

KINGSTON WEB PAGE

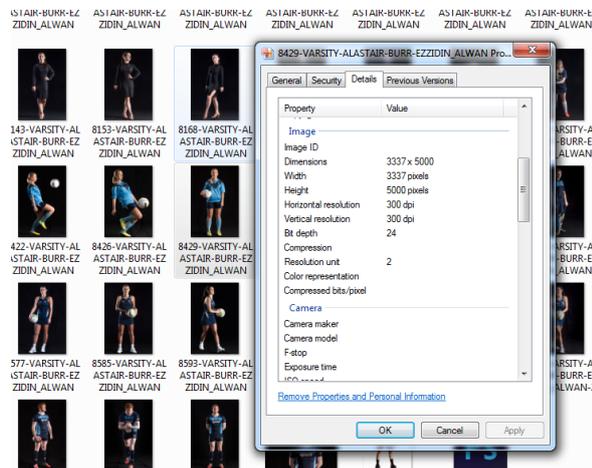
Your sports page on our website is where you can promote yourself to students who haven't arrived yet. If you want to get your foot in the door early this page needs to be good.

You can find a list of sports and a link to your individual pages here;

<http://www.kusu.co.uk/sportsa-z>

This page needs to be full on information. Training times, locations, any promotional videos and photos you want to use to sell your club. Put all social media links here.

Images for website need to be 72 dpi. To check the dpi of your image side click on the image and go down to properties, click on details and scroll down and it will tell you the resolution. An easy way to reduce the dpi is to upload the image to Facebook and then save it directly from there. Alternatively you can open the image on Photoshop and reduce it by going to image – Image size and changing the resolution to 72.



NOTE: the image which appears on each page in the left hand navigation column will be changed by the Union to be uniform and create consistency. Do not alter this image.

FACEBOOK

DECLARATION:

In your 'about' section you need to declare that you are part of the Union of Kingston Students. This can be simple as;

"We are the X team of the Union of Kingston Students. All views expressed here are our own and do not reflect the views of the Union of Kingston Students or Kingston University. For more information visits www.kingstonstudents.net"

POSTING:

One big question is always when and what to post. If you have an already existing Facebook you will need to find out what times posts on your page are more commonly interacted with. Along the top of the page you will see; Page, Messages, Notifications, Insights and Publishing Tools. Click 'Insights' and then from the navigation menu on the top left click on Posts and you will see a graph which looks like this;



If you're planning posts ahead of time (not live tweeting a match or an event) then its best to target these posts at the relevant spikes as that is when your audience is engaging with you more. Posting just before a peak is advisable. On this graph it would indicate 1pm, 6pm and 9pm are key times to post. DO NOT post of the sake of it. Silence will not hurt you as much as students ignoring your posts. Due to the way Facebook works if a page isn't posting content you regularly engage with it will hide 40% of the posts.

While still on the 'Posts' section, you will see there are tabs at the top which read "When your fans are online" and "Post Types". Clicking on post types will show you what kind of content is most engage with in your audience and see graphic similar to this;

Type	Average Reach
 Video	5,129 
 Shared Video	1,724 
 Photo	789 
 Status	439 
 Link	335 

Video is obviously the most viewed so if you're advertising a social or an event, posting a short video explain the details is more likely to be seen by your audience. Do not use videos for every post otherwise people won't watch them, stick with text and photos for the majority of your media and use videos when pushing big things like recruitment or 'come and try' sessions. If you are designing images specifically for social media 960 x 600 px will work across Facebook and twitter equally well.

Facebook Cover Photo Size: 851 x 351 px

Facebook Event Photo Size: 768 x 349 px

Facebook Profile photo Size: 180 x 180 px

While you are free to have a locked group for your clubs private chats and discussions, your team will need a front facing Facebook like page which perspective students can find. From this official Facebook page you can post recruitment videos and match scores while keeping your group separate. If your group is locked and hidden no one will be able to find or join it easily.

TWITTER

DECLARATION:

In your twitter biography you need to include;

"X Team, part of the @Union_Kingston. Viewed expressed are our own"

NAME:

A twitter handle should be easy to find and be straight to the point @Kingston_TeamX
@KingstonSportX @Kingston_XYZ

POSTING:

Twitter doesn't have the same time analytics for time as people engage with it around the clock. As long as you don't every 2 minutes with "JOIN OUR CLUB" and a link you will be fine.

1 or 2 tweets an hour will keep your name in people's feed without them considering you spam. Again only do this if you have content to share. Silence isn't as bad as people being annoyed.

If live tweeting scores or an event, mix photos with the tweets to break up the wall of text.

Twitter Header Photo Size: 1500 x 500 px

Twitter Profile photo Size: 400 x 400 px

INSTAGRAM

DECLARATION:

In your twitter biography you need to include;

“X Team, part of the @Kingston_SU. Viewed expressed are our own”

UNIVERSITY SCREENS

You can use the university screens to promote your sport. Screens must be 1080 x 1920 px 72 dpi saved as either a PNG or JPEG.

Videos can be submitted but be aware there will be no sound. They need to be submitted as MP4.

Screens must be sent to Josh Moss (j.moss@kingston.ac.uk) to be approved and uploaded.

UNION SOCIAL MEDIA TO TAG

Facebook: /Kingstonstudents

Twitter: @Union_kingston

Instagram: Kingston_Su

*px stands for pixels

*Dpi is the resolution. Images for social media will be automatically reduced to 72dpi when uploading. The union website does not automatically reduce images to 72dpi and this needs to be done manually before uploading.

300dpi is the resolution for printed material. Photos saved from Facebook should be converted back to 300dpi (Which will reduce their size) before being used to print. Always keep a back up of the original photos at 300dpi so you can use them on posters and flyers you may want to print.