Innis Town Hall Event Promotions and Social Media Requirements

PLEASE NOTE: Innis Town Hall does not have any dedicated Web and Social Media staff and as such all promotions work is done based on staff availability at the discretion of Management. Providing us the materials and information outlined below increases the ability of our staff to help promote your event via our website, social media and digital signage.

ITH Website Event Listing Requirements:
Event poster in .jpg, .gif, .pdf format. Maximum image size 800x800 pixels.
Images larger than 800x800 will not be posted. Must be a finalized poster. Alterations to image content, layout or design will not be made.

Following links are required:
Link to event page (event brite, website, facebook event), link for event organizers.
Event Start time, end time, event admission cost (link to online ticket sales if applicable).

Event Description:
A finalized event description must be supplied via email or email attachment. Once posted, alterations will not be made to this description. Please ensure your copy is clear, concise and includes all pertinent information. Event description MUST be 200 words or less. Descriptions longer than 200 words will not be posted.

Social Media Recommendations and Requirements:

Facebook -- Innis Town Hall:
We maintain an Innis Town Hall Facebook Page.
Please like / follow our Innis Town Hall page and tag us into your event promotion as you see fit. If you have a facebook event we can add this to our page for you. We also will include your event in our weekly event roundup post. Individual event promotion posts MAY be possible depending on staff availability.

Twitter -- @innistownhall

We maintain an Innis Town Hall Twitter account @innistownhall

Please follow us and tag us in any tweets regarding your event and we will do our best retweet you as time allows. Tweets about your event may be made in the week and/or days leading up to your event depending on staff availability. Unless content is provided to us tweets will include event date, time and a link to your event listing on our website. We will not participate in the promotion of or arrangement of social media contests, solicitations of donations or film festival submissions processes.

Innis Town Hall East Lobby and North Lobby Digital Signage Requirements:

East Lobby:

Please ensure all images, posters and slideshows are formatted to fit a 1920x1080 resolution. Please note that East Lobby digital sign screen is a landscape orientation. We can add a pre supplied event poster following the above 1920x1080 landscape layout to our rotating event slideshow of upcoming events. During your event this poster can act as a dead card to brand the East Lobby space or you can supply a slideshow of your own. Please ensure this is a powerpoint or keynote slideshow. Slideshows must be pre-made and submitted to Innis Town Hall management in advance of your event. Slideshows cannot be generated on site or day of event.

North Lobby:

Please ensure all images, posters and slideshows conform to a 1080x1920 resolution. Please note that the North Lobby digital sign screen is a portrait orientation. The North Lobby screen is not always available for use. Events requiring live streaming or video recording will mean this screen is turned off for the duration of your event.