



Promoting Your Group Guide



BRISTOL SU
the best student life



Promoting Your Group:

Publicising your group, your events or your campaigns is a crucial part of running any group - this page contains some tips to help you get it right.

Top Tip: The Marketing Team at Bristol SU will be your greatest allies here – for advice and guidance, email them at bristolsu-marketing@bristol.ac.uk

Before you start

Think about it from your audience's perspective – think carefully about who you're targeting - are they current members, potential members, or maybe members of the public?

Set the details (prices, times, acts) early and stick to them – people often want all the information before making a decision

Write a great description – you'll probably have listings on Facebook, emails and Epigram so spend time getting this right

'Supported by Bristol SU' logo

All affiliated groups are asked to use the 'Supported by Bristol SU' logo on all forms of print and online promotion. This is because you are all part of the Students' Union and we want people to appreciate the breadth of activity that goes on in Bristol!

Remember that it shouldn't be obscured, altered, tilted or incorporated into another logo. If you need a copy of the logo in a different file format, please email bristolsu-marketing@bristol.ac.uk.

[Download the high res logo in colour](#) (JPG)

[Download the high res logo in white \(for use on coloured backgrounds\)](#) (PNG)

Press Coverage

For big news, the Marketing Team may want to write a press release on your behalf and post it on the Bristol SU homepage. It could also be sent to the University and to the local media.

If you have big news that you think we would be interested in, get in touch with the Marketing Team at bristolsu-marketing@bristol.ac.uk with all the details and a quote from a relevant person. Examples of big news stories we might cover include:

- Nomination for national award
- Performance at large public event
- Outreach in the community
- Significant amount of money raised for charity
- Helping to raise awareness of important issue

This list is not exhaustive so please get in touch if you think we would be interested in your story!

Ways to Promote

Posters

There are noticeboards available for student use in the link spaces in the Richmond Building.

Think about asking your University department or hall of residence if they have space too.

Digital Screens

Bristol SU has access to several digital screens in the Richmond Building and one in the Bristol SU Lettings window on campus. Groups can use these screens for promotional purposes, particularly events. If you would like to use them, design artwork to the specifications below:

1024 x 576 pixels

300 dpi minimum

No bleed

JPEG

Include the 'Supported by Bristol SU' Logo

Social Media

Bristol SU can help you promote your events and activity through Facebook, Twitter and Instagram.

Email the Marketing Team with a description of your activity, when you'd like it posted, and links for further information. They will then let you know how they can help and when they'll be posting.

On Twitter, make sure you mention us (@bristol_su) and we will do our best to retweet you.

Student groups can also arrange an 'Instagram Takeover' of Bristol SU's Instagram account by emailing the Marketing Team.

Bristol SU Website

Every club and society has its own section on the Bristol SU website.

Take a look at our Attracting Members page for more info on making the most of your Bristol SU web page.

Marketing Phone

Send your photos, boomerangs and videos via WhatsApp to 07707 628226 - the best will be featured on Bristol SU's Instagram Feed!

Networks

Reach a bigger audience by asking other student groups to share your news and events.

Post in the Societies Network Facebook Group to get in touch with other student group leaders!