



Being Human 2019

Organiser Guide

Contents

How to use this guide.....	3
Promotional checklist and page guide.....	4
At-a-glance timeline	5
About the festival	6
Branding	9
Template materials.....	9
Programme details	10
Press	11
Digital promotion	15
Stakeholder engagement	18
GDPR guidance.....	19

This document is available for download via our 'Event organisers' page [here](#).

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 the best possible chance of success and join 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.

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.

Main contact

The main festival inbox is the best point of contact, as it is always monitored by the full team, and we can respond to specific queries from there. Please contact us at beinghuman@sas.ac.uk

Individual contact details

Michael Eades, festival manager and curator
Michael.Eades@sas.ac.uk, +44 (0)20 7862 8693

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Key points to take away

1. Emphasise 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 social media and tweet and share pictures using the festival hashtag #BeingHuman19.
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?	5 - 9
Finalised programme details? Date Time Location Title Description Promotional image	10
Uploaded your event on to the Being Human website? (details available in July) Checked instructions prior to uploading event Finalised booking for you event Uploaded event information (including booking link)	10
Worked with local press to gain publicity for the event? Calendar listings Distributed a press release Sent personalised pitch emails to relevant journalists Sent personalised invites to press to attend the event Considered having one of your spokespeople write a piece about the event for submission to local media outlets Considered advertising your event in local press or other outlets	11 - 14
Promoted the event via social media? Incorporated into relevant existing campaigns Used the #BeingHuman19 hashtag and tagged @BeingHumanFest where relevant Encouraged others in your organisation or network to promote via social media	15 - 16
Highlighted the event on relevant websites? Institution homepage Department homepage Calendar listings Institution/department blogs	17
Engaged with stakeholders to aid in promotion? Partner organisations Speakers, performers, panellists or others involved in the event programme Community groups with links to your target audience Internal colleagues (your institution's events team, press office, public engagement officer, publications team, etc.)	18
Created materials to promote the event? Poster/flyer (templates available online in August) Email invite Email signature Web banner/spotlight Twitter and Instagram graphics and images Up-to-date mailing lists of potential event attendees	9

At-a-glance timeline

Date	Milestone	Details
Before the festival		
13 June	Being Human masterclass	An opportunity to meet others involved in the festival, meet the festival team, and get some tips on best practice.
2 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: <ul style="list-style-type: none"> • Finalised date • Time and location • Finalised event title and description • High-resolution image (300 dpi minimum). If image provided is unsuitable, we will source one. • Designated local contact for event enquiries. (This will be displayed on our festival website along with event details.)
September	Build up to festival week begins	This includes (but is not limited to): <ul style="list-style-type: none"> • Print programmes distributed • Social media campaigns • Public relations pitching • Event info sent via mailing lists, other networks • Calendar listings and website spotlights
October	Online programme goes live	Online events system goes live. Time to start making a big noise about your events!
October	Evaluation materials distributed	Evaluation forms will be made available to all organisers to be distributed to attendees at each event. A link to an online survey will also be made available.
During the festival		
14-23 Nov	Festival!	Activities during this time include: <ul style="list-style-type: none"> • Running events • Highlighting activities via social media with the #BeingHuman19 • Conducting interviews with the media • Sending photographs from events to the Being Human team • Submitting posts about events to the Being Human team for Being Human daily blog • Livestreaming events • Distributing evaluations to attendees
After the festival		
24 Nov	Festival officially over	Activities after the festival include: <ul style="list-style-type: none"> • Collecting evaluations to send to the Being Human team • Posting wrap-up blogs • Sending any additional photos or highlights to the Being Human team for promotion on Being Human website and materials
20 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 2020	Deadline for invoice submission	If you have received funding from the festival, you will receive a purchase order and invoicing instructions. Please invoice us by 31 January 2020 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 2019.

Being Human 2019 will take place Thursday 14 November - Saturday 23 November, with festival activities focusing on the theme 'Discoveries & Secrets'.

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

The core objectives of the festival are:

- to demonstrate the value and relevance of humanities research to society in the UK and globally;
- to encourage, support and create opportunities for researchers to engage with non-specialist audiences;
- to embed and join together public engagement activities in the humanities across the higher education (HE) sector.

Nationwide reach

The Being Human festival takes place at locations right across the UK. We also have a small programme of international activities. 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 School of Advanced Study. The focus of central activity is to coordinate the national festival (e.g. 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 (e.g. timelines, event upload and copy, event guidance).
- Assisting with communications and press queries.
- Promotional templates (available for download).
- Advice on developing and delivering events.
- 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 contain marketing hints and tips as well as template press releases;
- 'best practice' case studies containing tips on 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.) and 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 a 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.

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, we are limited in the amount of central marketing support that we can give to individual organisers and events. To make the most of participating in the festival, it is therefore essential that you think carefully about the specific audience that you 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 your activity. For example social media is great for some groups, but an old-fashioned flyer run might be much more effective for others.

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 encouraged 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. Please note if you have received an award for your event it is a condition of funding to participate in the Being Human evaluation.

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 2020.

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 14–23 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 14–23 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 really rewarding. The main benefits that people articulate include the festival:

- 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 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 can be found in the '[case studies](#)' section of our website.

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 19 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 Myriad Pro. If you do not have access to these typefaces, we recommend that you use Georgia (for Calvert) and Microsoft Sans Serif (for Myriad Pro).

Colour palette

The codes for our festival colours are listed below.

	CMYK 100 89 17 5 RGB 0 56 136 HEX 003887		CMYK 0 48 88 0 RGB 255 153 51 HEX FF9933
	CMYK 70 5 36 0 RGB 57 179 172 HEX 39B3AC		CMYK 52 77 4 0 RGB 138 86 156 HEX 89579C
	CMYK 184 39 123 RGB 184 39 123 HEX B8287A		CMYK 10 82 87 1 RGB 217 83 56 HEX D95338
	CMYK 54 20 100 3 RGB 133 161 48 HEX 85A130		

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

We will ask you for event copy at a couple of points throughout the year. Please keep in mind that we will edit this (as lightly as possible) to match the festival's house style. As our goal is to make humanities research accessible to everyone, we want to present all activities using simple and jargon-free language that will capture the public's imagination.

Being Human festival produces listings in both print and online versions. Every activity that features in the festival is listed online, however it is not always possible to fit every activity in the print brochure. The national booklet 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, we will sometimes highlight series and clusters of activity rather than listing every single event. This might mean, for example, that if you are organising multiple smaller activities we may focus on one or two key events, while 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 2 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. Again, please note that *we reserve the right to edit these descriptions for length, accessibility and to match our house style. Please also be aware that there is a character limit for titles and these need to be engaging and accessible for a public audience. We may therefore work with you to refashion your title.*

Photographs / promotional images

We require one high-resolution image (minimum 300 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. We do not include logos as a substitute for images. 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 or fit house guidelines.

Press

Introduction

One of the goals of the festival is to secure media coverage across the UK to elevate the Being Human festival's message and engage the public in humanities research more broadly. While the central team will focus on getting coverage in 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 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
- Connect to broader themes and the current news agenda
- Highlight surprising local stories

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 2019, 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 14–23 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 2018 Being Human encompassed a programme of 250 events in 56 towns and cities across the UK, with a total estimated audience of 20,000.

The 2019 festival is themed around 'Discoveries & Secrets'. 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 14–23 November 2019**
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 and Instagram at [@BeingHumanFest](https://twitter.com/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 resources, facilities and academic opportunities across a wide range of subject areas for the benefit of the national and international scholarly community. Last year SAS welcomed 892 research fellows and associates, held 1,903 events highlighting the latest research in the humanities, received 25.9 million online visits to its research resources and platforms, and hosted 173,493 visits to its specialist libraries and collections. The School also leads Being Human, the UK's only nationwide festival of the humanities. Find out more at www.sas.ac.uk or follow SAS on Twitter at [@SASNews](https://twitter.com/SASNews).

5. **The Arts and Humanities Research Council**, which is part of UK Research and Innovation, 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. This financial year the AHRC will spend approximately £98 million to fund research and postgraduate training, in collaboration with a number of partners. The quality and range of research supported by this investment of public funds not only provides social and cultural benefits and contributes to the economic success of the UK but also to the culture and welfare of societies around the globe. You can find out more information via ahrc.ukri.org or following us on Twitter at [@ahrcpress](https://twitter.com/ahrcpress), on Facebook at [@artsandhumanitiesresearchcouncil](https://www.facebook.com/artsandhumanitiesresearchcouncil), or Instagram at [@ahrcpress](https://www.instagram.com/ahrcpress).

6. **The British Academy** is the voice of the 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 further information, please contact the British Academy press office on press@thebritishacademy.ac.uk or 020 7969 5273 / 07500 010 432. www.britishacademy.ac.uk. Twitter [@BritishAcademy](https://twitter.com/BritishAcademy)

Q&A for spokespeople

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 hundreds of free events sharing the new and exciting thinking in the humanities. This year, the festival promises 10 days of big ideas, big debates and engaging activities for all, themed around 'Discoveries & Secrets'.

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 (BA), the festival will be held for 10 days from 14-23 November with activities held in towns and cities across the UK.

At heart, the festival is all about making research in the humanities – from art history to philosophy, history to classics, and literature to languages – accessible and fun for as many people as possible.

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 sixth year, the festival is an annual fixture and is growing in ambition every year. In 2018, 20,000 people attended over 250 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 three of the 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 an essential 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](https://twitter.com/BeingHumanFest)

Facebook | www.facebook.com/BeingHumanFest

Instagram | [@beinghumanfest](https://www.instagram.com/beinghumanfest)

YouTube | <http://bitly.com/beinghumanfest>

Flickr | www.flickr.com/photos/beinghumanfest/

The 2019 hashtag for digital promotion is **#BeingHuman19**

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.

Where possible, we encourage you both to tweet individually and to engage with your institution's central or departmental social media accounts to promote the Being Human festival and your involvement in it.

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 [@BeingHumanFest](https://twitter.com/BeingHumanFest). Please tweet before, during and immediately after your event using the hashtag **#BeingHuman19** 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.

Some tips:

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 to 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 (avoiding specialist language) 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 activity. This is about drawing connections between research and people's everyday experiences.

Facebook

The festival has a Facebook account [@BeingHumanFest](https://www.facebook.com/BeingHumanFest) - 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 2019 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 **#BeingHuman19** and tag our Instagram handle [@beinghumanfest](#).

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.

Digital Promotion 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 tag us @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 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/venues. 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*.

Websites & blogs

Being Human festival website

The festival website at <https://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 attach at least one jpeg hi-res image or video to be used 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, such as your University or Institution's main site, or department specific site, with a link to <http://www.beinghumanfestival.org> and your designated event page when it is available at the end of September.

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? 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 #BeingHuman19!

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.