

# Understanding the Union website



Committee Training  
2022/23 Handbook

[leicesterunion.com](https://leicesterunion.com)



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## Introduction

The Students' Union website ([www.leicesterunion.com](http://www.leicesterunion.com)), also referred to as MSL, can be used to develop your Student Group with features including mailing lists, membership, ticket sales and more.

After completing this module, if you have any questions the Activities & Volunteering Department is here to assist you 10am-4pm Monday to Friday. You can get in touch with the whole team at [unionactivities@le.ac.uk](mailto:unionactivities@le.ac.uk).

### Who is responsible?

**All Committee Members** are responsible

for the effective utilisation of the Students' Union website to develop your Student Group.

### Handbook Overview

This handbook will help you navigate the following:

- The Admin Panel

## Frequently Asked Questions

**Why isn't my account working on the Students' Union website?**

Before logging into the website, ensure that you have completed your registration for the 2021/2022 academic year on [My Student Record](#). Following this, it will take up to 48 hours for your account to be activated on [www.leicesterunion.com](http://www.leicesterunion.com).

**Which part of the website is the most useful for my Student Group?**

All of our Student Groups utilise the website differently however we would recommend prioritising:

- [Edit Details](#)
- [Events](#)
- [Messages](#)
- [Members](#)
- [Finances](#)

**How can our Student Group make best use of the website?**

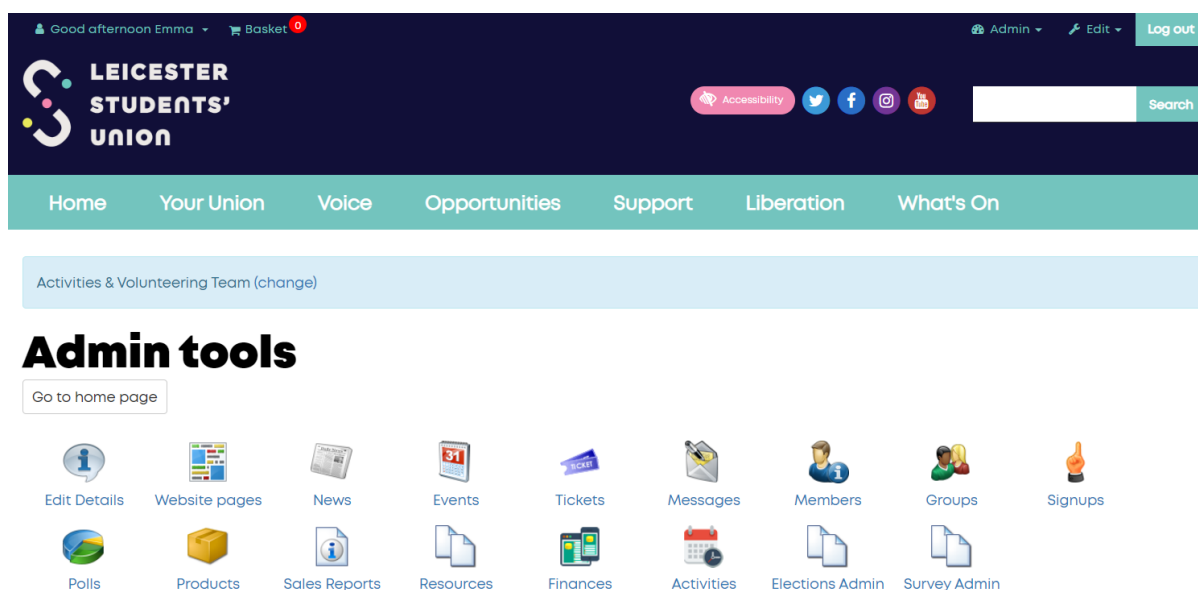
There are a number of different ways that your Committee Members can ensure that you are making the best of use of the Students' Union Website including:

- Updating your Student Group's page regularly to ensure that the information is relevant to potential new members
- Add events to make sure it can reach the widest audience possible via the What's On page
- Send out newsletters on a regular basis to ensure that your membership are up to date with events, boosting attendance
- Use surveys as a feedback form to make sure your membership are feeling supported by the committee

## The Admin Panel

After logging in to [www.leicesterunion.com](http://www.leicesterunion.com) you should have access to your Student Group's admin panel by clicking on 'Admin' in the top right corner.

**Please Note:** If you cannot access or see this panel please contact [unionactivities@le.ac.uk](mailto:unionactivities@le.ac.uk).



Alternative Text: A screenshot of a webpage with 'Admin Tools' with the following options: 'Edit Details', 'Website Pages', 'News', 'Events', 'Tickets', 'Messages', 'Members', 'Groups', 'Signups', 'Polls', 'Products', 'Sales Reports', 'Resources', 'Finances', 'Activities', 'Elections Admin' and 'Survey Admin'

## Edit Details

Use this to update the information on your Student Group Page which can be found at ['Find a Society'](#). This is likely to be the first impression of your Student Group a prospective member will get, so it is important that you keep the information up to date, relevant and succinct so people do not lose attention!

Visit our [Marketing your Student Group](#) module for more information on making your Student Group page stand out.

## Logo

Make sure to choose an eye-catching image that sums up your Student Group. We recommend a square logo as this appears best on your Student Group Page.

## Details

Put your distribution email address (this is usually su-[studentgroupname]@le.ac.uk but get in contact with [unionactivities@le.ac.uk](mailto:unionactivities@le.ac.uk) if you are unsure) here to make sure prospective members can send emails to your committee. Don't forget to check that your social media handles and links are up to date!

## Listing Descriptions

Here you can put a brief description of your group that will appear in searches in the Students' Union website. Maybe write about an upcoming event or a brief overview of your aims and objectives.

## Website Pages

If you wish to create a sub-page for your Student Group (for example a page purely for information on a certain event or a sub-group) you can use 'Website Pages'.

## News

Click 'Add New Article' to publish a piece about your Student Group –e.g. review of an event you've just had.

- 1) **Standard Details:** Make sure to add an eye catching headline to your article along with a brief description in the 'Leader' about what the article contains.
- 2) **Date Range and Options:** Think carefully about how long you would like your news articles displaying. For example, if it's advertising a future event you may wish to have the article removed once the event has passed.
- 3) **Tags:** This helps your article be found on the Students' Union search function.
- 4) **Image and Body:** With this you can fill in the main bulk of your article.

You can also use the filters on this page to see what articles you have lined up for the future, which ones have expired and which ones have been deleted.

## Events

Events published here will appear on the main Students' Union main homepage and What's On page, which means more attendees for your events! To get started you just need to click 'Add new Event' and fill in the following:

- 1) **Event Name:** Make sure to put your Student Group Name first to help unite your group with any ticket funds, for example 'Union Activities Test Group: Bake Sale!'
- 2) **Date and Time:** Make sure to add accurate information about when your event will be held.
- 3) **Tagline/Short Description:** This will appear when your event is searched on the Students' Union's website, make it catchy and snappy!
- 4) **Location:** Make sure to let everyone know where your event is happening.
- 5) **External URL:** If you already have the event set up on a different platform, this is where you should include the link. Please Note: Any student that clicks on your event will get redirected to this page so we'd recommend putting any Zoom/Microsoft Teams link in the body of your event!
- 6) **Event Type:** To make sure it appears in the correct filter, click 'Student Group'.
- 7) **Display Dates:** If you want your event to only be displayed on specific dates on the website, make sure to specify it here. If it is left blank it will remain on the website until the event is finished.

- 8) **Full Description:** Here is where you should include the bulk of the information about your Student Group's event
- 9) **Tickets:** All Student Group event tickets **must** be sold through the Students' Union website. If you would like tickets adding to your Student Group event, see 'Tickets'.

## Tickets

This is where your Student Group can attach tickets for an event. You will be presented with a list of events with 'Add ticket' under each. Choose which event you would like to add tickets to before doing the following:

- 1) **Ticket Type:** Choose 'Members' if you would like only your Student Group members to buy tickets or 'General' to allow all students to buy tickets.
- 2) **Price:** Add the price for event.
- 3) **On sale from/until:** You can choose a limited amount of time for your tickets to be on sale.
- 4) **Sales Limit:** This is an optional setting if your event venue has a limited number of seats, use this to restrict sales.
- 5) **Per Person Limit:** This is an optional setting to set limits on how many tickets one person can buy.

**Please Note:** If you would like to sell tickets outside of 'General' or 'Members' or add questions to your ticket sales (e.g. Dietary Requirements) please contact [unionactivities@le.ac.uk](mailto:unionactivities@le.ac.uk).

## Messages

This is where you can access your Student Group's mailing list. From the main page you can view any messages your group has sent out. To get started, you'll need to click 'Send Email'.

**Please Note:** This mailing list is GDPR compliant and **must** be the only mailing list your Student Group uses.

- 1) **From/Reply To:** Choose your distribution email (su-[studentgroup]@le.ac.uk) for the 'From' option. If you would like to be the only one to receive responses, choose your student email in the 'Reply to' but if not choose your group's distribution email again.
- 2) **To:** Click on the word 'To' to choose who you would like to send the email to. This can be specific members, groupings of members or any other lists you may have created.
- 3) **Subject:** As with a regular email, make sure to include a subject
- 4) **Attachments:** Click 'Attachments' to add any files to your email
- 5) **Message Text:** This is where you'll write your email ready to send



## Members

Here you can find a full list of your members. Click 'List Members by Group' if you want to break this list into categories, including but not limited to 'Committee Members', 'Standard Membership' and 'Associate Membership'.

Every Student Group will have an 'Interest List', which is your general mailing list. Please note that students can join the 'Interest List' without being a member of your Student Group. Being on this list does not mean that a student has become a member of your Student Group.

## Groups

With 'Groups' you can create new lists to put your Student Group Members in.

Every Student Group will have an 'Interest List', which is your general mailing list. Please note that students can join the 'Interest List' without being a member of your Student Group. Being on this list does not mean that a student has become a member of your Student Group.

## Sign Ups

'Sign Ups' allows you to create sign up lists for your Student Group members. For example, if you wanted to see how many people were interested in a particular event or opportunity you could use the sign up feature instead of events.

## Polls

With polls, you can find out the opinion of your members. For example, if you were holding a film night and you weren't sure what film to show, you can list all the options to get your members to vote.

## Products

Thinking of selling some merchandise? With 'products' you can do just that! Click 'Add New Product' to get started and fill in all the relevant information for each item.

These will then display on your Student Group page under the 'Products' Tab.

## Sales Reports

If your group sells anything on MSL, whether it is a ticket to an event, product or membership type, you can find out all the information here. Make sure to choose the correct date range.

- **Sales Report:** This is a summary of your total sales for each type of product/ticket/membership applied to your Student Group – you can also see the revenue generated from these sales.
- **Purchasers Report:** This is a list of all students who have purchased your product/ticket/membership. If you need to make a register in preparation for an event, this is a great way to get the required information.
- **Customisations:** If you have added any extra questions to your products/tickets/memberships you'll be able to see all the information entered here. For example, if you are holding a Pizza Night and have asked for dietary requirements.

## Resources

With 'Resources' you can add files to your Student Group page for the rest of your members to see – maybe you want everyone to see a copy of your constitution or just some pictures from an event you've held recently.

You can decide whether you would like everyone to see the resource, or just members of your Student Group. You can also view any existing resources that may have been listed by your committee or previous committees.

## Finances

Find out more in our '[Student Group Financial Management](#)' module!

## Elections Admin

At Leicester Students' Union, we run all elections centrally on our [Student Group Elections](#) page – please contact [unionactivities@le.ac.uk](mailto:unionactivities@le.ac.uk) if you wish to set up an election.

## Survey Admin

Navigate the below sections using the buttons under the 'Edit Survey' title.

- 1) **Details:** Here you can add your Title, Short name (this is used to decide your survey URL which will appear at [www.leicesterunion.com/surveys/\[shortname\]](http://www.leicesterunion.com/surveys/[shortname])) along with how you want to limit the survey with regards to membership and the date range. It is also helpful to include a description at this point to explain to your members the purpose of the survey and whether there are any deadlines.
- 2) **Sections:** This is where you can decide on the groupings for your questions. For example, you may want to put the name and any other personal details of your respondent in 'Basic Information' whilst the rest of your information could appear in a different section. Use the arrows to decide on the order of your sections.
- 3) **Questions:** This is the main hub of creating your survey, just click 'Add new question' to get started! Make sure to clearly word your question and use a label so that it's easy to find the question and interpret the survey responses.
- 4) **Notifications:** Use this area of the website if you want to send a notification of completion to the responder (use 'Response Acknowledgement' for this) or if you want an email sent to your email address to let you know when someone has responded ('Response Notification'). Clicking both of these links allows you full customisation of the notification emails.
- 5) **Reports:** This is where you can find all the information from your survey. We recommend selecting a 'Detailed Responses Report' with Excel to easily see your data.

**Please note:** Once a response has been submitted you cannot edit your questions.

## Making your Experience Transferable

Throughout your time on committee, you will gain skills that may be useful when writing applications. Have a look below for some ideas on skills that directly relate to utilising the Students' Union Website.

These have been taken from the Careers Development Service's '[Transferable Skills Framework](#)', designed to help students review skill sets that are desirable to employers.

- **Improving**
  - Keeping your Student Group's page up to date is crucial in promoting events, boosting attendance and showcasing your Student Group to potential members. Talk about the steps you may have taken to improve your Student Group's existing page and the impact of this.
- **Learning**
  - It is likely that the MSL system is a brand new platform for you to use. Talk about how you ensured that you learned about the system and how this impacted your Student Group!

When applying these skills in your applications, remember to use examples that you can back up along with how the group acted as a whole, and your individual role.

Of course, this list is not exhaustive and for further support, the Activities & Volunteering Department would strongly encourage you to visit the [Careers Development Service](#) website and look through their resources or book an appointment.

## Changelog

10/05/2019 – Published online

03/03/2020 – Updated for 2020/2021 academic year

16/03/2021 – Updated for the 2021/2022 academic year

20/04/2022 – Updated for the 2022/2023 academic year