

Marketing your Club or Society

Promotion via SU Social Media, Website and Noticeboards

How to promote yourselves:

- Committee members should add events and news to your www.worcsu.com club/society page
- Tag us in Facebook, Twitter and Instagram posts
- Email sucommunications@worc.ac.uk your online and printed promotional materials (see guides below)
- Book stalls (sucommunications@worc.ac.uk) in the SU to promote your events, sell tickets and fundraise

Students' Union promotions:

Promote your club or society to a larger audience via the SU website news header, Facebook (#TeamWorc, Pear Tree and main Worcester Students' Union pages), Twitter, Snapchat and Instagram.

The SU will promote fundraising stalls or activities, productions, major ticketed social events, major launches and cup or league finals. Note that weekly BUCS results and fixtures are part of our regular promotion.

Guide to online SU promotions

Send all the event information and artwork to sucommunications@worc.ac.uk by Friday 9am for promotion from the following Monday. One week is the minimum promotion period you should aim for.

Include:

- Event name, time, date, location,
- Any entry costs or requirements and other information (the charity you are raising money for, what you want to achieve, details of the production etc.
- Twitter and Instagram handles and links to Facebook pages
- Images must be .jpg

Guide to poster/flyer promotion and printing

Bring posters (A3) and/or flyers (A5) to the SU Welcome Desk by Friday 9am for adding in the following Monday. Give Welcome Desk staff an expiry date for the posters.

To print at the SU Welcome Desk, email artwork to studentsunion@worc.ac.uk ensuring you provide:

- .pdf files of the artwork in either A3 size or two A5 to a sheet of A4 (we don't like wasting paper)!
- Quantity for printing

Welcome Desk staff will fill out one of the following forms (at the end of this document) and your club account will be debited for the amount. Either the Treasurer or Chair of the club or society will need to collect and sign to say they have collected.

Contact details

- WSU Facebook - <https://www.facebook.com/worcestersu/>
- #TeamWorc Facebook - <https://www.facebook.com/wsu.teamworc/>
- Pear Tree Facebook - <https://www.facebook.com/peartreebar/>
- Twitter - @WorcesterSU
- Instagram - @worcsu
- Snapchat - @worcsu
- Email (Marketing and Communications) - sucommunications@worc.ac.uk
- Email (Welcome Desk) - studentsunion@worc.ac.uk

Printing Request Form

Name: _____

Club/Society: _____

Date: ___ / ___ / _____

Student Number: _____

Photocopying – Per Side

Size	✓	Colour	No. of Copies
A4		£0.10	
	Total:		£
A3		£0.20	
	Total:		£

Size	✓	Black and White	No. of Copies
A4		£0.05	
	Total:		£
A3		£0.10	
	Total:		£

Laminating – Per Sheet

Size	Cost	Quantity:	Total:
A4	£0.60		£
A3	£1.20		£
Total Price:			£

OFFICE USE ONLY:

Book Updated (Date): ___ / ___ / _____

Paying Out form completed and sent to Finance: ___ / ___ / ___