

## Promoting events

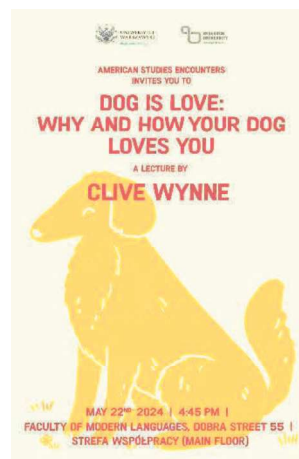
1. WN's "Sekcja Strategii i Komunikacji" can prepare posters and social media images for academic events for you. Please email them the complete proofread text, necessary logos, and some ideas for the poster or an image to work with. Depending on what you need, you may ask for a poster (A4/A3), a banner for FB events and screens (16:9), and IG/FB images (ideally 1:1).
2. This year, the banners on screens at Dobra are free and can also be ordered via the SSK.
3. The posters can be printed at the library.
4. To post content on our social media accounts, please send it to Anna Pochmara ideally ten days before the event ([a.pochmara@uw.edu.pl](mailto:a.pochmara@uw.edu.pl)). The minimum information needed to create an FB event is the guest's name, affiliation, title of the talk/event, time, date, a room number or Zoom/Meet link, and an image. An abstract and a bio are warmly welcome as well. All information should be in English.

Examples of banners, posters, and images for social media:

Banner for screens  
(send it to WN's Sekcja  
Strategii i Komunikacji)



Poster for print  
(print it at BWN)



Social media image  
(send it to  
[a.pochmara@uw.edu.pl](mailto:a.pochmara@uw.edu.pl))

