



Resources for Promoting your Summer Offerings

COURSE FLYERS & SOCIAL MEDIA GRAPHICS

- Summer Sessions will design digital flyers and social media graphics for you at no charge
- Digital flyers are hyperlinked to Berkeley Academic Guide course description
- Request materials early!
- Flyer/Graphics request: bit.ly/2021SummerPromoRequest

SOCIAL MEDIA

- Have a new summer course to promote? We may be able to include it in our social media efforts (Facebook, Twitter, Instagram)
- More than 4,900 students follow the Berkeley Summer Sessions Facebook account, 1,200+ follow our Instagram, and 800+ follow our Twitter account
- Contact Krista Meyer: k.meyer@berkeley.edu

CLASSES BY SUBJECT AND LANGUAGES PAGES

- Manually updated pages on Summer Sessions website:
summer.berkeley.edu/courses/courses-list
summer.berkeley.edu/courses/foreign-languages
- Within the week after summer schedule goes live, check to make sure your subject area is listed and your links are working—let us know if anything is missing
- Contact Peter Burt: pburt@berkeley.edu

SUGGESTED CLASSES TWITTER FEED

- Submit information for the Summer Suggested Classes Twitter feed
- Reach a broad audience of students and point them to classes with openings
- Managed by Office of the Registrar
- Fill out and submit the 2021 form:
bit.ly/SuggestedClassesSummer21

REACH OUT TO YOUR STUDENTS—THEY WANT TO HEAR FROM YOU

- If you have a listserv or newsletter, use it to announce your summer courses