Having a publicity goal may help to get your club’s information out there. Use this step-by-step guide to narrow down your target audience and help you retain club members.

Step 1 – Define Publicity Goals

1. Who is your audience?
2. What message/information do you want your audience to know?
3. What impact do you want you message to have?
4. Identify your primary, secondary and tertiary goals
   1. Primary goals are daily/weekly things that can be done to further in achieving the tertiary goal
   2. Secondary goals are milestones set out to be achieved that will lead to the long-term goal
   3. Tertiary goals are what you ultimately want to achieve

Example – Planning Bi-Weekly Meetings

* Tertiary goal: have as many group members show up and are engaged at each meeting
* Secondary goal: maintain interaction with club member to ensure member retention
* Primary goal: introducing activities during meetings and/or engaging with members informally through social network to see their level of interest in the club and to get to know them personally

Step 2 – Clearly Define Your Resources

* What are the mediums through which you can connect with students?
  + Social Media
  + Emails
  + Glendon Newsletter
  + Clubs Day
  + GCSU/OSA
  + Other Execs on your team

Example – Planning Bi-Weekly Meetings

* Contacting OSA/GCSU for booking a room for meetings
* Going to GCSU to get approval for posters
* Going to OSA to post a message on the Glendon Newsletter to get any non-members to drop by
* Using email and social media to disseminate my message
* Getting other exec members to help advertise on their social media

Step 3 – Post Event Communication

* Maintaining interaction with members post-event to gage their reactions
* Sending out surveys (Google survey, Facebook poll, Instagram poll, etc.)
* Posting pictures from the event

Example – After Each Bi-Weekly Meeting

* Engaging with attendees and non-attendees through email and social media
* Post a short poll on Facebook on what people want for the next meeting
* Returning back to Step 1 to prep for next meeting