



# The Association of Black Psychologists

## Ways to Advertise the Essay Contest

### I. Advertising in Schools

- a. Suggested departments to target
  - i. Psychology department
  - ii. Stem Center (if applicable)
  - iii. History Department
  - iv. Sociology Department
  - v. Political Science Department
  - vi. African American Studies
- b. Suggested persons to target
  - i. Department chairperson
  - ii. Area Coordinator
  - iii. Secretary-They can assist in directing you in the right direction

### II. Advertising in Organizations

- a. Suggested Organizations to target
  - i. Student ABPsi chapters
  - ii. African Student Associations
  - iii. African American Fraternities & Sororities (i.e. Delta, Alpha Kappa Alpha)
  - iv. The Black Public Health Student Network
  - v. Black Student Union
  - vi. Black MBA Student Associations
  - vii. Psychology Honor Societies
  - viii. Racially and Ethnically Mixed Student Associations
  - ix. Black Men and Black Women Organizations
  - x. Student Hip Hop Organizations

### III. How to make contact with Organizations

- a. Attend organization events to gain direct contact
- b. Suggest Co-sponsoring in the future if they would help advertise on their website or at their events
- c. Check school websites under student organization
- d. Make flyers advertising the contest at your next event or just get permission from your school to put up flyers around your department and around the school.

### IV. Other Ways to Advertise

- a. Websites
  - i. Get permission from orgs to advertise on their social media (i.e. twitter, face book, instagram etc. )
  - ii. Advertise on local ABPsi student circle chapters, professional chapters, and national website and social media
- b. List serves
  - i. Advertise on national ABPsi list serve
  - ii. From your local events, start getting emails so you can send information out to attendees
  - iii. After you make connections with other organizations, send a generic email to the contact to blast out on their list serve