**Marketing your Club or Society**

Whilst there’s no winning formula for marketing your club or society, there are plenty of ways to get your message heard throughout the University of Worcester community and beyond, and the following information provides you with a good starting point. The SU is always happy to help and offer advice. Get in touch with us at sucommunications@worc.ac.uk and we’ll see what we can do.

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**Social Media**

Social media is your number one tool when it comes to marketing your club or society. It’s a quick and easy way for you to engage with your existing members, advertise your events, and provide a taste of what to expect for prospective students.

All clubs and societies should have a presence on social media, ideally across the three main platforms (Facebook, Twitter & Instagram). On Facebook, make sure your profile is a public page instead of a group, and ensure your Twitter and Instagram pages are also public in order to obtain maximum reach.

**SU channels:**

* #TeamWorc (for promotion of sports clubs, societies, volunteering and fundraising)
* The Hangar (for promotion of the bar and events)
* WSU Facebook (for general promotion of SU activities)
* WSU Twitter (for general promotion of SU activities)
* WSU Instagram (for general promotion of SU activities)

Make sure you frequently tag and engage with these channels, particularly #TeamWorc, so that we are aware of your events/activities and can share these to a wider audience where possible.

**Social Media Requests:**

If you would like us to promote something on your behalf, then you are required to fill out a request form (available on the Committee Resources Hub under ‘Marketing and

Website’). This provides students with a clear route for help with social media promotion. Please allow as much notice as possible in order for us to accommodate your request. We cannot always guarantee that your promotion will go ahead exactly as specified in your request if it’s submitted last minute or during a particularly busy period.

**Vice President Student Activities Social Media:**

Your VP Student Activities will be offering a range of promotional support across their social media channels, so make sure you are following them!

**Student Groups:**

Make use of the annual Facebook groups for new cohorts of students. Posts in groups perform much better in the algorithm and are more likely to be seen by other users.

**Tips for effective content:**

* Be engaging! Don’t use social media purely as a way to broadcast promotional information. Share things that your members might find interesting, ask questions or use the interactive features on stories to find out the opinions of your members.
* Post a variety of different media - photos, videos, links, graphics.
* Keep your content varied with things like behind the scenes activity, member spotlights and achievements, throwbacks, tips, photos of campus cat!
* Think about when you post – what time of day are your members most likely to be scrolling through social media.
* If you’re promoting an event, create an event page on Facebook or use the countdown feature on Instagram. Build anticipation.
* Be consistent across your platforms – use the same handles, profile pictures, cover photos.

**Physical Media**

One of the simplest forms of marketing is a well-designed poster or flyer. You shouldn’t rely on this as your only method of advertising, but it will help spread the word.

Make sure your posters are eye-catching and include all the key bits of information. Don’t overload it with text, however. Instead include a link or QR code to an event on Facebook or your page on the website with more information.

**The SU is able to distribute your posters and flyers in the following areas:**

* Clubs and Societies boards in the SU corridor
* The poster boards upstairs in The Hangar
* A3 clip frames in the SU (dependant on availability)
* A3 clip frames in the SU toilets (dependant on availability)
* St John’s Campus Reception Boards (dependent on availability)
* Charles Hastings Reception SU board
* St John’s and City Campus Halls (dependent on availability)
* Flyers - Tables in the SU and Hangar
* Flyers - Welcome Desk

**In order to do this, please:**

* Bring your posters to the SU Welcome Desk and ask them to be displayed. These will then be approved by the Marketing and Communications team.
* Specify where you would like them displayed.
* Bear in mind the size of your posters or flyers (ideally A3 portrait for posters and A5 portrait for flyers)

Please do not leave posters or flyers lying around without obtaining permission first.

**Digital Promotion**

Did you know that you can get your content uploaded to the digital screens in the SU? With a large footfall of students through the building each week, these are a great way to get noticed.

Please email your artwork in the below dimensions to sucommunications@worc.ac.uk in order to get your content uploaded.

* SubTV (landscape screens) – 1920x1080px saved as PNG
* Redbus (tall portrait screens) - 1080x1920 saved as JPG

**Worc Hard Play Hard**

Worc Hard Play Hard (WHPH) is a category of SU News written by and featuring students. The aim of WHPH is to provide students and club/society/network committees with another avenue of promotion, through the medium of news and written content. This will then be featured within the main news section on the SU website and then promoted by the SU and University across social media.

**What type of content are we looking for?**

* Post-game reports or analysis
* Event reviews and reflections
* Creative pieces (poems, short stories)
* Blogs related to a top or area relevant to your club or society
* Promotion of an upcoming event, charity fundraiser or campaign
* Featured members – individuals within your club or society that deserve recognition
* Experiences of members – ‘Secrets of a first year member of…’

Be sure to include lots of photos as well. It could be absolutely anything – be as creative as you want!

**How do I submit content?**

You can submit a first draft of content on the WHPH website, here: https://worchardplayhard.com/submit-your-entries/

If you would like to discuss any ideas prior to writing your content, we’d be more than happy to hear from you. Simply email sucommunications@worc.ac.uk.

**Using The Website**

Make sure you utilise your page on the SU website as best as you can. For prospective students, other than meeting you at the Sports and Societies Fair, your webpage is the go-to place to find out more about you. Here are some things you should definitely think about including:

* Photos
* ‘About Us’ section (what your club or society is about)
* Achievements and successes
* Meeting/training times (where applicable)
* Up to date contact details
* Up to date links to social media
* Info around inclusivity

You can also set up events on the website, and these will appear in the overall SU What’s On calendar on the website. There is also the feature to add news articles. For full details on how to navigate your webpage, check out the guide located on the Committee Resources Hub under ‘Marketing and Website’.

**Stalls**

Stalls are a great way to get out and about and speak to other students outside of your usual circles. You can book a stall in the SU, either in the area by the Welcome Desk or in The Hangar, at any time Monday-Friday.To book a stall, email sucommunications@worc.ac.uk, and let us know when you want it and the reason why. Make sure you email us at least a couple of weeks in advance as we’ll need enough notice to get everything set up for you.

It is also possible to get a stall at Main Reception or City Campus by emailing receptionbookings@worc.ac.uk. Again, make sure you provide them with all the relevant information and let them know well in advance of when you want the stall.

If you have a stall, make sure you are prepared and know exactly what you want to offer. Make your stall eye-catching, stand up, look friendly and don’t be afraid to grab the attention of students as they walk past.

**Give it a Go (GIAG)**

GIAG allows you to run events aimed at giving interested students a taste of what your club or society is about. There is dedicated branding, including logos and poster template designs, that you can use to promote your GIAG sessions. For more information around this, visit: <https://www.worcsu.com/sports_activities/giveitago/>

**Designing Your Promotional Materials**

You don’t need to be a graphic designer in order to create eye-catching posters and digital promotion. There are various free and easy to use resources for you to utilise:

* Canva: <https://www.canva.com>
* Adobe Spark: <https://spark.adobe.com>
* Snappa: <https://snappa.com>
* Easil: <https://about.easil.com>
* Crello: <https://crello.com>

Remember that there are different dimensions for different platforms: <https://sproutsocial.com/insights/social-media-image-sizes-guide/>. If you are working with the SU on running a large-scale event or campaign, there may be the opportunity for the SU to develop your promotional materials. Please email sucommunications@worc.ac.uk to discuss this further.

Official SU logos are available to download from the Committee Resources Hub under ‘Marketing and Website’.