# Being Human 2018 Organiser Guide

# Contents

# How to use this guide

This guide has been developed by the Being Human team to help you develop and promote your Being Human activities. It includes FAQs, tips on planning events, and marketing via print materials, web, stakeholder engagement and social media.

This guide functions as a one-stop shop to give you a broad overview of how the festival works and to help you communicate that your event is part of something big. We want to give your events and activities the best possible chance of success and join to up activities across the UK and beyond. The fact that we are all part of the UK's only nationwide festival of the humanities is a huge communications and marketing asset and we can leverage it by all using similar words, images, logos and colours. When all of us communicate the vibrancy and relevance of the humanities together, in a clear and consistent manner, we can make a bigger impact.

We know many of you are experts in this kind of work already, so we've tried to organise the guide so that you can pick and choose which parts to read and make use of. This guide has lots of things in one place, but we also have a number of separate, shorter guides available in the 'For Events Organisers' section of the website.

We hope this is helpful and if you have any questions at all, don't hesitate to get in touch. You can reach us all on beinghuman@sas.ac.uk. Our individual contact information is below.

We're excited to have you all on board for this year and we're looking forward to working with you to promote the UK's only nationwide festival of the humanities.

Individual contact details

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# Key points to take away

1. **Leverage the fact that your event is part of the UK's only nationwide festival of the humanities via all** available communications channels and to a variety of networks and contacts.
2. Use the at-a-glance timeline and checklist in this guide to help you plan promotional efforts.
3. Follow us on Twitter and tweet using the festival hashtag #BeingHuman18.
4. Document your festival activities and share images, videos and any press coverage with us at Being Human HQ.
5. If you use Facebook, consider joining our group for event organisers.
6. Help us demonstrate the value and impact of the festival by ensuring attendees fill in evaluation forms.
7. Contact us on beinghuman@sas.ac.uk with any questions.
   And, most important, have fun!

# Promotional checklist and page guide

| Have you… | Guide Page |
|---|---|
| Reviewed details about the festival timeline, deadlines, background, branding, and required texts and credits? | Pages 5-10 |
| Finalised programme details?<br>☐ Date<br>☐ Time<br>☐ Location<br>☐ Title<br>☐ Description<br>☐ Promotional image | Page 11 |
| Uploaded your event on to the Being Human website? (details available in July)<br>☐ Checked instructions prior to uploading event<br>☐ Finalised booking for you event<br>☐ Uploaded event information (including booking link) | Page 11 |
| Worked with local press to gain publicity for the event?<br>☐ Calendar listings<br>☐ Distributed a press release<br>☐ Sent personalised pitch emails to relevant journalists<br>☐ Sent personalised invites to press to attend the event<br>☐ Considered having one of your spokespeople write a piece about the event for submission to local media outlets<br>☐ Considered advertising your event in local press or other outlets | Page 12-15 |
| Promoted the event via social media?<br>☐ Incorporated into relevant existing campaigns<br>☐ Used the #BeingHuman18 hashtag<br>☐ Encouraged others in your organisation or network to promote via social media | Pages 16-17 |
| Highlighted the event on relevant websites?<br>☐ Institution homepage<br>☐ Department homepage<br>☐ Calendar listings<br>☐ Institution/department blogs | Page 18 |
| Engaged with stakeholders to aid in promotion?<br>☐ Partner organisations<br>☐ Speakers, performers, panellists or others involved in the event programme<br>☐ Internal colleagues (your institution's events team, press office, public engagement officer, publications team, etc.) | Page 19 |
| Created materials to promote the event?<br>☐ Poster/flyer (templates available online in August)<br>☐ Email invite<br>☐ Email signature<br>☐ Web banner/spotlight<br>☐ Twitter images<br>☐ Up-to-date mailing lists of potential event attendees | Page 10 |

# At-a-glance timeline

| Date | Milestone | Details |
|---|---|---|
| **Before the festival** | | |
| 28 June | Being Human Masterclass | An opportunity to meet others involved in the festival, meet the festival team, and get some tips on best practice. |
| 1 August | Copy deadline | Final event details to be submitted via the online form for print and online (this will be circulated in advance). This includes:<br>• Finalised date<br>• Time and location<br>• Finalised event title and description<br>• Low-resolution image (72dpi). If image provided is unsuitable, we will source one.<br>• Designated local contact for event enquiries. (This will be displayed on our festival website along with event details.) |
| Sept | Build up to festival week begins | This includes (but is not limited to):<br>• Social media campaigns<br>• Public relations pitching<br>• Event info sent via mailing lists, other networks<br>• Calendar listings and website spotlights |
| Mid-Oct | Evaluation materials distributed | Evaluation forms from the BH team should be distributed to event attendees at each event. These can be filled out online via a provided link or in hard copy. |
| **During the festival** | | |
| 15-24 Nov<br><br>Why not take a look at our event planning guide here. | Festival! | Activities during this time include:<br>• Running events<br>• Highlighting activities via social media with the #BeingHuman18<br>• Conducting interviews with the media<br>• Sending photographs from events to the Being Human team<br>• **Submitting posts about events to the Being Human team for 'Being Human Daily' blog**<br>• Livestreaming events<br>• Distributing evaluations to attendees |
| **After the festival** | | |
| 25 Nov | Festival officially over | Activities after the festival include:<br>• Collecting evaluations to send to the Being Human team<br>• Posting wrap-up blogs<br>• Sending any additional photos or highlights to the Being Human team for promotion on Being Human website and materials |
| 22 Dec | Deadline for return of evaluation materials | Please note that it is a condition of funding to participate in the Being Human evaluation. |
| 31 Jan 2019 | Deadline for invoice submission | Please invoice us by 31 January 2019 to receive your festival grant, which is payable once your festival expenditure is complete. |

# About the festival

## Background

Led by the School of Advanced Study, University of London, in partnership with the Arts and Humanities Research Council and the British Academy, the Being Human festival is the first and only national festival of the humanities in the UK. Founded in 2014, the festival demonstrates the breadth, diversity and vitality of the humanities, and that research in the humanities is vital for the cultural, intellectual, political and social life of the UK and globally.

Building on the success of previous years, this year's festival aims to deliver a high profile, networked, and cohesive series of events across the UK. The festival will provide a spark to ignite activities in universities and other institutions across the country and provide a locus around which to coordinate events celebrating the vitality, interdisciplinarity and social relevance of the humanities in 2018.

Being Human 2018 will take place Thursday 15 November - Saturday 24 November, with festival activities focusing on the theme 'Origins and Endings'.

## Key messages

- The humanities are vibrant, interdisciplinary, accessible and relevant to all.
- The humanities inspire and enrich our everyday lives.
- The humanities can help us to understand ourselves, our relationships with others and the challenges we face in a changing world.

## Primary objectives

- Demonstrate the value of humanities research to society and culture in the UK and globally.
- Encourage, support and create the opportunity for humanities researchers to engage with non-academic audiences.
- Promote the humanities as accessible and relevant to people's everyday lives.
- Facilitate collaborations between researchers in the humanities and cultural and community partners.
- Create opportunities for networking, ideas exchange and community building among academics and others working in the humanities – via both physical and virtual pathways.
- Promote public engagement with the humanities beyond the duration of the festival.

## Nationwide reach

The Being Human festival takes place at locations right across the UK. As such, it is very important that audiences at local events are made aware of other activities taking place as part of the festival, and alerted to the central website and communication channels.

## What the central team can do for you

We run the festival with a small core team from the University of London's Senate House. The focus of central activity is to coordinate the national festival (eg. production of the festival print materials, online programme, central marketing and distribution of branded materials) and promote and support your activities as part of the national programme. We are on-hand to assist with any questions you might have. The following are examples of things we can help you with:

- General queries (eg timelines, event upload and copy, event guidance).
- Assisting with communications and press queries.
- Promotional templates (available for download).
- Evaluating your activities.

# Frequently asked questions

**1. Who runs the Being Human festival?**
The festival is led and coordinated by the School of Advanced Study, University of London in partnership with the Arts & Humanities Research Council and the British Academy. These three organisations are dedicated to the promotion of research in the arts, humanities and social sciences. All three organisations, in different ways, support, promote and facilitate research, so it is a natural partnership.

**2. Who funds the festival?**
The Being Human festival receives funding from its three core partners and hence indirectly by the taxpayer. It also relies on match funding and support in kind from all of its participating institutions across the country.

**3. What support is provided for organisers?**
In addition to providing a limited number of funding grants, Being Human is committed to supporting everyone taking part in the festival. The festival team offer advice and guidance to organisers, and also make available resources and training to help give activities the best possible chance of success.
Specifically, we provide the following:

- guides to promoting your event that contains marketing hints and tips as well as template press releases;
- **'best practice' case studies containing hints and tips to delivering successful festival activities;**
- copies of Being Human print and digital materials geared towards promoting the national festival as a whole;
- templates that will allow you to produce your own marketing materials (posters, banners, digital and power-point templates etc.) support from the central Being Human social media accounts;
- access to other marketing materials (e.g. banners and badges) to promote your activity.

Being Human organisers also have access to specially arranged training events, and may be invited to take part in centrally organised festival activities. We also have a 'Being Human Organisers' Facebook group which allows organisers to talk to each other directly.

**4. How does ticketing and booking work?**
We provide a central platform on our website that lists every event that is part of the festival. This system does not have the capacity to manage bookings. If your event requires booking, we recommend that you set up an event listing on Eventbrite (recommended) **or on your institution's** own event system. You can upload this to the Being Human site when you send us your event copy, or you can send it to the Being Human team via email.

**5. Will Being Human promote my activity?**
Being Human promotes the festival as a whole in the mainstream media, on social media, and by producing a central online programme and print materials. As above, it also produces and makes available materials (like this guide!) to help organisers promote activities locally. Please note however that as a national festival taking place in multiple locations across the UK, Being Human is necessarily limited in the amount of central marketing support that it can give to individual organisers and events. To make the most of participating in the festival, it is therefore essential that all organisers think carefully about the likely appeal of an activity to the specific audience that they are trying to connect with, how best to reach that audience using the resources available, and how to manage time effectively in order to properly promote an activity. Ultimately, activities will only succeed if organisers promote to local audiences.

**6. How does the festival evaluation work?**
The festival is evaluated annually and independently by an external company using data gathered by organisers across the country. It is important that we gather data that captures the value of Being Human activities from both audiences and organisers – so everyone involved in the festival is strongly encourages to play a part in evaluation. Our main ways of gathering data are through paper and online audience surveys, online surveys and telephone interviews with organisers, and direct observation of selected events. A full evaluation guide and set of resources will be made available to organisers in the autumn, before the festival.

**7. I've received funding from the festival? How do I claim the grant?**
If you have received an offer of funding from the festival we will be in touch after you have confirmed your acceptance with details on the grant process. We will issue a Purchase Order to your university finance contact confirming the amount, which should then be claimed back by invoicing us after delivery of the festival activity. Activity costs should be covered by your own university in the interim. The deadline for all invoices is 31 January 2019.

8.  How should I refer to the festival partners and my participation in the festival?
We have a few options depending on the amount of space you have. It is important that the three funding partners are represented.

1.  For use with the Being Human logo (and partner logos if space) - available here.
    *This event is part of the Being Human festival, the UK's only national festival of the humanities, taking place 15–24 November. For further information please see beinghumanfestival.org.*

2.  For use with the Being Human logo, available here.
    *This event is part of the Being Human festival, the UK's only national festival of the humanities, taking place 15–24 November. Led by the School of Advanced Study, University of London, in partnership with the Arts & Humanities Research Council and the British Academy. For further information please see beinghumanfestival.org.*

3.  If you don't have enough space for the Being Human logo, you can state the following.
    *This event is part of the Being Human festival, led by the School of Advanced Study, University of London, in partnership with the Arts & Humanities Research Council and the British Academy. For further information please see beinghumanfestival.org.*

9.  What will I get out of organising a Being Human activity?
Organising a Being Human activity can be challenging, but organisers (as shown in our festival evaluations) typically find the process rewarding. The main benefits that people articulate include Being Human:

- **acting as a catalyst to get a project up and running which wouldn't otherwise have happened;**
- acting as an opportunity to engage with a new audience and get refreshing new perspectives on research;
- providing an opportunity to get public engagement advice and support that is not available at their own institution;
- offering an opportunity to work with new cultural partners or develop an existing relationship;
- providing opportunities to make contacts and start collaborations with other researchers nationally;
- providing an opportunity to raise visibility of their research nationally and within their own institution.

**As an organiser, you will have an opportunity to tell us about your experiences and what you've got out of** the festival as part of our annual evaluation. Further examples from previous years **be found in the 'Case Studies'** section of our website.

# Required texts and credits

Please include the website address http://www.beinghumanfestival.org, the Twitter handle @BeingHumanFest and the hashtag #BeingHuman18 in all your communications about the festival.

The festival's strapline is, *'The UK's only national festival of the humanities'*. Please try to use this strapline on your websites and in your social media content promoting your involvement with the festival.

When referencing the festival in your promotional material, we have a few options depending on the amount of space you have. It is important that the three funding partners are represented.

1. For use with the Being Human logo (and partner logos if space) - available here.
   *This event is part of the Being Human festival, the UK's only national festival of the humanities, taking place 15–24 November. For further information please see beinghumanfestival.org.*

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## Terms and Conditions

The following requirements regarding promotion can be found in the Terms and Conditions document at http://beinghumanfestival.org/for-event-organisers/

- Institutions will provide the School of Advanced Study (SAS) with event information by the required deadlines and will notify SAS of any changes as soon as they arise.
- Institutions will acknowledge support in any promotional or any other information in the format required.
- Institutions will ensure that promotional and other information is branded in line with festival guidelines. Institutions taking part in the festival will follow its guidance on best practice on data management, in line with recent legislation (see page 20 on GDPR guidance)

# Branding

## Logos

The full range of Being Human festival and partner logos are available to download from the 'for event organisers' page in our password protected area.

## Fonts

Our Being Human brand uses two typefaces: Calvert and Helvetica. If you do not have access to these typefaces, we recommend that you use Georgia (for Calvert) and Microsoft Sans Serif (for Helvetica)

## Colour palette

The codes for our festival colours are listed below.

| | | | |
|---|---|---|---|
| | CMYK 100 89 17 5<br>RGB 0 56 136<br>HEX 003887 | | CMYK 0 48 88 0<br>RGB 255 153 51<br>HEX FF9933 |
| | CMYK 70 5 36 0<br>RGB 57 179 172<br>HEX 39B3AC | | CMYK 52 77 4 0<br>RGB 138 86 156<br>HEX 89579C |
| | CMYK 184 39 123<br>RGB 184 39 123<br>HEX B8287A | | CMYK 10 82 87 1<br>RGB 217 83 56<br>HEX D95338 |

# Template materials

We will create a range of branded templates for you to use to promote your event. They will be made available for download from **our 'event organisers' resources' page at** http://beinghumanfestival.org/for-event-organisers/ in August. **We'll also provide you with PDF artwork for pop-up banners. Files of all the partners' logos** are currently available here. We can help you to use the templates, but please make your own local arrangements for printing and delivery of these materials.

Templates available will include:

- A4 poster (InDesign and Word templates)
- A5 flyer (InDesign template)
- Pop-up banner template (PDF)
- Graphics for video titles and credits
- PowerPoint template

## Support

Please contact us at beinghuman@sas.ac.uk if you have any questions about your printed materials or sourcing images for your event, or if you require help using the templates.

# Programme details

## Event details

When deciding on event descriptions, keep your target audience in mind. What kind of words will most entice them? As our goal is to make humanities research accessible to everyone, remember to use simple and jargon-free language that will capture the public's imagination.

Previously, Being Human festival has produced full listings in both print and online versions. Reflecting feedback from audiences and organisers, however, this year we are taking a slightly different approach. A slightly shorter national booklet will be produced that aims to capture a sense of the festival as a whole and give audiences a flavour of what is on near them. Whilst we will include as many activities as possible, please note that this booklet may not include individual entries for every single activity in the festival. Instead we will highlight series and clusters of activity whilst also highlighting key activities and ensuring, wherever possible, that all organisers are acknowledged in print. This might mean, for example, that if you are organising multiple smaller activities we may focus on one or two key events, whilst also pointing people towards the online programme where every activity is listed in full.

We will also be producing flyers and other materials to help you promote your activity alongside others in your city/ region. The online programme will include a listing for every event.

Our deadline for copy across all festival platforms is 1 August.

We need at least a date, start time and basic overview of your event by this date. We will send you more information about this closer to the time via email. *We reserve the right to edit these descriptions for length, accessibility and to match our house style.*

## Photographs / promotional images
We require one low-resolution image (72 dpi) with copyright credit to help us advertise your festival activities in the online programme. Images that we do not have a credit for will not be used. We would prefer to use images related specifically to your project or event. If **you don't have an image, we are happy to** source one for you.

*We reserve the right to use alternative images should those supplied not be of sufficient quality.*

# Press

## Introduction

One of the goals of the festival is to secure perception-changing media coverage across the UK to elevate the **Being Human festival's message and engage the public in hu**manities research more broadly. While the central team will focus on getting coverage in the national outlets, you can help by engaging with your local media. Please be sure to send any press coverage you receive to [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk) so we can highlight it on social media.

In this section, you'll find the following materials:

- Lessons from previous years
- Key messages
- Template pitch email
- Template press release
- Q&As to help prepare spokespeople for interviews

## Lessons from previous festivals

Based on our experience, we know that press are most interested in activities that:

- Reveal new research
- Present humanities topics in innovative or surprising ways
- Involve celebrity spokespeople
- Connect to broader themes and the current news agenda

## Key messages

- The humanities are vibrant, interdisciplinary, accessible and relevant to all.
- The humanities inspire and enrich our everyday lives.
- The humanities can help us to understand ourselves, our relationships with others and the challenges we face in a changing world.

## Template pitch email

*Dear [insert name – really important to personalise emails when working with press],*

*I thought you might be interested in a forthcoming event here at [insert institution name]. The event will feature [insert any prominent speaker/performer names with a brief explanation of their credentials] and focus on [insert a short, snappy description of the key theme of the event].*

***The event was selected to be part of Being Human, the UK's only*** *national festival of the humanities.*

*More details are below. You are warmly invited to attend [be sure to mention if there will be a reception].*

*Please let me know if you have any questions or would be interested in speaking with some of the researchers involved.*

*[Insert event details here or simply paste the press release into the body of the email*

# Template press release

NEWS RELEASE
[INSERT DATE]

[Insert University name] to host event for national humanities festival
*[Insert event type] explores [insert few words about theme of event]*

[Insert university name] is hosting [insert event name], an event in Being Human 2018**, the UK's only national** festival of the humanities. This involves [insert brief details on event, making mention of any prominent speaker/performer names]. The event was selected to be part of Being Human by the festival organisers, the School of Advanced Study, University of London, the Arts & Humanities Research Council (AHRC), and the British Academy (BA).

The [insert event name] aims to engage with the public on [insert description of key themes, highlighting newsworthy research, unusual methods or other attention-grabbing detail]. It will be held during the festival, which runs from 15–24 November, on [insert event date, time and location].

[Insert spokesperson's name, role and University name] said: "[insert quote]".

As part of a 10-day national programme of big ideas, big debates and engaging activities for all ages, the event aims to champion the excellence of humanities research in [insert UK region], help to demonstrate the vitality and relevance of this today and showcase how the humanities helps us understand ourselves, our relationships with others and the challenges we face in a changing world.

In 2017 Being Human encompassed a programme of 330 events in 56 towns and cities across the UK, with a total estimated audience of 31,000.

The 2018 festival **is themed around 'origins and endings'**. The programme promises to be exciting, entertaining and thought-provoking, with something for everyone in our diverse communities.

ENDS

Notes to Editors

1. For all enquiries, please contact:  [Insert details of appropriate person at you institution here]

2. Being Human: a festival of the humanities 15–24 November 2018
   Led by the School of Advanced Study, University of London, in partnership with the Arts and Humanities Research Council and the British Academy, Being Human is a national forum for public engagement with humanities research. The festival will highlight the ways in which the humanities can inspire and enrich our everyday lives. For more information, please visit www.beinghumanfestival.org or follow the festival on Twitter at @BeingHumanFest.

3. [Insert your institution boiler plate information]

4. The School of Advanced Study (SAS), University of London, **is the UK's national centre for the** promotion and support of research in the humanities. SAS and its member institutes offer unparalleled academic opportunities, facilities and stimulation across a wide range of subject areas for the benefit of the national and international scholarly community. Last year, SAS: welcomed 786 research fellows and associates; held 2,007 research dissemination events; received 24.4 million visits to its digital research resources and platforms; and received 194,145 visits to its specialist libraries and collections. The School **also leads the UK's only nationwide festival of the humanities: Being Human.** Find out more at http://www.sas.ac.uk or on Twitter at @SASNews.

5. The Arts and Humanities Research Council (AHRC) is part of UK Research and Innovation (UKRI), a non-departmental public body funded by a grant-in-aid from the UK government. The AHRC funds

world-class, independent researchers in a wide range of subjects: history, archaeology, digital content, philosophy, languages, design, heritage, area studies, the creative and performing arts, and much more. **It invests in research at universities across the UK as well as in the country's world**-leading museums, galleries and libraries.  For more information, please visit www.ahrc.ac.uk. Follow the AHRC on Twitter at @ahrcpress or Facebook at facebook.com/artsandhumanitiesresearchcouncil/

6. The British Academy is the voice of humanities and social sciences. The Academy is an independent fellowship of world-leading scholars and researchers; a funding body for research, nationally and internationally; and a forum for debate and engagement. For more information, please visit www.britishacademy.ac.uk. Follow the British Academy on Twitter @britac_news or Facebook.

Below is a list of questions that journalists **may ask you. We've provided answers to them here so that** you can prepare yourself or your spokespeople for interviews. As such, these are intended for internal use only and should not be publically posted or distributed.

1. What is Being Human?

   Being Human is the UK's only national festival dedicated to demonstrating the breadth, diversity and vitality of the humanities. Members of the public from across the country can attend 100s of free events sharing the best and most challenging thinking in the humanities. This year, the festival promises 10 days of big ideas, big debates and engaging activities for all, themed around 'origins and endings'.

   Led by the University of London's School of Advanced Study (SAS) in partnership with the Arts & Humanities Research Council (AHRC), and the British Academy, the festival will be held for 10 days from 15-24 November with participating events held in London and across the UK.

   The festival will

   - Demonstrate the value of humanities research to society and culture in the UK and globally.
   - Demonstrate the vitality of research in the humanities across the UK.
   - Encourage, support and create the opportunity for humanities researchers to engage with non-academic audiences.
   - Promote the humanities as accessible and relevant to people's everyday lives.
   - Facilitate collaborations between researchers in the humanities and cultural and community partners.

2. Why is the festival being held this year?

   Being Human is the UK's only national festival dedicated to demonstrating the breadth, diversity and vitality of the humanities. Now in its fifth year, the festival builds on the successes of four consecutive years. In 2017, 31,000 people attended over 330 events, all of which displayed the variety and impact of humanities research in the UK.

3. What is the partnership between SAS, AHRC and BA?

   The School of Advanced Study, Arts & Humanities Research Council and the British Academy are the three main national bodies dedicated to the promotion of research in the arts, humanities and social sciences. All three organisations, in different ways, are publically funded to support, promote and facilitate research in the humanities, so it is a natural partnership.

4. Will the festival cost the taxpayer any money?

   The three main organising institutes (SAS, AHRC, BA) are publicly funded, so the taxpayer has paid for the festival through this funding. The festival itself focuses on demonstrating the value of funding research in the humanities and enabling the wider public to get something back from that research. It also enables researchers to connect with the public, giving them opportunities for dialogue about their subject. For more information on how SAS, AHRC and BA are funded, please visit their websites.

5. Why do the humanities deserve our attention?

   The humanities form the cornerstone of human knowledge, culture and understanding. They have been studied and celebrated for thousands of years and form the basis of our understanding of ourselves and our relation to the world and each other. They provide tools for communication and debate, means through which to articulate and interrogate complex ideas, ways of understanding our past and anticipating our futures. We need the humanities now more than ever to help us address these issues and provide the means to question, interpret and explain the human condition.

# Digital promotion

## Social media

### Where to connect with us
Website | www.beinghumanfestival.org
Newsletter | http://beinghumanfestival.org/e-news-sign-up/
Twitter | @BeingHumanFest
Hashtag | #BeingHuman18
Facebook | www.facebook.com/BeingHumanFest
Instagram | @beinghumanfest
YouTube | http://bitly.com/beinghumanfest
Flickr | www.flickr.com/photos/beinghumanfest/
Storify | http://storify.com/BeingHumanFest

The tone of Being Human social media is positive, welcoming and informative. We recommend making social media posts as visual as possible, using humour, engaging in conversation, taking videos and photos and asking questions of the audience.

**We encourage you to use your institution's central or departmental social media accounts to promote the Being** Human festival and your involvement in it. We are happy to connect with you on these platforms and cross-promote.

At the end of your events, please send all images and video to beinghuman@sas.ac.uk so that we can upload them to our social media channels and share them.

### Twitter
The festival has a Twitter profile at http://twitter.com/BeingHumanFest.

Please tweet before, during and immediately after your event using the hashtag #BeingHuman18 and encourage others to do so too. Use of the hashtag is important as it allows us to draw together content into an overarching narrative for the festival.

### Top tips
Lingo lesson –
- A 'hashtag' (eg #BeingHuman18) uses the hash key and is a way to group posts on Twitter on a specific topic.
- 'Trending' means that a hashtag has been very widely shared across Twitter amongst users in your geographic area.

1. No po-faced promo
Academia has the potential to be dry and inaccessible. To avoid this, try and create a playful presence online as people respond well to humour. Try and make things fun and be creative with trending hashtags on Twitter and engage with them in relevant ways. **It's very important to always use plain English in communications so that everyone can understand what you're saying.**

2. Images are key
When scrolling through their timelines, people are far more likely to stop and engage with an image rather than just text, so always try and use eye-catching imagery in whatever you do.

3. Be relevant
Digital communication is a reactive medium. While scheduling is an excellent way to help you plan content, you **also need to be able to respond to news and followers who engage with you. It's always good to repost articles** and news pieces relevant to your area. This is about drawing connections between research and p**eople's** everyday experiences.

## Facebook

The festival has a Facebook account: www.facebook.com/BeingHumanFest. Please promote this page on your Facebook news feeds, either by sharing posts from the page or by adding your own message to original posts, encouraging your friends and followers to like the page.

We also suggest that you set up your own Facebook event pages and add Being Human as a co-host through your own departmental Facebook, as this can be an excellent promotional tool.

The festival also has a 2018 Facebook group for festival organisers to use as a forum. We also use this to provide news and updates to organisers.

## Instagram

You can follow the festival on Instagram @beinghumanfest. If you have an Instagram account and are uploading images related to your event, please also include #BeingHuman18 and tag our Instagram with @beinghumanfest. We'll repost your pictures on our account.

## YouTube

We have a Being Human YouTube account at http://bitly.com/beinghumanfest. This is where we will be uploading videos from your events during and after the festival. We'd love to share videos from across the country, so if you get some good footage, please send it on to us!

## Flickr

The festival has a Flickr account at www.flickr.com/photos/beinghumanfest/. This is where we will be sharing a range of images relating to the festival, including your promotional images, and pictures from your events. Please email event photographs to beinghuman@sas.ac.uk as soon as possible after the event so that we can share them.

## Storify

The festival has a Storify account at https://storify.com/BeingHumanFest. Storify allows you to create a story with content from social media channels like Twitter and Instagram. We will be creating a daily Storify during the festival of all tweets using #BeingHuman18. This is why it is particularly important to use the hashtag. Alternatively, you can also tweet at @BeingHumanFest on Twitter and we'll be sure to include it in our Storify.

Here's an example of the Storify we made for day 8 of last year's festival – https://storify.com/BeingHumanFest/being-social-being-human-day-8

## FAQs

Can @BeingHumanFest tweet for me?
Yes, absolutely! You're welcome to send us content to share via the central festival account. Remember, you must include @BeingHumanFest in your tweet in order for us to see it.

Are there any centrally coordinated social media campaigns planned?
Yes!  We will send an email to event organisers to flag up any social media campaigns that you can get involved with.

Should I set up my own twitter account?
Many event organisers have chosen to set up their own twitter accounts to promote festival projects and activities. This can be handy, as we can re-tweet these accounts to get a wider reach. Bear in mind though that if you are using social media as a main way of promoting your event, you will be much better off using accounts that already have a wide following and a dedicated audience – e.g. main university accounts or, even better, the channels provided by your event partners. Think about who will be following the various accounts (university accounts often are good for students, whereas a local 'what's on' listings account will be better for a community audience.

Please ensure that all accounts set up for local festival activities are clearly labelled as part of *Being Human, the UK's only national festival of the humanities.*

# Website promotion

## Being Human festival website

The festival website at www.beinghumanfestival.org is the go-to place for all current information about the festival. The final programme of all events (including dates and times) will be listed on the website at the end of September.

Your event will have a designated page on the website, which we will assign a short URL you can use in your own publicity.

Please include the website address www.beinghumanfestival.org in all your communications about the festival.

## Blogs

You can find the festival blog at http://www.beinghumanfestival.org/blog

We very much encourage you to write a blog post about your involvement in the Being Human festival for publication on any blog you have access to. Please notify us of the publication of any Being Human festival-related blog posts, so that we can cross-promote them on the Being Human website and social media platforms.

Submitting your blog post to us

You are very welcome to submit a blog post for the Being Human blog from September onwards. We reserve the right to review, edit or not to publish unsuitable blogs. If possible, please try to give us advance notice if you would like to submit a post for the festival blog, or for us to syndicate a post you already plan to publish on other blogs.

Please send your blog content to beinghuman@sas.ac.uk.

Blog guidance

Blog posts should be between 400-600 words, and should tell us about the research that has led to your Being Human activities in an accessible and engaging way. Use sub-headings to break up the flow and try to include at least one image or video in your blog post. This will help you to reach a wider audience.

### Your website/s
It will help us if you can publish details about the festival on your website/s, with a link to www.beinghumanfestival.org.

# Stakeholder engagement

Promoting your event will be easier if you can use already existing networks. Think creatively about who you can ask to help you spread the word and empower them to do so by providing them with adaptable materials such as template email invites, a short blurb about your event for their newsletters, images they can use online and flyers they can print and distribute easily.

Have a brainstorm about who you could reach out to. Think of your target audience: where are they likely to be found? In libraries? Cafés? Specific clubs on campus? Once you have a list of groups, reach out to them with a friendly email letting them know about the event and providing them with materials they can use to alert their constituents.

# Direct emails

Direct emails are a very effective way of raising awareness about your event, but their success depends on the quality of your mailing lists. Make sure you set aside time to update existing mailing lists and create new mailing lists to use for direct emails. Your central communications team and event partners will have mailing lists that you might be able to draw on, so consider reaching out to them and asking if they can highlight it in one of their upcoming newsletters, or if they have any mailing lists that you can use to help promote. Before sending direct emails, please review the GDPR guidance below.

Template email invite

Subject: Being Human event Invitation – [insert date]

Dear [insert name if possible to personalise],

[Insert leading institution] are delighted to invite you to [title of event] on [insert date]. We thought you would be interested in the event because [insert brief description of the event].

The event is free, but spaces are limited so please reserve your spot by registering online [insert link]. You can also follow and tweet about the event with #BeingHuman18!

Additional information is below. We hope you [and your friends/students/colleagues] will join us.

[Insert when, where and any other necessary details]

# GDPR guidance

The Data Protection Act 1998 has been replaced by the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018. These new laws create more duties for organisations and strengthens the rights of individuals. It toughens up the sanctions against organisations that breach the regulation.

The festival needs to ensure that it complies with the relevant legislation (General Data Protection Regulation and Privacy and Electronic Communications Regulations) in regards to its direct marketing by email. 'Direct Marketing' in terms of this legislation covers advertising goods and services and promoting events or projects. 'Direct Marketing' relates to communications with individuals – mailing to 'Department of History' or info@company.com does not constitute 'Direct Marketing'.

| | Individual personal email address (e.g. john.smith@personal.com) | Individual professional email address provided on company website (e.g. john.smith@professional.ac.uk) | Generic **non-**personal email address (e.g. info@company.com) |
|---|---|---|---|
| How can I obtain it? | Obtained from the customer in course of a purchase, event sign up OR Customer signs up to a University mailing list | Obtained from the customer in course of a purchase OR customer signs up to a University mailing list OR found on company website | Found on company website |
| Data Protection grounds for processing | Consent | Consent OR (When **obtained from a website…**) Necessary for the legitimate interest of marketing goods and services to professional, whose contact details in public domain | Not personal data and therefore not Direct Marketing and not covered by regulations |
| Compliance with Privacy and Electronic Communications Regulations | Individual has consented OR University has obtained the contact details in the course of booking for an event or purchase of Service/goods to that person and University is offering similar products or services ("soft opt in") | 'Corporate subscriber' exemption | 'Corporate subscriber' Exemption |
| How do I communicate with individuals? | Emails explain who you are, why have the details and gives individual clear **opportunity to opt-out** | Emails explain who you are and gives individual clear **opportunity to opt-out** | Emails explain who we are and gives company clear **opportunity to opt-out** |
| What happens if individuals ask not to be contacted? | They must be added to a 'suppression list', which keeps skeleton information to allow us to ensure this person is no longer contacted for the purposes of direct marketing | They must be added to a 'suppression list', which keeps skeleton information to allow us to ensure this person is no longer contacted for the purposes of direct marketing | They must be added to a 'suppression list', which keeps skeleton information to allow us to ensure this person is no longer contacted for the purposes of direct marketing |

Consent has to **be…**
Freely given – Person must be given a choice, and be able to retract that consent (unsubscribe) at any time.
Specific & Informed – What they are providing consent for you to do with their data must be stated clearly – with a privacy statement or link to privacy statements provided etc. Your communications department should have one of these.
Auditable – You need to keep a record of the consent you have obtained and the relevant privacy statement they have signed up to against each customer record