their successes.

Can you help us plan an event? Leigh Ann Charles can assist with room reservations. The external relations team does not assist student organizations with event planning or development. The team does not print name tags, order catering, or arrange for speakers.

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