



## Promoting your Event

### **Charities and Not-for-profit Groups: Some Free Ways to Advertise your Events**

*Sometimes citizens of Oxford say that they often don't know about an event until it's over. The **Town of Oxford** wants to help by providing the following information on promoting events.*

#### **Survey Says:**

**Face book** and the **Town's Community Calendar** are the two most popular ways to find out what's happening in Oxford. Close behind are **Word of Mouth** and **Posters**, in that order.

#### **Tips:**

Use all means available to reach as many people as possible; remember that not everyone is on Face book; and advertise well in advance of event.

## **Working Together to Promote Events and our Town**

Have you thought about all the benefits of promoting your events?

**Whether you feel you need our extra help with promotion or not,** by advertising in the paper Community Calendar and the Town website's Community Events calendar you help the public, tourists, etc. to see all the great opportunities Oxford has to offer.

**For your group,** this has potential to increase attendance at your events and possibly add to the numbers joining and/or volunteering with your organization, informal group or committee.

**Overall,** by working together to promote activities, we send a positive message to fellow citizens, tourists, investors, and potential citizens that we are a welcoming, thriving town.

**In addition,** when all organizations in Oxford advertise in the Town's calendars and make a habit of checking them in advance of scheduling events, there is less chance of double booking dates.

\*\*\* At end of this document, please see ***Guidelines for Town of Oxford Promotional Assistance to Community Organizations***

# Facebook

If your group (or a member of your group) has a face book account, start by posting there, but remember: if people aren't already following you on Facebook they won't see your ad. *Advertising on other sites too may help you reach more people. Creating a Facebook Event may help you reach more people.*

## Town of Oxford

Town of Oxford Recreation and Events

<https://www.facebook.com/TownofOxfordRec/>

If you want to advertise events taking place in Oxford and immediate area, type the information the way you want it to appear and send it to the Town for posting (Email: [reclisure@town.oxford.ns.ca](mailto:reclisure@town.oxford.ns.ca) or see general Town contact information at the end of this document). You cannot post directly to this site. *Like* and *Follow* this site to keep up on Oxford and area events (note: you must have a face book account to do this).

Town of Oxford NS: Official Site

<https://www.facebook.com/groups/131654913523/>

A good site to *like* and *follow* for notices from the Town of Oxford but this is not for posting your community events.

### **Other Facebook pages with *Oxford* in the title**

(After joining any of these groups, you may post directly to them.  
They do not belong to the Town of Oxford)

**-Oxford News and Musings**

<https://www.facebook.com/groups/741257302601733/>

**- Oxford Community Events**

<https://www.facebook.com/groups/226116180749983/>

**- Oxford Nova Scotia- News- Wild Blueberry Capital of Canada:**

<https://www.facebook.com/groups/2350429990/>

### **More face book sites for advertising**

Six Rivers: <https://www.facebook.com/SixRiversNews/>

CFTA: <https://www.facebook.com/TantramarFM/>

CKDH: <https://www.facebook.com/101.7CKDH/timeline>

Springhill: <https://www.facebook.com/groups/1437419896478391/about/>

# Town of Oxford Community Calendar and

## Online Events:

**Paper Community Calendar:** The paper calendar is printed monthly.

Not-for-profit groups may submit brief ads for upcoming events to: Corey Skinner at <reclisure@town.oxford.ns.ca> (preferable method) OR submit by mail OR drop off at the Town Hall during business hours (information below). Ads should be received at least one week before the end of the month. Late submissions may not be printed. Your information will be printed exactly as submitted unless we need to shorten it to make space. Please be as brief as possible and check your ad for mistakes. The paper calendar is distributed in the Oxford mailing area. Extra copies are at the Town Hall. It is also posted on the Town of Oxford website: [www.town.oxford.ns.ca](http://www.town.oxford.ns.ca).

**Online Community Events Calendar:**

**The Online Community Events Calendar is on the Town of Oxford website:**

<https://www.town.oxford.ns.ca/calendars/community-calendar.html?own=0>

Submit by email to Corey (above) or Ruthie Patriquin, Community Economic Development Officer (CEDO) at [rpatriquin@town.oxford.ns.ca](mailto:rpatriquin@town.oxford.ns.ca) (preferable method) OR submit by mail OR drop off at the Town Hall during business hours (information below). \*\*\* *This online calendar will be updated as staff time allows.*

***NOTE: Always keep in mind that staff may not see your submission immediately due to illness, vacations, reduced work hours, etc. Use other methods of promotion as well.***

## Posters

**Try to make your posters as colorful as possible...you want them to grab attention!**

**The following locations in Oxford have bulletin boards and post a limited number of community event posters. Your poster may require approval before posting:**

Canada Post

Oxford Library

Oxford Medical Centre

Scott's Independent Grocer

Lower Main Market

Circle K

Oxford Pioneer Heritage Club

Oxford Arena

### **Other**

Stores: several Oxford stores may put up your posters on request

Oxford Town Hall, limited space, on request

*If you're taking a road trip, take your posters with you!*

**\*\*\* Be kind: go back and take down your poster when the event is over.**

## Other

These radio stations may air your public service announcements. Please contact them directly to be sure.

**CFTA Radio, Amherst** <http://cftafm.com/site/contact-us/>

<https://www.facebook.com/TantramarFM/>

**CKDH Radio, Amherst** <http://1017ckdh.com/contact/>

<https://www.facebook.com/101.7CKDH/>

### **Six Rivers News, Radio & TV, Facebook, Pugwash**

Bill Martin, GM and Editor 902-614-3000 [bill@sixrivers.ca](mailto:bill@sixrivers.ca)

*News tips and calendar events:* [news@sixrivers.ca](mailto:news@sixrivers.ca)

<https://www.facebook.com/SixRiversNews/>

**CBC Charlottetown PEI Radio and Website:** To air your event “live” on CBC 96.1, call 902-629-6461 at 8:34 a.m. on Tuesdays and speak in person to one of the morning show hosts. To record your message, call the Talk Back Line: 1-800-680-1898.

More Information: <http://www.cbc.ca/pei/community/>

### A Local Website

<http://www.oxfordcommunitycalendar.com/>

This site is maintained and sponsored by local volunteers to promote events and activities for not for profit community groups and organizations in Oxford and surrounding areas. Find more information on the site.

### Newspapers (Print and Online)

**Six Rivers News** (see above)

**Amherst News** (delivered weekly with your flyers): Email brief ads to their **Community Calendar section:** Cole, Darrell [darrell.cole@amherstnews.ca](mailto:darrell.cole@amherstnews.ca). Submit well in advance...printed based on space available.

**Chronicle Herald** (Provincial):

**What's Happening?** section in Thursday's paper. Submit at least a week in advance. If you need help submitting your event, call customer service at 1-800-565-3339 or 426-3031. Email submissions to: [listings@herald.ca](mailto:listings@herald.ca). They should be in the following format: Name of the event, date, time, location, street address, phone number or web address and a brief description of the event if necessary. Example: Bake Sale, Oct. 15, 10 a.m., Ocean Swells Community Centre, 2726 Highway 329, North West Cove. 228-2059.

## News Stories

Local news media may be interested in doing a news article on your event, especially if it's unique or offered for the first time in this area. There's no guarantee that your submissions will be used. **Submit stories and pictures** relating to upcoming events and/or submit stories and pictures relating to events after they happen.

**Please note: Always contact businesses directly if you require more or updated information.**

## Increasing your Reach

Some events may qualify for free promotion through such websites as [www.tripadvisor.ca](http://www.tripadvisor.ca), [www.yelp.ca](http://www.yelp.ca) or [www.novascotia.com](http://www.novascotia.com).

*This resource was created for you by:*

***Town of Oxford, Nova Scotia  
Wild Blueberry Capitol of Canada\*\*\****

105 Lower Main Street

Oxford, Nova Scotia

P.O. Box 338

B0M 1P0

Phone: (902) 447-2170

Fax: (902) 447-2485

E-mail: [townhall@town.oxford.ns.ca](mailto:townhall@town.oxford.ns.ca)

Hours: Monday to Friday, 8:30 am to 4:30 pm (except holidays)

***\*\*\* Show your pride in Oxford. When planning and advertising an Oxford event, consider including a reference to the Wild Blueberry Capital of Canada, decorating with a wild blueberry theme, and offering wild blueberry refreshments.***

**Thanks for your help to promote our community and**

**Good Luck with your event.**

## Guidelines

### For Town of Oxford Promotional Assistance to Community Organizations

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When Town of Oxford staff offer to assist Oxford community organizations to promote their events, this assistance will be limited to the following:

- Posting of details of events on the Town's social media when exact information is provided by the organization
- Posting of event posters on the Town's social media when the poster is provided by the organization (digital copies preferred)
- Posting of details of the events on the Town's website calendar, when exact information is provided by the organization
- Posting of details of the events in the Town's paper Community Calendar, when exact information is provided by the organization (Information may need to be edited if there isn't sufficient space.)

\* All information noted above must be provided in a timely fashion... One month to 2 weeks in advance is recommended.

**All other promotion is the responsibility of the organization.**

Approved by Town of Oxford CAO, January 8, 2019