

Here's how you can digitally promote your Bowdoin event.

Bowdoin Calendar (bowdoin.edu)

Be sure your event—along with all pertinent details—appears on the [Bowdoin Calendar](#), the College's official calendar for faculty, staff, alumni, and others. To do this, follow the steps on this [submission form](#) via the Office of Events and Summer Programs. Continue to manage (i.e., update titles, descriptions, images, and more) your event through the [Promotional Tool](#).

Tagging events to your bowdoin.edu website is facilitated via the Promotional Tool. Refer to the [Promotional Tool documentation](#) if you have questions. If you would like for other departments to display your event on their websites, use the “recommend” button in the Promotional Tool and select the relevant departments.

Campus Groups Calendar (app)

Separate from the Bowdoin Calendar—but especially important if you are targeting current students—make sure to post your event in the [CampusGroups Calendar](#). If you already have a departmental group on CampusGroups, follow the steps outlined [here](#). If you aren't yet on the platform but are interested in joining or learning more, submit a request through IT's [CampusGroups request portal](#).

Campus Digest

You can submit a post to the [Campus Digest](#) and have it included in the daily digest email. Note, there is a digest and associated email for faculty/staff, and a separate digest and email for students—you can select both audience digests and be included in both emails. Posts need to be submitted prior to midnight to be included in the following day's emails.

Social Media

The Office of Communications manages the College's social media accounts on Facebook, Twitter, Instagram, and LinkedIn. Contact Chelsea Doyle (cdoyle@bowdoin.edu) if you have an event you'd like to have considered for possible social media coverage.

Other departments and offices may be interested in sharing your event via their own social media accounts. Consider this [listing of social media accounts](#) associated with the College and reach out to different account managers directly.

Bowdoin News on bowdoin.edu

The Office of Communications researches and writes stories about the College that appear [here on \[bowdoin.edu\]\(http://bowdoin.edu\)](#). To share a possible story idea concerning your event, please complete and submit this [form](#). (Please note, we are not able to feature all stories/events on the bowdoin.edu homepage.)