

Date: 09/20/2022

To: Students' Union Council

Re: Vice President Student Life 2022/23 Report #10

Hello Council, I am sharing with you ways in which you can get involved with BTR. If you have any questions about my portfolio, please reach out to me before our council meeting.

Action Required Break The Record Content to Share

BREAK THE RECORD IS 1 WEEK AWAY!!!

I am counting on YOU ALL to help #BreaktheRecord! We need 6500 players and this is how you can help:

This is essentially a campaign - the goal is to promote and get students to RSVP

Each councillor should aim to have 50-100 RSVPs - that's 10-20 a day.

1on1 with students

- There are two important things to mention when meeting with students. Sharing general event information and getting them to RSVP
- Having good energy is vital in letting students know how fun this is going to be

DM

- DM your friends and constituents and get them to RSVP so we keep track of how we're doing.

Class talks

- Do class talks for the classes you're in
- Remember to get permission from your professor before presenting
- Share general event information and share the QR Code for students to RSVP

Social Media Promotion

- Repost BTR content from UASU.UAlberta
- Promote the Giveaways when they go up and tag your friends

Utilize your networks

- If you're part of a club, team, SRA, etc share this information with them
- Make sure they're also getting folks to RSVP

Resources and KM

- Here's the [official media kit](#) with various social media materials you can post and [added copy and fun facts for reference](#).
- Here's a quick reminder of what to include in your posts:
 - Event information
 - September 23rd, Varsity Field
 - Registration starts at 3PM, game starts at 4PM
 - It'll be fun!
 - It's a community-building event
 - No experience required
 - All players get a free shirt
 - Be part of dodgeball history!
 - Info and RSVP at [breaktherecord.ca](#)
 - Tag @uasuevents and @uasu.ualberta on Instagram
 - Use #BTRualberta
- Other posts you can do:
 - Share the BTR promo video! Available on youtube:
<https://www.youtube.com/watch?v=Y3M4f5uuPi8> (Reel/tiktok cut coming soon!)
 - Share Break The Record posts from @uasu.ualberta and @uasuevents!
 - Add [breaktherecord.ca](#) to your bio!

You can get ready for the Break the Record challenge by reading our [Frequently Asked Questions](#)

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