

# How-To Public relations

If you have any further questions, please contact us by **e-mail**.

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In order to support you in public relations, we have compiled the available media around the AStA. This offer can also be used by non-credited initiatives. Do you have any media that should be included in the How-To Public Relations? Then write an e-mail to: <mailto:eigenini@asta.rwth-aachen.de>

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## AStA Media

The AStA itself runs its own public relations, which you can use for your own purposes. Please note that the editorial offices check each event and sees if it fits into the editorial schedule in terms of content and time. This means that not every event will appear in all media. Our media include:

- AStA homepage
- AStA calendar (add your event:  
<https://www.asta.rwth-aachen.de/projekte/studentischewoche/>)
- AStA Facebook page
- AStA Instagram post

Send the following information in time to <mailto:oeffentlichkeit@asta.rwth-aachen.de>:

- event name
- event location
- Event date and time
- Short info text
- Event link if you have created your own website/Facebook etc.
- Event picture (landscape and square)

## RWTH Media

As an accredited student initiative, you can also use the official university's media channels. To do so, contact the staff in **Department 3** - Press and Communication (<mailto:pressestelle@rwth-aachen.de>). Furthermore, you can also use the channels of the **Career Center** (<mailto:career@academy.rwth-aachen.de>) and the **International Office** (<mailto:international@rwth-aachen.de>) upon request.

## Distribution of magazines and flyers

At RWTH there are several distribution points that you can use for flyers, magazines, and brochures. If you want to contact the facility management service for the delivery or where to lay it out, you can find the contact details on the website of the "Infrastrukturelles Gebäudemanagements" for each building (<https://www.rwth-aachen.de/cms/root/Die-RWTH/Einrichtungen/Verwaltung/Dezernate/Facility-Management/~tjt/Abteilung-10-5-Infrastrukturelles-Geba/> or via general e-mail to <mailto:igm@zhv.rwth-aachen.de>)

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## AchSo-Verteiler

The AchSo distribution list is used by the AStA to provide information for the student initiatives. You can use it as well to share your event or project with others. Just send an **e-mail** to all registered initiatives and interested people to: **mailto:achso@asta.rwth-aachen.de**. We will check your e-mail and share it, if we think it fits the purpose of being send to everyone. If you are not on the mailing list yet, please **contact** us (**mailto:eigenini@asta.rwth-aachen.de**) with a functional address (info@, vorstand@ or similar) of your association, so that you will receive information in the long term and not tied to a specific person.

## Mensa screens

If you want your advertisement to appear on the info screens of the Mensa, please send an **e-mail** to: **mailto:infobildschirm@asta.rwth-aachen.de**. This offer can only be used by accredited initiatives. Please note that no commercial sponsors or other commercial supporters are allowed to be seen in the advertising, otherwise costs will arise for you. Your request has to have the following formats:

- Productions data: HDV HDTV 720p/25fps
- Picture format 1920 x 1080 Pixel (Square), 16:9
- Stillimage colourmode RGB, 72 dpi
- Datatype: JPEG JPG, JPE
- Video: MP4, max. 20 seconds, silent

## Filmstudio Aachen

If you would like the film studio to advertise your event before their movie, please write them an **e-mail** to **mailto:info@filmstudio.rwth-aachen.de** and send them:

- An image file in 1998x1080 format

The advertisement will then be played 3 to 4 times (i.e., for about 2 weeks) before the film.

## Hochschulradio Aachen

If you want the university radio to report about you, write them an **e-mail** (**mailto:chefredaktion@hochschulradio-aachen.de**).

If it is about an event of musical nature, write the **e-mail** to **mailto:musik@hochschulradio-aachen.de**. In both cases send the following information:

- Event link if you have created your own Facebook event, otherwise
- Event name
- Event location
- Event date and time
- Short description of the event
- In which context should the university radio report about you? Interview with a member?
- Contact person for planning

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## Lecture Hall advertisement

Go to lectures and let students know about your event. Feel free to send an e-mail to the professor giving the lecture and ask for the first 5 minutes of his lecture.

## Info-Booth in front of RWTH buildings

If you want to set up an info-booth or pavilion on the Templergraben or elsewhere, send an “Raumvergabebeantrag” to the **Raumvergabe**. You can find the form on the following page:

<https://www.rwth-aachen.de/cms/root/Die-RWTH/Kontakt-Anreise/~epf/Raumverwaltung/>.

Enter as place/room the point where you want to set up your booth and feel free to call the Raumvergabe for help filling the form out (<mailto:raumvergabe@zhv.rwth-aachen.de>).

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## General tips and tricks

### Segment target groups:

- Be clear about the study program your members should come from and the skills they should bring to the table.
- Choose your channels based on your audience. Use different media to reach the largest possible audience in your target group.

### Planning:

- Plan, delegate and automate your public relations and define your content. Public relations are an important part of the success of your events. It should be treated with the same priority as the event or project planning itself.

### Social media:

When does a post appear in the newsfeed? This depends on the algorithm of the corresponding platform, which takes three factors into account: affinity, weighting and topicality. A post stays in the newsfeed for a long time, if it generates a lot of interaction. The following points can be derived from this for public relations:

- Only content relevant to the target group should be posted.

- Contributions should be made at regular intervals.
- Posts should not be longer than the length of an SMS.
- The time of posting is important. Look at your page statistics for this.
- The image format for a post is usually square.
- Videos should be uploaded directly and not embedded via YouTube.
- Be careful with: ???, !!!, hashtags, timestamps. Posts look quickly no longer current or unserious.
- Change thumbnails of videos. They should speak directly to the target audience.

### Direct contact with students:

- Give a realistic presentation of your work. Otherwise, you will not achieve sustainable public relations.
- The first contact with students should be open, sympathetic, and tolerant.
- Approach new people and involve them.

### For the member search:

- The target group of first-year students is particularly relevant, as they are generally new to Aachen and can stay in a self-initiative the longest.

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Lecture hall advertisement:

institutions.

- Especially in the winter semester, many first-year students can be addressed through lecture hall advertising.
- Select lectures according to size and target group.
- Ask the professor beforehand.
- Stay present to distribute flyers and answer questions.
- Conducts lecture hall advertising close to the advertised event/project.
- Draw attention to your social media channels.
- Provide a specific contact (e-mail address, address, phone number, etc.).

Flyer:

- Uses an inviting design with recognition value.
- All important information should be on the flyer. However, do not overload it!
- Choose suitable distribution locations. Consider your target group.
- Optional: Print vouchers on flyers that can be redeemed at the event.

Joint actions:

Collaboration between different initiative events or through social media has the following benefits:

- You increase the reach for joint actions.
- You increase your reach (on social media) and the number of event participants.
- Keep an eye on the AchSo distribution list for social media actions of the ASTA or other RWTH

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Opening-/Service hours:  
Mon – Wen, Fri: 10:00 – 14:00  
Thu (Lecture Time): 12:00 – 16:00  
Thu (Lecture free time): 14:00 – 18:00

Consulting hours: <http://asta.ac/beratung>  
Legal advice: on request  
Beglaubigung:  
Mon-Fri: 10:00 – 13:00