

LANCASTER UNIVERSITY
STUDENTS' UNION



Reaffiliation 2021

PROMOTION

**WHAT IS
THE PURPOSE
OF THIS
PRESENTATION?**

Societies have struggled to engage with students this year due to COVID restrictions.

To help, this session will provide information and a platform for discussion on how best to promote your society now that restrictions are easing.

WHY IS PROMOTION IMPORTANT?

- Ensuring your society is sustainable
- Ensuring your events are economically viable
- Making sure your events are successful!





WHAT CAN YOU DO?

**LANCASTER UNIVERSITY
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SOCIETY PROMOTION



Define your society objectives



Target audience for membership

Branding

EVENT PROMOTION: SOCIAL MEDIA AND UNION CLOUD



- Advertise early
- Include as much information as possible
- Use multiple posts
- Include links to information or ticket sales

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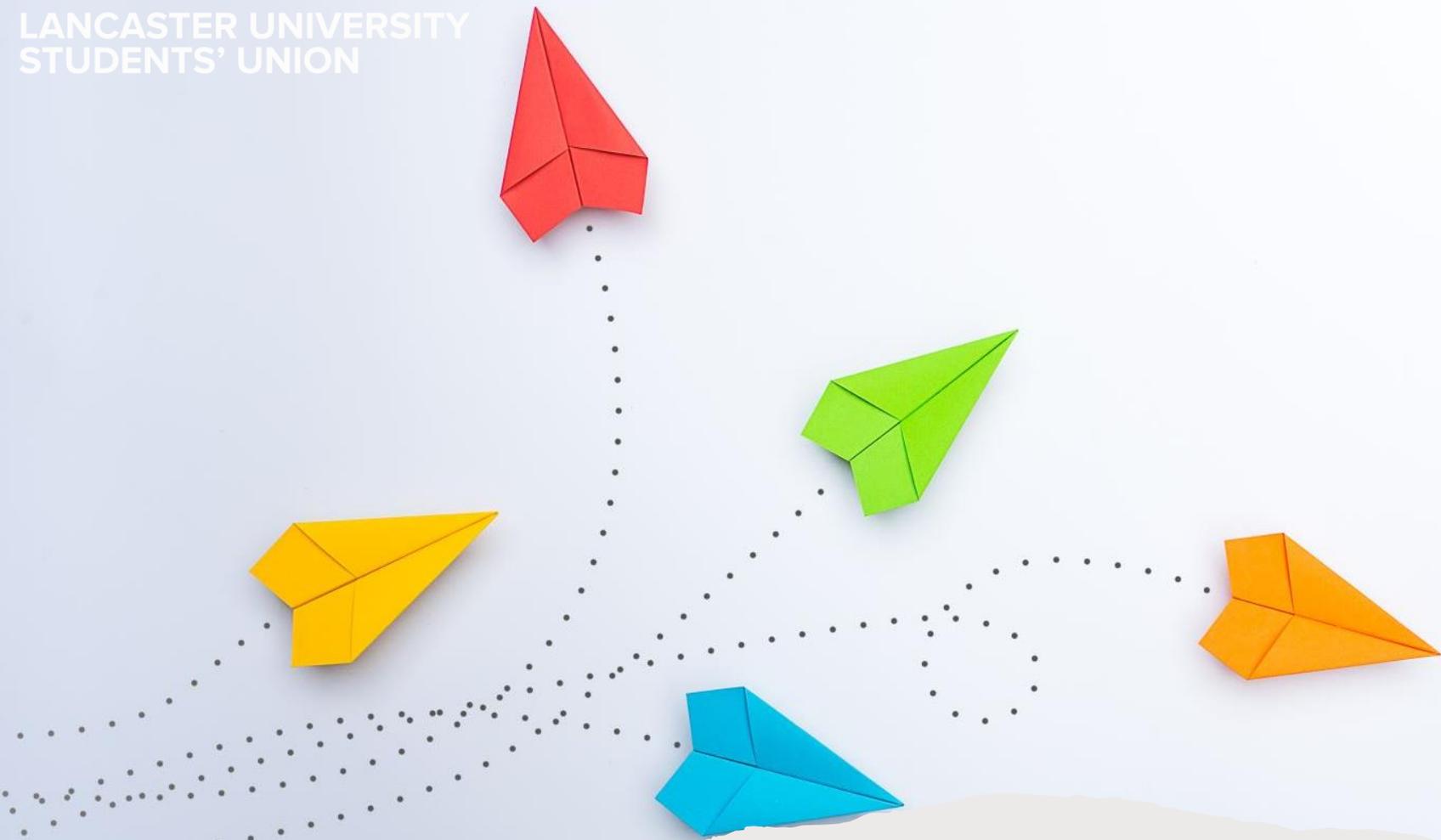
EVENT PROMOTION: COLLABORATING WITH OTHER SOCIETIES

- Especially useful when holding larger events
- Extra support
- Share the costs



OTHER IDEAS

- Stalls and gazebos
- Get a stall in Alexandra Square to promote your society or event
- Incentivise – Competitions, Merchandise and Freebies
- Take it to the streets! Talk to people, distribute posters and flyers in key locations.



HOW THE UNION CAN HELP?

WHAT WE DO

- We can promote your event on the Students' Union social media pages, newsletters and on the website
- Tell us about your upcoming events!
Date, time, location, information about the event and ideally a picture- complete the template on the [help system](#)
We need at least two weeks notice

Template

Event promotion template

Information about the event:

Name of Society + any social media handles:

Name of Event/Activity:

Date & Time of Event/Activity: (Note: we need at least two weeks' notice to be able to promote your event)

Location:

What is the event, who is it aimed at?

Link to Socials/More Info:

Any images you'd like to be included:

Where you would like communications sharing:

- Instagram
- Facebook
- Twitter
- Website
- Portal
- Google
- Newsletter
- LinkedIn
- WeChat

WHAT WE DO

- Trailing society and event spotlights
- We also love to hear about your events that have been successful!

STUDENT MEDIA

- Scan
- LA1:TV
- Bailrigg FM

- Email VP Societies and Media or get in touch with the student media teams through their websites



TIPS AND SUPPORT



Start early!



Don't be afraid to get in touch- we love to hear about small events too!

FURTHER SUPPORT

Contact us

Email address: help@lancastersu.co.uk

Help system:

<https://help.lancastersu.co.uk/a/solutions/articles/11000014208>

Drop-in sessions

