

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 Students' Union 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 main few platforms - Instagram, Facebook, X (formerly Twitter), and TikTok. On Facebook, make sure your profile is a public page instead of a group, and ensure your X (Twitter), Instagram, and TikTok pages are also public to maximise your reach.

SU Channels:

- Worcester Students' Union (for general promotion of SU activities)
 - Instagram: [@worcsu](#)
 - Facebook: [Worcester Students' Union](#)
 - TikTok: [@worcsu](#)
 - YouTube: [@worcestersu](#)
- The Hangar (for promotion of the bar and events)
 - Instagram: [@thehangarsu](#)
 - Facebook: [The Hangar](#)

Make sure you frequently tag and engage with these channels, 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 Committees' Resource 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 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.

VPSA Social Media:

Your VP Student Activities will be offering a range of promotional support across their own 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 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 views and opinions of your members.
- Post a variety of different media - e.g., photos, videos, links, and graphics.
- Keep your content varied with things like behind the scenes activity, member spotlights and achievements, throwbacks, tips, and photos of our 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 - try to use the same handles, profile pictures, and 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 can distribute your posters and flyers in the following areas:

- Clubs & 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 The Hangar
- Flyers - SU Welcome Desk

To get your Physical Media out there, please:

- Bring your posters/flyers to the SU Welcome Desk and ask for them to be displayed. These will then be passed on to the SU Marketing Team for approval.
- 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 first obtaining permission.

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 dimensions below to sucommunications@worc.ac.uk in order to get your content uploaded.

- SubTV (landscape screens) - 1920x1080 saved as .PNG
- Redbus (tall portrait screens) - 1080x1920 saved as .JPG

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 Welcome Fair, your webpage is the go-to place to find out more about you.

Here are some things you should think about including:

- Photos
- 'About Us' section (what your club or society is about)
- Achievements & Successes
- Meeting/training times (where applicable)
- Up to date contact details
- Up to date links to social media
- Information around inclusivity

You can also set up events on the website, and these will appear in the overall [SU Events List](#) 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 to Webpage & Memberships' located on the Committees' Resource Hub under '[Marketing and Website](#)'.

Booking Stalls

Stalls are a great way to get out and about to speak with 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 book a stall at the University Reception areas at St John's Campus 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.

Once you have booked 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

The Give it a Go (GIAG) scheme supports you to run events aimed at giving interested students a taste of what your club or society is about. These sessions should take place at the beginning of each semester as you look to drum up interest in your club or society.

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 an expert in graphic design 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 Marketing Team to develop your promotional materials.

Please email sucommunications@worc.ac.uk to discuss this further.

An official SU logo pack is available to download from the Committees' Resource Hub under '[Marketing and Website](#)'. This includes the Worcester Students' Union logos, The Hangar logos, the RAG logo and the TeamWorc crest.

If you want to use the official University of Worcester logos, please visit:

<https://www2.worc.ac.uk/comms/publications.html>