



UNIVERSITY HOSPITALS KINGSTON FOUNDATION

Social Media and Media Outlets

Social media can be a powerful tool to help drive people to your event page and it allows you to reach a wider audience. With each person that “shares” your message, it is like a personal endorsement for your event. University Hospitals Kingston Foundation utilizes Social Media to share and repost information that our Community Event organizers post for their events.

There are different sites that you can use to best promote your event:

- Facebook
- Twitter

Social media is not the only free advertising avenue you can take; Kingston is full of additional media outlets that you can use to promote your event. Media outlets refer to radio, newspaper and television. Free event promotion and publicity will help increase public awareness and support for your event resulting in an increase in the money raised. Below is a list of website which offer free event listings:

Radio

1. 98.9 The Drive
<http://www.iheartradio.ca/98-9-the-drive/contact-us>
2. 98.3 Fly FM
<http://www.iheartradio.ca/98-3-fly-fm/contact-us>
3. KRock 105.7 FM
<http://www.krock1057.ca/contact-us>
4. Kiss 102.7 FM
<http://www.kiss1027.fm/contact-us>
5. Country 93.5 FM
<http://www.country935.ca/contact-us>
6. FM 96
<http://www.963bigfm.com/concerts-events/>
7. kingstonevents@sunmedia.ca
8. whig.listings@sunmedia.ca

Newspaper

1. The Whig
<http://www.thewhig.com/events>
2. Kingston Region – Create free account to submit event
<http://www.kingstonregion.com/user/login>
3. Kingston This Week
<http://www.kingstonthisweek.com/events>

Television:

1. CKWS
<http://www.ckwstv.com/events/>