Marketing your Club or Society

There are a lot of ways for you to market your Club or Society. And there are a lot of ways that the Students' Union can help you.

Social Media

Social media is your best tool when it comes to marketing. It's a quick an easy way for you to engage with your existing members and for attracting new students.

Make sure you have profiles set up on Facebook, Twitter, and Instagram. If you're using Facebook, set up a page instead of a group. Pages will get higher rankings in search results, which will increase the amount of traffic you get.

Your social media content needs to be relevant and engaging. Make sure you're posting varied content and speaking to your audience in the way they want to be spoken to. There are a few ways you can make sure your content is more engaging:

- Post different types of media – photos and videos will have greater reach and engagement than other content
- Include links to third party content – your followers and potential followers will engage with content from other sources that is relevant to them and their interests
- Make it a conversation – ask your followers questions and respond quickly to any questions they have – two-way engagement is crucial to building up good relationships
- Vary your content – don't post the same kind of thing over and over – keep it varied with things like behind the scenes activity, Club/Society member profiles, and roundups of recent Club/Society events (pictures of Campus Cat are also very popular!).

For the 2018-19 academic year, we have introduced awards for Social Media Club of the Month and Social Media Society of the Month. Each month our VP Student Activities will award these to the Club and Society who have produced the most engaging and effective social media. The winners will receive a prize provided by The Henagar.

The SU can also help you boost your social media presence. We have the following social media profiles:

- WSU Facebook – @worcestersu
- The Hangar Facebook – @TheHangarSU
- #TeamWorc Facebook – @wsu.teamworc
- WSU Twitter – @WorcesterSU
- WSU Instagram – @worcsu

Make sure you follow and like all of our profiles and tag us in your posts. We'll be able to share your content and help you reach a wider audience. Where possible, we're also happy to help you out by promoting your activities and events on our accounts. Just send us a quick message on any platform, or email sucommunications@worc.ac.uk, and let us know all the details.

Our Full-Time Officers also have profiles on Facebook, Twitter, and Instagram, so make sure you follow and like!

Physical Media

One of the simplest forms of marketing is to use a well-designed poster or flyer. This shouldn't be your only method of advertising, but it will help you spread the word.

Make sure your posters and leaflets are eye-catching and include all the information you want people to know. Though make sure they're not too text heavy! Just give people the basics and direct them to your social media profiles for all the information.

We have space throughout the SU and Hangar for you to distribute your promotional material. Just bring them to the Welcome Desk and we'll be happy to put them up for you. You can also put up posters around the University – just make sure you ask permission from the relevant people first!

Worc Hard Play Hard

Every semester, we produce a new edition of the Worc Hard Play Hard magazine. Worc Hard Play Hard is an opportunity for you to share your successes and upcoming events with other students at the University. We'll send out emails to all Clubs and Societies each semester asking for content for the magazine. You don't have to wait for us to email you. If there's something you want to be included, just send us a message with all of the information and make sure to include lots of pictures.

For the 2018-19 academic year, we've expanded Worc Hard Play Hard to include a digital platform on our website. This means we can have even more content from you and make sure it's always up to date. If you want to be included just get in touch with us via sucommunications@worc.ac.uk. We're happy to feature everything you guys are doing; match reports, event listings, fundraising, performances, and anything else you think students want to hear about.

Stalls

Stalls are a great way for you to get and out about and actually speak to other students if you're doing some fundraising, promoting an event, or just want to let people know about your Club/Society. You can book a stall in the SU, either in the area by Welcome Desk or in The Hangar, at any time Monday to Friday. To book a stall just email studentsunion@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's also possible for you to set up a stall at Main Reception or City Campus (receptionbookings@worc.ac.uk). Again, make sure you give them all the relevant information and let them know well in advance of when you want the stall.

Give it a Go

During Welcome Week and Refreshers Week we encourage our Clubs and Societies to run taster sessions as part of 'Give it a Go'. To get more information on 'Give it a Go', please contact our Student Engagement Coordinator via e.york@worc.ac.uk, or our Student Sport Administrator via l.beynon@worc.ac.uk.

We promote all 'Give it a Go' events via our social media, website, and digital and physical media. And if you're running a session yourself, make sure you share on social media using the hashtags #GiveitaGo, #TeamWorc, and #GetInvolved.

Sports and Societies Fair

The Sports and Societies Fair is held on the Wednesday of Welcome Week and is your chance to attract new members to your Club or Society.

The SU will contact you when you are able to start booking to attend the Fair for Welcome Week and there is a form that is required for you to fill out with the relevant information.

If you do not fill out the form by the requested deadline, may result in the withdrawal of your Sports Club or Society from the Sports and Societies Fair.

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