

Liverpool

Guild of

Students

Liverpool Guild of Students
160 Mount Pleasant, L3 5TR
+44 (0) 151 794 1598
www.liverpoolguild.org

Society Media Pack 2017/18

Society Media Pack 2017/18

We have a team of professional marketing staff available to offer advice and guidance.

While we don't have the capacity to actually do the work, we can signpost and offer tips on pulling together a marketing plan, helping to craft a message or call to action, and offering guidance on creative design.

We've included just some of the marketing opportunities available to Guild Societies. We will need at least 48 hours notice to offer support with any of the options below.

For questions or to request any opportunities, email us at Guildweb@liverpool.ac.uk

Please note: we are currently piloting the opportunities and will be reviewing demand for them. As a result, we unfortunately cannot guarantee that we will be able to support all requests.

Opportunity	Detail	How	Tips
News article	For pre, post or both coverage of an event or activity we can upload a news article	Email detail of activity or draft content of your event which we can edit to use across the homepage news	Think of the impact – do you want attendees, to increase members or just celebrate your success? Try and include a call to action – a link to tickets or more society info
Social Media	We have a combined following of over 27000 across Facebook, Twitter, Instagram and Snapchat	@/tag us in your posts and we will RT/ Share	Feel free to message us directly on social media as a reminder!
Digital Screens	We have x screens on the ground floor in the Streen, Courtyard and Reception	Email us your artwork in the following format; 1080 x1920 pixels/ jpeg	Send us the artwork well in advance of the event so we can plan it in. These screens are heavily used so we can't guarantee we can use.
Web banner	We can include a web banner on our homepage	Email us your artwork in the following format; 296x296 pixels / jpeg	Keep the artwork simple and make sure you send a link for more info.
Promotional Stands	Book a space in our building to raise awareness of an event or activity	Email your society coordinator to arrange	Bookings are limited and made on a first come first served basis.
Print Distribution	We have space for A3 and A4 posters in a number of places - including poster frames and space on the Society wall in the Courtyard. Flyers can also be handed out in our building and left at Reception.	Feel free to put posters up or distribute flyers yourself on behalf of a Society, or drop them off at Marketing and we will arrange distribution along with our own publicity.	Posters/flyers alone aren't effective but if they are done alongside other publicity, they can be a really helpful reminder and reinforcement.

