**Worcester Students’ Union Marketing and Communications – Marketing info for clubs and societies and promotion via the SU’s Social Media Platforms, Website and Noticeboards**

What we’ll assist in promoting

The Students’ Union is more than happy to promote extraordinary occurrences for Sports Clubs and Societies such as fundraising stalls or activities, productions, major ticketed social events, major launches, cup or league finals etc. Weekly BUCS results and fixtures will be compiled as part of our procedures anyways.

We will do this via our Facebook (mainly via the #TeamWorc page, the Pear Tree Page if the event is in the bar and also the main SU feed dependent on our schedules), Twitter, Snapchat, Instagram and our website news header.

What you can do yourselves

Add in any events and news items on the SU website on your team pages (team committees should have this access if they have paid their memberships), tag us in on Facebook, tweet us, tag us in on Instagram, send us promotional material to promote, send us posters and flyers to put up in the board in the Pear Tree corridor. Book in stalls in the SU to promote your events, fund raise, sell tickets by emailing [sucommunications@worc.ac.uk](mailto:sucommunications@worc.ac.uk).

**What you need to send to us – Social Media and Website**

* Send all the info on your event and the artwork to us at [sucommunications@worc.ac.uk](mailto:sucommunications@worc.ac.uk) by Friday 9am for promotion from the following week.
* Info we’ll need – 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. etc.)
* The Social Media and Promotions Assistant will check this account on Monday mornings to start posting.
* Any imagery please send us in .jpg format.
* Please send us links to your Facebook pages and Twitter and Instagram account handles, this will make finding you easier! ☺
* **NOTE –** send us information in plenty of time to allow promotion to take place. If your event is on a Tuesday, sending us the info by the Friday beforehand will only give you one day of promotion before the event day!

**What you need to do – Posters or flyers**

* Any posters or flyers you want in the noticeboard in the Pear Tree corridor, bring to the SU Welcome Desk by Friday 9am for adding in the following Monday. Welcome Desk staff will need to know how long the poster needs to stay up for so they can date stamp it.
* For anything you want printing at the SU Welcome Desk, send it via email to [studentsunion@worc.ac.uk](mailto:studentsunion@worc.ac.uk) Please make sure you provide the following:
  + The artwork as it is to be printed in either A4 or A3 – i.e. Don’t send a single A4 image and ask for it to be reprinted as A5s, provide an A4 which is two A5 sheets side by side.
  + The poster as a .pdf file (this is the best quality format for printing)
  + How many you want printing
  + If all this information is sent straight in then printing will be available for you quicker ☺
* Welcome Desk staff will fill out one of the following forms (at the end of this document) for you 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](mailto:sucommunications@worc.ac.uk)
* Email (Welcome Desk) – [studentsunion@worc.ac.uk](mailto:studentsunion@worc.ac.uk)

**Printing Request Form**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Club/Society: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_ / \_\_\_ / \_\_\_\_\_\_ Student Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Photocopying – Per Side**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Size** | **✓** | **Colour** | **No. of Copies** |  | **Size** | **✓** | **Black and White** | **No. of Copies** |
| **A4** |  | £0.10 |  |  | **A4** |  | £0.05 |  |
| **Total:** | | £ |  | **Total:** | | £ |
| **A3** |  | £0.20 |  |  | **A3** |  | £0.10 |  |
| **Total:** | | £ |  |  | **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: \_\_ \_\_ / \_\_ \_\_ / \_\_ \_\_*