

Society How To Guide

Marketing and Communications

The Importance of Good Marketing and Communications

As a society you need to ensure members join and take part in your activities, collaborate and reach out to other societies and continually try and get other students to join in. All of these require student engagement which relies on Marketing and Communication.

Ensuring Students Join Your Society

There is a good correlation between the Societies with the highest membership and the success of that society. So therefore it is really important to try to get as many members as possible. We have societies with memberships of over 400 so high membership really is possible.

Benefits of having a large membership include:

- More income from that membership
- More members to attend your events and activities
- More members often hold your committee to account which hopefully means a more pro-active society
- Enables you to hold bigger events and activities
- Can potentially gain more income from events and activities
- More members to help run and organise events and activities

You can try to get student to join the society throughout the year, this will often mainly come through engaging with students in activities which is covered in the next section. Most of your recruitment however will come at the beginning of term in September and this is where you should really push for new members. The Students' Union provides a couple of amazing opportunities to help with this recruitment.

Freshers' Fair

We've got one of the biggest Fresher's Fairs in the country. It's one of the best days in The Students' Unions year. And should be the most important in a societies.

The Booking Form goes at the end of the academic year for the following September. Ensure that you have put your booking form in when it goes live to secure your space. Let us know what you are planning.

Here are a few tips:

- It's never too early to start planning for Freshers'
- The fair is your best opportunity to showcase your activity to the biggest audience.
- Don't forget to budget!
- The sky really is the limit...
- The earlier you start planning, the more successful your next year will be.

Give It A Go

Previously known as 'Watch It, Try It, Do It' we have relaunched our taster activity programme as 'Give It A Go'. The programme will run in September and January. This is your chance to run taster sessions so that students join your society,

Don't forget to:

- Promote your sessions through your social media channels
- Ensure the session is accessible for all students of all levels
- Be friendly – welcome any new students. More members is a benefit to your society.
- Follow Up – ensure you get in touch after to tell them more.

Ensuring Students Engage With Your Society

It's great that you have got so many members to sign up but what really makes a society is when all of those members are engaged. It is vital that you effectively communicate with your members. To do this we have a few tips:

- Don't rely on one method of communication. Not all students have facebook so don't forget to utilise multiple methods.
- Give members notice, if you are planning something let them know so they can get in in the diaries.
- Be responsive back. If a member messages you get back in touch with them so they know you are listening to them.
- Make sure you tell them but not too much. People like to be informed but not spammed.

Society Webpage

When you set up a society we create a Society Web page for you. It is located here - <https://www.thestudentsunion.co.uk/opportunities/societies/>. Once you have had your Development Meeting you are then given admin access to this site.

By logging into your student account on The Students' Union website you are able to access the web page admin tools. There you can:

- Add Events
- Add News Stories
- Message your Membership
- Monitor your Membership
- Look at Sales for tickets and items you are selling.

We will cover this in your society training but it is important to remember to keep this page up to date and utilise it.

Social Media

A few tips for Social Media:

- Don't have multiple pages or accounts. Try and keep the same accounts every year, it's less confusing and helps students engage.
- Keep them up to date with the relevant information including contact details.
- Use it as a way to ask your membership what they want with polls and surveys.
- Promote the activities you have done with pictures and blogs.
- Tell them how to join your society.

Our Brand

We want to ensure that people are aware that you are part of The Students' Union at UWE. There are many positive reasons for this for you as your society. We therefore ask that you are clear in promotion such as posters that you are part of The Students' Union. There are a few things when doing this to remember:

- We are 'The Students' Union at UWE' – please use our full name or 'The Students' Union'. Please do not use UWESU or UWE Students' Union.
- Please put our logo on all marketing materials. Please use the solid red logo which can be found here - <https://www.thestudentsunion.co.uk/resources/TheSUatUWE/Master-Logo-Solid-Red/>. However **please do not:**
 - Distort the logo or change its dimensions
 - Edit the logo
 - Cram it in. Give it space around it.

You can find more information on our brand here -

<https://www.thestudentsunion.co.uk/resources/TheSUatUWE/Brand-Guidelines/>

Other Things To Remember

Data Protection

In the course of your time on the Society Committee you may come into contact with or use confidential information about your members, for example their names and home addresses. The Data Protection Act 1998 contains principles affecting Society members and other personal records. Information protected by the Act includes not only personal data held on computer but also certain manual records containing personal data, for example employee personnel files that form part of a structured filing system. As Committee members you should only use details provided by members in relation to Society business and you should not pass them on to a third party (outside of the Students' Union). If you are in any doubt about what you can or cannot disclose and to whom, do not disclose the personal information until you have sought further advice from the Societies Coordinator. You should be aware that you can be criminally liable if you knowingly or recklessly disclose personal data in breach of the Act. A serious breach of data protection is also a disciplinary offence and will be dealt with under the Students' Union's disciplinary procedures.