Marketing and Publicity

The Students’ Union has over 300 societies and committees – so sometimes it can be difficult to get your message across and to advertise your events and campaigns. Read below our 7 top tips for planning your publicity campaign, followed by over 20 tried, tested and BEST publicity methods 😊

If you’re still struggling then don’t worry… just pop in and speak to us on the Activities Desk or email: su-information@sheffield.ac.uk.

Seven top tips for PLANNING your Publicity Campaign…

1. First and foremost - consider the five ‘Ws’: who, what, where, when and why are you publicising? Discuss this with your committee - these should help you set your marketing plan.

2. Planning is the crucial element to success. As soon as you’ve set the date of your event, work back at least 4 weeks in advance to the event date to set your publicity officer / team deadlines. Make sure you turn your rough marketing plan into a real action plan with dates and delegation.

3. Hold a brainstorming meeting with your committee where everyone has the chance to suggest publicity methods. Don’t hold back – write down as many different ideas as you can. You could write down associated words / themes / ideas, reflect on previous publicity or draw inspiration from designs / adverts you currently like.

4. Try to develop a style or ‘brand identity’ that all your communication / material will carry and create an identity for your campaign / event. Having a ‘brand’ could mean having a certain colour, logo or tagline for your society/committee, then making sure that you maintain this brand in all your publicity! This should make you more recognisable. Always keep in mind your target audience.

5. Take into account how long design work will take to turn around, when to launch facebook events, when to submit plasma screen artwork…work your way through the guide to see how long it takes to turn around different methods of publicity.

6. Motivate and inspire your fellow committee members in order to achieve the committee goal together!

7. Most importantly – HAVE FUN! If you are enjoying the campaign and are excited about it, it will come across in the materials and messages!
Over 20 tried, tested and BEST publicity methods

1) Students’ Union Website
(www.sheffield-su.com/findasociety)

Did you know that every society and committee has a webpage on the Students’ Union website?

You can update your page with text, photos, articles, news, plus set up events and memberships (with money going straight into your society B account). Find out exactly how to do this by reading the ‘Societies Online’ website guides on the Zone Online. As a registered committee member you simply log into the website with your personal MUSE login/password and edit your page straight away – as in, right now!

Your page can do a lot more for you than you may think:

- Your society or committee can upload news and events which get rotated throughout the SU website. By adding your events to your society page, they also get fed through to the main SU calendar which lots of students read, and you can sell tickets for events through the website, with the money going into your society B account.
- You can attach a Facebook, external website and Twitter link – so your SU page acts as one main hub of information and is a great way for potential new members to find out where to go next.
- Plus you can set up memberships and mailing lists (for paid or unpaid members).

Read the website guides under the ‘Committee Member’ section on the Zone Online.

Do’s and Don’ts for adding your society news and events:-

Do
✓ Double check your dates and times
✓ If your event is on for a few days/nights, create a new event for each
✓ Make sure you keep your page updated – this will keep your society page active and prevent it from looking expired.

Don’t
✗ Put the information in capital letters
✗ Add an old logo or a grainy image
✗ Set your start and end date too long – the event should start and end within 24 hours.

Why do it?
- Each month the website gets on average 90,000 visits (that’s around 3,000 per day)
- The society/webpage pages and Get Involved section are within the top 5 most visited areas
- The web calendar (where society events appear) has a monthly average of 65,000 visits

2) Twitter (www.twitter.com/sheffield-su)

The SU has a fantastic Twitter following of over 21,000 followers. We can reach our student population with timely and snappy updates about what’s going on as it happens. It’s best to
tweet just before or during events (because Twitter is a real-time social network, which means updates days in advance will get lost and forgotten as more updates flood in).

To submit a copy for Twitter, tweet @sheffieldsu from your Twitter account to be considered for a retweet. The SU is happy to retweet relevant, interesting tweets from our societies, and although it is not always guaranteed yours will be selected, by tweeting at them you will be considered.

Remember your society or committee page on the Students’ Union website can link visitors straight to your own twitter account.

3) Facebook (www.facebook.com/sheffieldstudentsunion)
Most societies and committee have their own facebook page - this is to promote yourselves and your events. Make sure your committee invite everyone to ‘like’ the page and ask your members to occasionally set as their facebook status to encourage interest in the page. It’s crucial to keep this page up to date with all your news, upcoming events and ways to get involved, so it is a useful port of information – nothing is more frustrating than your society appearing inactive!

In the same way as Twitter, our Sheffield Students’ Union Facebook page is a great tool for reach a huge amount of students at the click of a button. If you have set up a Facebook event of your own, we can help you to create a buzz about it with a status update, and link to the event or page itself in the very same update giving you maximum exposure to your cause:

Just email su-information@sheffield.ac.uk with a link to your post. The SU are happy to share relevant, interesting posts from societies, and although there’s no guarantee yours will be selected, by emailing your Facebook link across you will be considered (there are also SU Instagram & Snapchat channels too).

4) SU Highlights
The SU highlights will include Students’ Union wide events – including society and committee-organised events. This is done on a weekly basis with submissions required by 5pm on Wednesday. A selection of activities is taken from the calendar so if you have an event on your website at that time we can pick up the information from there. You can also email su-information@sheffield.ac.uk two weeks prior to an event if you want it to be featured prominently. In both cases your email must include the name of the event, time, date, price, location and small sentence to sum it up.

5) Letting the Student Officers Know
The Students’ Union Officers can spread the word about your event through their blogs, tweets, facebook pages, etc. All you need to do is let them know. You can email them directly; their email addresses can be found here: www.sheffieldsu.com/officers.

6) Activities Fair/The Refreshers Fair
The Activities Fair is in Freshers’ Week and The Refreshers Fair is in February. These fairs are great opportunities to gather new interest in your society and events that you may be running. Contact the Activities Zone Desk about signing up for a free stall at the fairs. Remember that you can use the fairs to: sign more people up to your mailing list, give out flyers and
information, to get ideas from students about what they want from your society or committee...pretty much anything!

7) Stalls in the Students’ Union Foyer
In order to book one of the self-contained huts in the SU foyer, please email the SU Room Bookings team: su-roombookings@sheffield.ac.uk. These huts are a simple and effective method of recruiting students as helpers, new members or pushing out a particular event. You can also book concourse spaces too if nothing inside is available. Please speak to the RAG team if you are planning a bake-sale in these areas – rag@sheffield.ac.uk.

8) Plasma Screens
All society and committee requests for digital plasma screens must be sent to su-information@sheffield.ac.uk. You must send your artwork in by 10am on Thursdays at the latest if you have a plasma request for the following week. For your artwork to be considered for the plasma screen it must meet the following format, if it is not in this format we will be unable to put it up:
All artwork must be*:
  o 1080px wide x 1920px high to fit exactly OR A-size/poster artwork resized: 1080px wide x whatever px high
  o JPG or PNG format
  o without print mark ups
  o legible
  o in line with our advertising policy
*if your artwork is incompatible we may not be able to include it
We can’t guarantee your plasma will get shown, but we will try our very best to fit it in on at least one of the days you request (hopefully more!), so long as you can provide the correct format as above. Groups can also contact the Activities Desk to have posters displayed on the plasma screen at the desk.

9) Network with other Societies & Committees
Think of other societies which might be interested in running a joint event with you, or who may have an interest in your society’s/committee’s activities. You might be able to double up – double the budget, double the publicity, double the manpower... in the past these types of events have worked really well. Remember that you can find other societies and committees contact details on the Students’ Union website: www.sheffieldsu.com/findasociety.

10) Posters & Leaflet Racks
Get some eye-catching posters and utilise all the poster boards where you can! You are free to stick up posters around the Activities & Sports Zone however due to health and safety rules please refrain from putting up posters not in poster boards around other areas of The Students’ Union.
You can use:

* SU posterboards: Visit the Activities Zone Desk to collect the keys/unlocker to the society poster-boards around the SU and pop your posters in them.
The activities poster boards around The Students’ Union are marked with a Silver Star sticker, please only use these poster boards. If you have a big event or campaign coming up, there are two bookable boards which your group can monopolise for a week at a time – you can book at the Activities Zone Desk who can also provide you with the keys for these. See Appendix 1 for a list of posterboards you can use. Please use them! 😊

- **Activities & Sports Zone leaflet racks**: Feel free to pop your flyers in the leaflet racks in the Zone any time you want!
- **University departmental posterboards**: Ask University departments if you can put your posters up there to spread the word!

**Do**

- Make sure your posters have a ‘call for action’ - i.e. what do you want your audience to do? (e.g. buy a ticket, ‘like’ your facebook page?)
- Try to make your poster memorable in some way (e.g. a different shape or colour)
- Check and double-check your contact details are correct
- Remember that Print & Design Solutions’ online myPrint service offers exclusive printing deals for societies: [http://www.sheffield.ac.uk/cics/printanddesign/myprint](http://www.sheffield.ac.uk/cics/printanddesign/myprint)

**Don’t**

- Crowd the poster with too much text…or people won’t read them!

### 11) Using the Activities & Sports Zone Space

Did you know you can book the Zone? Book a table, the whole space, or the wet/messy area in the corner! The space is now open, so people walking through the SU foyer or sat in Coffee Rev will see your activities going on – why not create your banner in the wet space? Run a sign up session? Book a time to perform through the Zone Desk! Visual catches to hook students in!

### 12) Table-Talkers

Why not create table-talkers out of three flyers, stuck together at the corners so it can sit on tables in the Zone, Gallery and beyond. As students sit round the tables, it’s a starting point for conversation and a way to draw attention to your event or group. Remember to move them away in the evenings and put them back in the mornings so they’re not thrown away.

### 13) Banners

Think about creating a cheap banner (think Primark sheet and paints from Early Learning Centre) to pop on the concourse and/or in the Zone - just check with the Zone Desk as they will help get it ‘fire-proofed’ for you (magic dust over your banner (all health and safety regulations are then met). [http://printabanner.co.uk/](http://printabanner.co.uk/) also prints more lasting banners which can be rolled out at all your events and sign up opportunities.

If you want your banner to go in the SU plaza (foyer area) then you must gain permission and check there is a free slot by contacting Marketing in advance: phoebe.clark@sheffield.ac.uk.

### 14) Concourse Stalls

The Concourse is the large area outside the SU main entrance. In order to book the concourse during the year (e.g. for a stall), please visit SU Room Bookings or email them to check the availability: su-roombookings@sheffield.ac.uk . Remember you can ‘flyer’ on the concourse or
in the Students’ Union building at any point without the need to book. If you are organising a Bake sale this has to go through RAG.

15) Clothing / merchandise
Pop into Our Sheffield in the SU to see what clothing deals they can do for you. Clothing (e.g. hoodies, t-shirts) not only makes your committee and members feel part of something but it spreads the name of your group and raises awareness on campus.

Top
HOODIES: Think about the ethics of how your clothes are sourced! Our Sheffield in the SU sells Fair Trade clothing, so pop in for a look and a chat.

Plus, everyone loves some merchandise...whether it’s badges, mugs, pencils, pens...they get absolutely everywhere. It’s a great tool to sign up new members to your society – why not pin a badge people when they buy membership or on socials and at events (ask their permission first though!). www.promobadges.co.uk have some good deals!

16) Give it a Go (GIAG) and the Residences
Running a beginners’ activity in the Give it a Go programme or at the residences (uni accommodation) is a great way to raise awareness of your society and generate money for your B-account. Contact the Give it a Go Coordinator for more information (giveitago@shef.ac.uk) or see the ‘Give it a Go’ guide in the ‘Events’ section’ of the Zone Online for more information.

17) Lecture Shout Outs
These are one of the most effective ways of reaching a mass audience. You can use lecture shout outs to tell people about your society/committee & the events coming up. Don’t just stand up in the middle of your lecture and shout out, you must get permission from the lecturer, a full list of lectures are here: www-online.shef.ac.uk:3001/pls/live/web_tt.main.

18) Take Publicity to Sheffield International College
The Sheffield International College are an associate of Sheffield Students’ Union - so their students are associate members of our Students’ Union and can enjoy its facilities and join societies/committees too! Which is fantastic, as integration of international students with the home population is crucial - this more than ever - as we all graduate into a global labour market and need to interact with people from all cultures and backgrounds!

19) Flyering
Don’t forget the old techniques – make sure you try and be as environmentally friendly as possible and only order the number of flyers you can be sure to distribute!

Movement time between lectures is when the concourse, outside the IC, down at the Mappin Building and St. George’s is busiest!

There are flyer racks at the Welcome Desk in the Students’ Union foyer and the Activities & Sports Zone, plus there are also some racks at the Edge reception (Endcliffe) and the Ridge reception (Ranmoor)...make sure you drop some off!
20) Forge Media (www.forgetoday.com)
Make sure you pass on your events and great news to the Forge Media team (Press, Radio, TV and Online) to see if you can get some extra exposure across the different media
- press.news@forgetoday.com
- radio.news@forgetoday.com
- tv.news@forgetoday.com

Plus...If you’re holding a massive event, then write a press release and get some involvement from the local media! The SU has a local PR contact so email society.coordinator@shef.ac.uk, tell us about your event and we can see whether local newspapers and radio stations are be interested in reporting on what you’re doing.

21) Word of mouth
Word of mouth can be the most powerful tool, so encourage your members to tell as many people as possible. Remember that you need to keep your society members active if you want them to spread the word... keep them interested and up-to-date on your society, provide incentives, and maintain contact with them. Plus, consider learning an “elevator pitch” for your student group: if you only have two floors of a lift ride to explain what your society or committee is about and how the student can get involved, then what would you say? Clear, concise message...it always helps!

22) Evaluation
Evaluating your marketing methods and techniques is key to further developing your society or committee! There are various ways you can find out what people really think of your group and how you think you can spread the message further...

Why not create a survey as a Google form and send it out to your members or participants to complete? Surveys on www.surveymonkey.com are free so long as you keep them under 10 questions. You can then look at the response rate and consider making any relevant changes to your group’s behaviour.
Which SU posterboards can my society use?

If you’re a society or committee then you can use any of the activity posterboards which are marked by a silver sticker – please only use these posterboards. Keys for the boards are available from the Activities and Sports Zone Information Desk. The locations of these are listed below:

<table>
<thead>
<tr>
<th>Level</th>
<th>Location</th>
<th>Specific Location</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Finance Corridor</td>
<td>Outside Committee offices (e.g. RAG) – normally used by those Committees</td>
<td>A2</td>
</tr>
<tr>
<td>3</td>
<td>Hanging Boards (x2)</td>
<td>Opposite the Welcome Desk – two of these hanging boards are allocated specifically for society/committee use. These are the ones the far left (when stood outside coffee revs) the top right front and back are the two activity ones. Marked with a silver sticker.</td>
<td>A1</td>
</tr>
<tr>
<td>3</td>
<td>Zone Link from Proper Pasty</td>
<td>After you’ve just past Proper Pasty and entering the Zone, on the left hand side.</td>
<td>A1</td>
</tr>
<tr>
<td>3</td>
<td>Coffee Revolution wall</td>
<td>The wall outside Coffee Revolution (where there are male &amp; female toilets), overlooking the stairs down to the SU auditorium. Two boards are allocated specifically for society use.</td>
<td>A1</td>
</tr>
<tr>
<td>3</td>
<td>Coffee Revolution wall</td>
<td>The wall outside Coffee Revolution (where there are male &amp; female toilets), overlooking the stairs down to the SU auditorium. Two boards are allocated specifically for society use.</td>
<td>A1</td>
</tr>
<tr>
<td>4</td>
<td>Outside the Hub (formerly Gallery Eye)</td>
<td>Next to the Hub</td>
<td>A0</td>
</tr>
<tr>
<td>4</td>
<td>Officers corridor</td>
<td>Across from the Specialist Development Office</td>
<td>A0</td>
</tr>
</tbody>
</table>

Feel free to take down any posters which are out-of-date to make room for your poster. If a poster is still in date though, please don’t stick yours on top (applies to the designated poster-boards only).

Plus you can also:

- Ask the Activities and Sports Information Zone Desk where you can put up posters in the Activities and Sports Zone (2 posters per group in the space).
- Leave flyers on tables in the Activities and Sports Zone and in the leaflet racks
- Distribute flyers to students on the concourse and in the Students’ Union!