Innis College Venues

Promotions Guide

We can help promote your event through our website, social media channels, and on-site digital signage. Here's what you need to know:

While we do our very best to promote your event, this free service is based on our staff availability at the discretion of management. Providing the following information about your event will help us to help you to get the word out.

General info — what we need from you

- Please provide the following links: link to event page (Eventbrite, website, Facebook event), link for event organizers.
- Event description, including start and end time, admission cost (link to online ticket sale, if applicable). Event description MUST be 200 words or less. Please ensure your copy is clear, concise and includes all pertinent information.
- Please send this finalized event description via email or email attachment to rentals.innis@utoronto.ca
- Once posted, we cannot change this description.

Happening@Innis website — what we need from you

Event poster in JPG or PNG format, set to 16:9 (landscape) proportions. (Maximum image size is 2 MB; images larger than 2 MB will not be posted; finalized images only.)

Social media — what we need from you

- To post your event on any Innis Town Hall social media platform, we require a JPG or PNG event poster or image — in addition to the event description specified above. Optimal dimensions for cross-platform posting are 1080 px wide by 566 or 1080 px high (i.e., 1.91:1 landscape or square).
- Please provide relevant social media handles (e.g., @YourCompany) for all desired platforms and we will do our best to tag you and your event partners.

- Please note that we are unable to participate in the promotion of or arrangement of social media contests, solicitations of donations, or film festival submissions processes.

Facebook (**Innis Town Hall**): Please like/follow our page and tag us in your event promotion. If you have a Facebook event, we can add this to our page for you. We will also include your event in our weekly event-roundup post. Individual event promotion posts may be possible, depending on staff availability.

Twitter (**@innistownhall**): Please follow us and tag us in any tweets regarding your event and we will do our best to retweet in the week/days leading up to your event. Unless content is provided to us tweets will include event date, time, and a link to your event listing on our website.

Instagram (**@innistownhall**): Please follow us and, for any posts related to your event, set the location to "Innis Town Hall" and tag us. We will do our best to share to our story. If you share content with us, we will do our best to post to our grid.

Digital signage — what we need from you:

East Atrium:

- Please ensure all images, posters, and slideshows are formatted to fit a 1920 x 1080 resolution. The East Atrium screen is in landscape orientation.
- We can add a pre-supplied event poster following the above layout to our rotating event slideshow of upcoming events.
- During your event this poster can act as a dead card to brand the East Atrium space, or you can supply a slideshow of your own in a PowerPoint or Keynote format. Slideshows must be pre-made and submitted to us in advance of your event.

North Lobby:

- Please note that the North Lobby screen is not always available for use. Events requiring live streaming or video recording will mean this screen is turned off for the duration of your event.
- Please ensure all images, posters and slideshows conform to a 1080 x 1920 resolution. The North Lobby screen is in portrait orientation.

Innis College
University of Toronto

2 Sussex Ave
Toronto, ON M5S 1J5
Find Us >