

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?

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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



A yellow background with several white puzzle pieces of different shapes and sizes scattered across it. The puzzle pieces are cut out of the yellow surface, creating a layered effect.

## **EVENT PROMOTION: COLLABORATING WITH OTHER SOCIETIES**

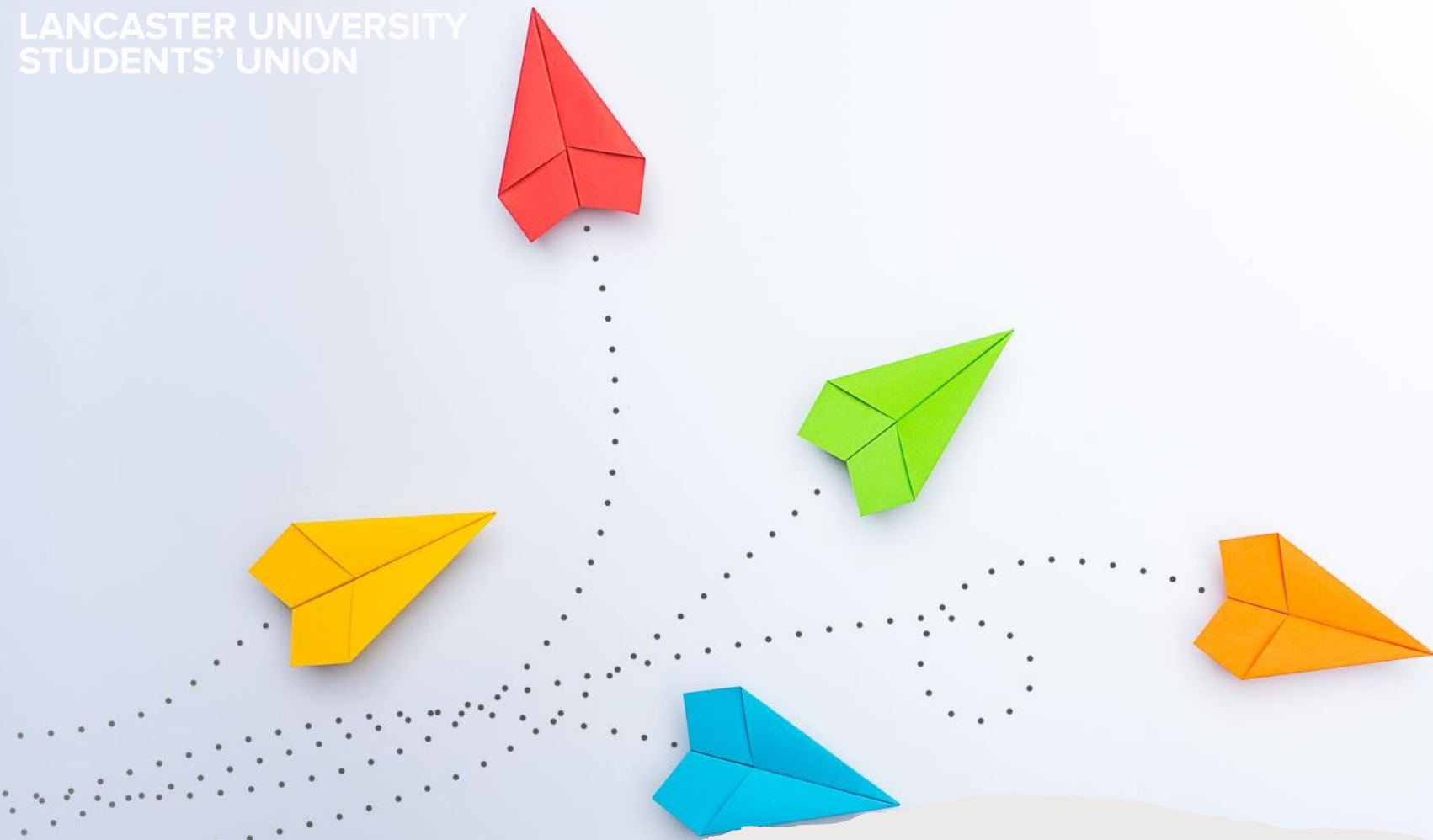
- Especially useful when holding larger events
- Extra support
- Share the costs



## 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](mailto:help@lancastersu.co.uk)

Help system:

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

Drop-in sessions



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