CHINA TOWN HALL
LOCAL CONNECTIONS, NATIONAL REFLECTIONS

2025 Promotional Guide for Local Partners

One of the main responsibilities for all **#CTH2025** partners is promoting the program within the local community. This guide highlights best practices used by organizations like yours over the program's eighteen-year history to maximize outreach and engagement.

General Guidelines

- Feature the **date, time, and address** of your event on all promotional materials.
- Include **registration information** to make it easy for guests to RSVP.
- Write "**CHINA Town Hall**" with "CHINA" in all caps to maintain branding consistency.

Social media

We recommend using your **Twitter/X, Facebook, LinkedIn, Instagram, TikTok, WeChat, and Weibo** accounts to promote your event as well as the national webcast.

- Tag **@NCUSCR** in all posts so we can share your event with our 230k followers.
- Use the official hashtag **#CTH2025** to generate buzz.
- Re-share **@NCUSCR posts** about **#CTH2025.**
- Create a Facebook Event for your event; invite [@NCUSCR](#) as a co-host.
- Tag your **facilitator** if they are active on any of the above social media platforms.
- Encourage facilitators to promote the event on their platforms as well.
- Post relevant **multimedia and articles** related to your facilitator and topic.
- You can find a list of National Committee social pages [here.](#)

Emails

- Send regular **event reminder**s to your subscribers (e.g., **four weeks, two weeks, one week, and the day before**).
- Include **event details** in your e-Newsletters.
- Use a compelling subject line to increase open rates, such as 'Join Us for CHINA Town Hall 2025 – Register Now!'
- **Subscribe** to NCUSCR's [event eAlerts and monthly e-newsletter](#) and re-share #CTH2025 news with your subscribers.

Community Outreach

- Reach out to **relevant groups** that might be interested in China-related programming and encourage them to share event details with their networks. These may include:
  - Academic departments and **student organizations** at colleges and universities.
  - Affinity groups, cultural organizations, and international affairs societies (?).

- o **Business councils, local chambers of commerce**, and community centers.
- o **Institutional email lists** and networks within your industry.

Media Outreach

- Ask **local newspapers, radio, and TV stations** to publicize your event and list it on community event calendars.
- If your facilitator is interested in **additional programming,** pitch an interview to your local radio/TV station.
- Draft a press release and share it with local media contacts. A sample template is available [here](#).

Flyers

- Hang **flyers** around town and on campus. A sample flyer for download is available [here](#), and as an editable [template](#) on Canva.
- Consider including a **QR code** on flyers linking to the registration page for easy sign-ups.

Quick Links

- [Event Page](#) (all local partner materials are available here)
- [Press Outreach Guide & Press Release Template](#)
- [Logos, Social Media Graphics & Headshots](#)
- [Sample Flyer PDF](#) and [Editable Canva Template](#)
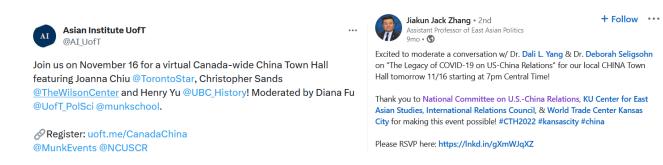- [National Committee Social Pages](#)

Social Media Examples

Calls to Action

Encourage your followers to take action (attend your event) by using imperative verbs (e.g. "Register today," "Join us," "Find out more," etc.)

Always include the **date, time (local time), and location** of your event in your posts to ensure clarity.

Asian Institute UofT
@AI_UofT

Join us on November 16 for a virtual Canada-wide China Town Hall featuring Joanna Chiu @TorontoStar, Christopher Sands @TheWilsonCenter and Henry Yu @UBC_History! Moderated by Diana Fu @UofT_PolSci @munkschool.

🔗Register: uoft.me/CanadaChina
@MunkEvents @NCUSCR

Jiakun Jack Zhang · 2nd   **+ Follow**   ···
Assistant Professor of East Asian Politics
9mo · 🌐

Excited to moderate a conversation w/ Dr. Dali L. Yang & Dr. Deborah Seligsohn on "The Legacy of COVID-19 on US-China Relations" for our local CHINA Town Hall tomorrow 11/16 starting at 7pm Central Time!

Thank you to National Committee on U.S.-China Relations, KU Center for East Asian Studies, International Relations Council, & World Trade Center Kansas City for making this event possible! #CTH2022 #kansascity #china

Please RSVP here: https://lnkd.in/gXmWJqXZ

URLs and QR Codes

Direct your followers to an **RSVP form or website** with **registration information** to ensure that they can sign up for your event.

- **For online posts:** Use **URLs** to direct followers to the registration page.
- **For printed materials and image-heavy graphics:** Add a **QR code** linking to the registration page. QR codes allow attendees to easily share event details with their networks without needing extra text.

Black China Caucus
@BLKChinaCaucus   ···

Tomorrow is the day! Join @BLKChinaCaucus and our partners @NCUSCR for the 2022 #China Town Hall program featuring former US Ambassador @JonHuntsman and #BCC members @clark_noatlanta, CEO of MenKou LLC and @gmfus China Analyst @barros_bryce!

us06web.zoom.us/webinar/regist...

CHINA TOWN HALL
LOCAL CONNECTIONS, NATIONAL REFLECTIONS

Join communities across the United States in a national conversation on China
Wednesday, November 16
5PM (CST) on Zoom
DePaul University
RSVP: bit.ly/depaulcth2022

Featuring former U.S. Ambassador to Russia, China, and Singapore, Jon M. Huntsman Jr., and an on-site discussion facilitated by Peggy Blumenthal at DePaul University. Chicago. IL.

Graphics & Flyers

Visual content consistently receives more engagement than plain text. To create effective social media graphics and flyers:

- Use free online software like Canva or Piktochart, or design software like Photoshop or InDesign to

create social media-compatible graphics and flyers with key event information or content related to your facilitator

- If using Microsoft Word to create a flyer, save it as a PDF, then convert it to .JPG, .PNG, or .GIF for social media sharing

- Alternatively, download and use the sample social media cards available on our website.

Short Videos

Short videos on TikTok, Douyin, Instagram Reels, and YouTube Shorts are increasingly widespread and effective ways to reach an audience. If you are active on video platforms, consider filming a personal invite to the #CTH2025 event, sharing date, time, and location.