

PROMOTING YOUR SOCIETY

Something you will eventually want to think about is growing your society and attracting new members throughout the year. Promoting your society can be broadly split into two categories: promoting online and promoting in person. This guide will go into detail on how to do both.

Promoting In Person

- One of the first opportunities you get to promote your society is the Societies Fair. If you have a stall, the SU will give you a budget for this. Think about what you could do that will make your society memorable and notable; be creative with it.
 - Also, keep in mind that the quality of your interaction with the student at the societies fair is what will make them more likely to return. Be approachable and engaging, maybe do an activity with them. For example, chess club played games of chess with students during the fair
- Leaflets and Posters are a great way to promote your society, but make sure that they have enough information on them to be worth while - if your leaflet is just a photo of your logo with no information on how to find you or when your meet ups are then students may struggle to find you.
 - Make sure that your posters don't cover up any health and safety information and make sure to take them down at the end of the year and when they're no longer relevant
- Use merchandise to promote your society - look into getting badges or stickers that you can give away for free, or t-shirts and notebooks that you could sell to members at cost
- Plan an on campus activation to engage with students - hand out freebies or do an activity in a popular campus space to reach new students that don't know you exist. Speak to the SU about how to do this
- Run taster sessions during Freshers and Winterfest, as many students who are not traditionally engaged with societies engage with those weeks.

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Promoting Online

- Keep the SU Website and Native updated with what you are doing and with your current branding and social media. The SU can make these changes and add events, but you need to tell us to
- Keep your social media active and engaging - keeping students updated on what you are doing means more new people will attend events. If you only promote your events in groupchat people who have not had the opportunity to join that will not know when events are happening
 - Utilise the membership function of the new website. The SU can send out mass emails to everyone subscribed to your society so encourage interested people to buy a free membership and send out information to everyone that way
- Getting the SU to approve your events requires some work, but it means we can promote your events in our weekly 'What's on this week' social media post. By adhering to the relevant policies and rules, the SU knows what you are up to and can promote it without you having to ask us to do so

The key things to remember about social media:



DO'S

- Use accessible fonts and colours
- Report any suspicious or harmful activity to the SU
- Post regular updates about your events and plans
- Give the SU your social media log ins so new society officers don't have to make new accounts
- Be creative!



DO NOT'S

- Post your or someone else's personal information, such as phone numbers or addresses
- Post photographs without people's consent
- Post content that could make people feel unsafe
- Post advertisements, endorsements or accept sponsorship deals without informing the SU

GROUPCHATS

A good way to build community is to have a groupchat, however there are some things you need to consider to ensure these spaces are safe.

WHO IS IN THE GROUP CHAT?

You should only be adding current students to your groupchats, as only SU Members are permitted to attend societies. Add people who have purchased a membership or who has attended an event. **Don't post links online that allow people to join without approval.**

WHAT DO YOU ALLOW ON YOUR GROUP CHAT?


Having clear guidelines on what is and is not allowed in a groupchat will help keep your members safe. Some apps will allow you to limit access until rules are agreed to (such as Discord), while others will allow you to pin a message with the groupchat rules

DOES THE SU NEED TO BE IN THE GROUPCHAT?

No, we do not. If your group is on Discord we would like you to invite us in case your society goes dormant and is adopted after you have graduated.

WHAT IS YOUR GROUP CHAT ON?

This might be a good thing to ask your members. Discord is very popular, as is Instagram. Some societies also use Whatsapp. Consider what is accessible and safe.



TOP TIP: You shouldn't only be active in one groupchat, as this prevents new members from finding you and your community from growing. Remember to keep a somewhat active social media and on campus presence to encourage new members. Keeping in touch with the SU and using things like Native and the weekly emails will also reach those students who do not use social media.