

Event Toolkit

Contents

Before Publicizing:	2
Starting To Publicize:.....	2
Hanging Flyers/Posters:	5
IT/Facilities/Catering/Purchasing & Supplies/Security/Parking	5
Catering Through Local Vendors (Outside Tufts).....	6
Travel/Video/URL Shortening/Signage/Printing/Photography/Branding:	6
Financial/Forms.....	7

Before Publicizing:

Please run any event by the Director's Office Staff before starting to publicize.

1. Secure Time/Date/Location – Through [Reserve Tufts](#) OR through Outlook Calendar, for help, view the [Tisch Library Rooms Guide on Outlook and Reserve Tufts](#)
2. Contact Reserve Tufts: ReserveTufts@tufts.edu
Also check [Event Spaces](#) + [Tufts Boathouse](#), as not all spaces are booked through Reserve Tufts.
Contact the Office for Campus Life: (617) 628 – 5000
3. Promotional Content write-up, includes time/date/location
4. Decide who your audience/invitees will be, this should be who you want to target your message/invitation to. Some things to think about:
 - What are the event highlights?
 - What is the overall message?
 - Incentives?
 - Is the event free?
 - Are there tickets?
 - Is there a max capacity?
 - Accessibility?
 - Budget?
 - Serving food?
5. Make a flyer/graphic/poster or visual, to aid in promotion.
Need help? Fill out the [Design Request Form](#) the Tisch Library [Staff Essentials Page](#).

Starting To Publicize:

1. Put event title/time + details on the Tisch Events Calendar on Outlook
 - a) To add the Events Calendar – go to the calendar tab in Outlook, right click on 'Other Calendars' > '+ Add Calendar' > 'From Address Book' > Search 'Tisch Events' and double click to add > 'OK'
2. Add to [Tisch Library Website \(Current & Upcoming Events Page\)](#) by logging into the back end of the website: <https://tischlibrary.tufts.edu/login>
3. Add to the [Tufts Events Calendar](#) - scroll down on the page to '[Submit An Event](#)' (left-hand column)
4. Submit to Jumbo Digest at: go.tufts.edu/JumboDigest (Promoted to Students) – Sign in with your Google Username and Password
5. Submit to the [Tufts Announcements Calendar](#) (Calendar found [Here](#))
6. Submit a [Tufts Announcement](#) (Weekly Email to Staff + Faculty)
7. Send out an email to the [Social Media E-List](#)
8. Promote event within your building or department(s)
9. Advertise with the [Tufts Daily](#) (Student-run Newspaper – Cost Depending on Size of Ad)

10. Promote via Social Media (with appropriate tags (@) and hashtags (#))

- a. Ask [Director's Office](#) to promote the event on Tisch Library social media pages - the Tisch Library's Social Media Pages (all @TischLibrary) [Twitter/Facebook/Instagram](#)
- b. [Tufts University Social Media Strategy](#)

Twitter @ tags:

- @CapenHouse (Africana Center)
- @dcatufts (Digital Collections & Archives)
- @DH_at_Tufts (Digital Humanities)
- @EnvStudiesTufts (Environmental Studies)
- @ExCollege (Experimental College)
- @GinnLibrary (Ginn Library)
- @GreenTufts (Tufts Sustainability)
- @LillyMusicLib (Lilly Music Library)
- @SMFAatTufts (SMFA – School @ the Museum of Fine Arts)
- @TheFletcherSchool (Fletcher School of Law and Diplomacy)
- @TuftsAlumni (Alumni)
- @TuftsAmerStud (American Studies)
- @TuftsASEGrad (AS&E Grad.)
- @TuftsCEEO (Center for Engineering Edu.)
- @TischCollege (Tisch College)
- @TuftsCommunity (Community Relations)
- @TuftsCS (Computer Science)
- @TuftsDaily (The Daily – Independent Newspaper)
- @TuftsDailySport (The Daily Independent Newspaper, Sports Section)
- @TuftsDataLab (Data Lab in Tisch Lib.)
- @TuftsDining (Dining)
- @TuftsECE (Electrical & Computer Eng.)
- @TuftsEngineer (Engineering)
- @TuftsDental (School of Dental Medicine)
- @TuftsFMS (Film & Media)
- @TuftsGordon (Gordon Institute, School of Engineering)
- @TuftsGWiSE (Grad. Women in Sci. & Eng.)
- @TuftsHHSL (Hirsh Science Library)
- @Tufts_History (History)
- @TuftsLBGTCenter (LGBT Center)
- @TuftsMagazine (Tufts Magazine)
- @TuftsMechEng (Mechanical Engineering)
- @TuftsMedSchool (School of Medicine)
- @TuftsMusic (Music)
- @TuftsNow (Newsletter – Tufts Now)
- @TuftsNutrition (Friedman School of Nutrition)
- @TuftsPH (Public Health)
- @TuftsPoliSci (Political Science)
- @TuftsSCTSI (Clinical & Translational Sci. Institute)
- @TuftsStdntLife (Student Life)
- @TuftsTechnology (Technology/IT)
- @Tufts_TIE (Institute of the Env.)
- @TuftsUniversity (Official Tufts University Account)
- @TuftsVet (Cummings School of Veterinary Medicine)

Facebook @ tags:

- @arc.tufts (Academic Resource Center)
- @greentufts (Office of Sustainability)
- @hirshlibrary (Hirsh Health Sci. Library)
- @SMFAatTufts (SMFA – School @ the Museum of Fine Arts)

- @Tuftsalumni (Alumni)
- @tuftsartgalleries (Univ. Art Galleries)
- @tuftscareercenter (Career Center)
- @TuftsCEEEO (Center for Eng., Edu. & Outreach)
- @Tuftscommunity (Community Relations)
- @TuftsCSRD (Center for Study of Race & Democracy)
- @TuftsDeptofEducation (Education)
- @tuftsEngineer (Engineering)
- @tuftsenvstudies (Env. Studies)
- @Tuftsexcollege (Ex-College)
- @tuftsfms (Film & Media Studies)
- @TuftsGSAS (Grad. School of Arts & Sciences)
- @TuftsGordonInstitute (Gordon Institute, School of Engineering)
- @Tufts Health and Wellness Services
- @TuftsInternationalCenter (International Center)
- @TuftsInternationalRelations (International Relations)
- @tuftslgbtcenter (LGBT Center)
- @Tuftsmagazine (Tufts Magazine)
- @tuftsmedschool (School of Medicine)
- @tuftsmusic (Music)
- @TuftsPublicHealthOnline (Public Health – School of Medicine)
- @TischSEL (Tisch College Social Emotional Learning & Civic Engagement)
- @tuftsu (Tufts University Official Page)
- @TuftsUniversityGSC (AS&E Grad. Student Council)
- @TuftsTechnology (Technology/IT)
- @tuftsvet (Cummings School of Veterinary Medicine)
- @tuftswomensctr (Women’s Center)
- @TUSC: Tufts University Social Collective

Instagram @ tags:

- @firstgentufts (First Generation Students)
- @greentufts (Office of Sustainability)
- @sas.arc.tufts (Student Accessibility + Academic Resources)
- @smfalibrary (SMFA – School at The Museum of Fine Arts - Library)
- @smfa.mfa SMFA – School at the Museum of Fine Arts – MFA Graduates)
- @tischcollege (Tisch College of Civic Life)
- @thefletcherschool (Fletcher School of Law and Diplomacy)
- @tuftsadmissions (Admissions)
- @tuftsartgalleries (Art Galleries)
- @tuftsasegrad AS&E Grad.)
- @tuftsasianamerican (Asian-American Center)
- @tuftscareercenter (Career Center)
- @tuftscommunity (Community Relations)
- @tuftsdaily (The Daily – Independent Newspaper)
- @tuftsdca (Digital Collections & Archives)
- @tuftsdental (School of Dental Medicine)
- @tuftsdining (Dining)
- @tuftsecoreps (Eco. Reps)
- @tuftsengineer (Engineering)
- @tufts.excollege (Experimental College)
- @tuftsfirst (FIRST Resource Center)
- @tuftsfms (Film & Media Studies)
- @tuftsfyglobal (First-Year Global)
- @tuftsgordoninstitute (Gordon Institute, School of Engineering)

- @tuftshillel (Hillel)
- @tuftsjumbos (University Athletics)
- @tuftslgbtcenter (LGBT Center)
- @tuftsmedicalcenter (School of Medicine)
- @tufts_nutrition (Friedman School of Nutrition)
- @tuftsoobserver (Observer – Student Magazine)
- @tufts.phpd (Public Health – School of Medicine)
- @tuftssocl (Office for Campus Life)
- @tufts_student_giving (Tufts Giving)
- @tuftsstudentlife (Student Life)
- @tufts.tusc (University Social Collective)
- @tuftsuniversity (Tufts University Official Page)
- @tuftswomensctr (Women’s Center)
- @tuftsvet (Cummings School of Veterinary Medicine)

Hanging Flyers/Posters:

[Tufts Campus Maps](#)

The Office of Residential Life and Learning (ORLL) is responsible for the oversight and management of over 75 residential buildings and supporting the 4,000 residents within our residence halls, small houses, and apartment complexes. **Only ORLL staff are authorized to hang posters anywhere within or on our residential facilities.** This is an effort to support student organizations and departments and ensure adherence to the posting guidelines. Our office is committed to helping you and your organization advertise your programs and events, and as such, we will happily distribute flyers/posters for you!

All posters must be submitted to and approved by ORLL to our main office located at 120 Packard Ave. *It may take up to one week for posters to be distributed to the residence halls - the earlier items are submitted the better.*

🚫 **Posters and flyers may only be hung by ORLL staff members.** Any posters that were not posted by an RA, House Manager, or another ORLL staff member will be removed.

Please view the residential posting policy and procedures:

<https://students.tufts.edu/sites/default/files/Residential-Posting-Policy-2-5-19.pdf>

IT/Facilities/Catering/Purchasing & Supplies/Security/Parking

- [A/V and Video Conferencing Service Request](#) (Cost Depending on Request)
Contact IT: (617) 627 – 3376
- Submit a [Facilities Work Order Request](#) (found on the [Staff Essentials Page](#)) to have the administration team submit a Maintenance/Custodial/Service & Event Set-Up on your behalf
[Facilities Service Request System for Maintenance, Custodial Service & Event Set Up](#)
Coordinate with the [Director’s Office](#) to submit a request to facilities, (617) 627 – 3345

Updated: 06/07/2022

- For Furniture Rental – Call Facilities to get quote, it is helpful to schedule a walk through in the event space before placing order to rent furniture (Furniture Rental – from [Interstate](#))
Contact Facilities about Furniture Rental and to get a quote: (617) 627 – 3496
- [Catering](#) (through [Tufts Dining](#))
Contact Tufts Catering: (617) 627 – 3411
- Catering (through Outside Vendors – See [Catering Through Local Vendors \(Outside Tufts\) List](#))
- [Purchasing - Market Place](#) (Tufts Preferred Vendors List)
Contact Purchasing through Tufts Support Services (TSS): (617) 627 – 7000 (Option # 1 – Finance)
Submit a [Supply Request](#) before ordering supplies (found on the [Staff Essentials Page](#))
Or contact [Director’s Office](#) about purchasing requests: (617) 627 - 3345
- [Event Security](#) (Required for events in which alcoholic beverages are served)
Contact Tufts University Police, non-emergency line: (617) 627 – 3030
Coordinate with the [Director’s Office](#) for event security, (617) 627 – 3345
- [Parking + Guest Passes](#)
Contact the Tufts Parking Services Office: (617) 627 – 3692
- [Food Truck Protocol](#)
Contact the Office for Campus Life: (617) 628 – 5000

Catering Through Local Vendors (Outside Tufts)

List of [Local Restaurants via Google Maps](#).

Travel/Video/URL Shortening/Signage/Printing/Photography/Branding:

- Access Tufts [‘Plan An Event’](#) Page
- Access Tufts [‘Travel and Hosting’](#) Page
- [Video Hosting](#)
- [Go Scripts](#) (URL Shortener - go.tufts.edu/...)
- [Event Banners and Signage - Tufts Print Copy Services](#)
Contact Tufts Print Copy Services Phone: (617) 636 – 5369
- Tisch Library’s [Digital Design Studio + Large Format Printing](#)
Contact the Digital Design Studio: (617) 627 – 5953
- [Tufts Registered Freelance Photography Guide](#)
Contact Tufts University Photography: (617) 627 – 4282
- [Tufts Branding Guides and Logos](#)
- [Digital and Web Accessibility](#)

[Tufts University Relations](#)

Updated: 06/07/2022

Contact Tufts University Relations: (617) 627 – 3587

[Tufts Communications and Marketing](#)

Contact Tufts Communications and Marketing: (617) 627 – 3315

Financial/Forms

- Business Processes and System Access [Forms](#)
- [Sales Tax Exempt Forms](#)
- [List of Accounts and Department ID's](#)
- [Processing Checks/Cash](#) (Fill out Cash Deposit Slip + Send via Inter-Office Mail to Bursar's Office, located in Dowling Hall)
- [Cost Transfer/Expense Transfer Form](#) (For Departments within Tufts Only)
- [PaymentWorks](#) (To Enroll New Suppliers, Paid through Tufts Accounts Payable)
- [Types of Payments](#) (Accounts Payable Definitions and Documentations)
- [Honorarium](#)

Contact [Tufts Support Services](#) with Questions about Business Processes and Forms:

Email: TSS@tufts.edu

Phone: (617) 627 – 7000

Phone Menu Options: # 1 – Finance

2 – Payroll/HR

3 – General Inquiries