

International Legal Research Group

on Human Rights and Technology

Promotion ideas + calendar

How can you promote ILRG?

- **Share the promotional materials of ELSA's Facebook, Instagram and LinkedIn pages.** Do not limit yourself to sharing it merely with the Facebook page of your Group – you can also share the post yourself and encourage your Board, Directors, Assistants and other team members to do the same.
- **Share the materials in relevant “target group” visibility platforms.** This can be social media groups of your law faculty, social media groups of international students in your city, online fora for law students at your university etc. – be creative!
- **Promote the event during lectures.** We know that Covid-19 impacted university life as well but try to ask professors to give you 5 minutes at the beginning of the lecture. ILRG is a great opportunity for students, even at their first year of university, to gain supervised research experience and become internationally published. Do not forget to ask permission of the professor before presenting. You may also find inspiration from the presentation and power point templates supplied to you.

How can you promote ILRG?

- **Feature in your faculty's newsletter or magazine.** Most faculties have at least one internal newsletter or magazine, reaching all students at once. Sometimes there is even a newsletter specifically for international students, who are great potential ILRG authors as they will study in English.
- **Organise promotional events.** This can range from a general human rights-based event where the ILRG is mentioned, to organising an informational event specifically for the ILRG (online info session counts as well). This can ideally be connected to a training or workshop on how to conduct legal research.

Promotion Calendar

16 December – ILRG Video – Facebook and Instagram post

19 December – ILRG Takeover – Instagram stories

20 December – ILRG testimonial – Facebook, Instagram and LinkedIn post

22 December – ILRG post – Facebook, Instagram and LinkedIn post

25 December – ILRG Testimonial (5 days left) – Facebook, Instagram and LinkedIn post

27 December – ILRG post (3 days left) – Facebook, Instagram and LinkedIn post

29 December – ILRG post (one day left) – Facebook, Instagram and LinkedIn post

30 December – Last chance to apply post – Facebook, Instagram and LinkedIn post