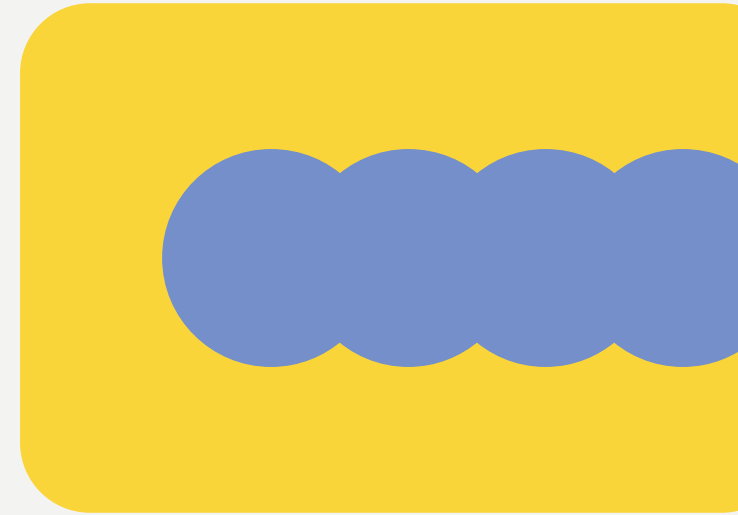


PUBLICITY, BRANDING AND PR

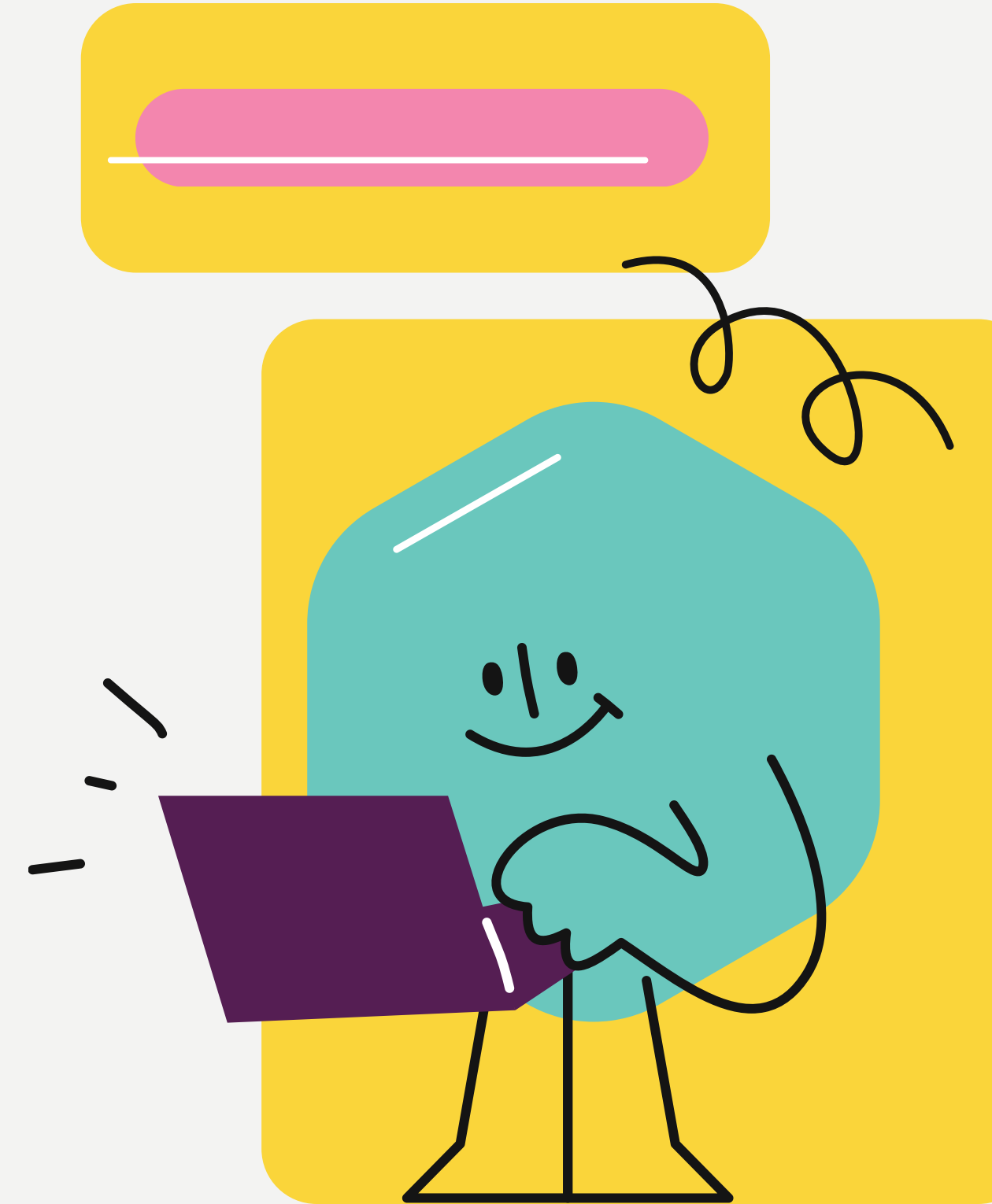
Committee Training 26/27

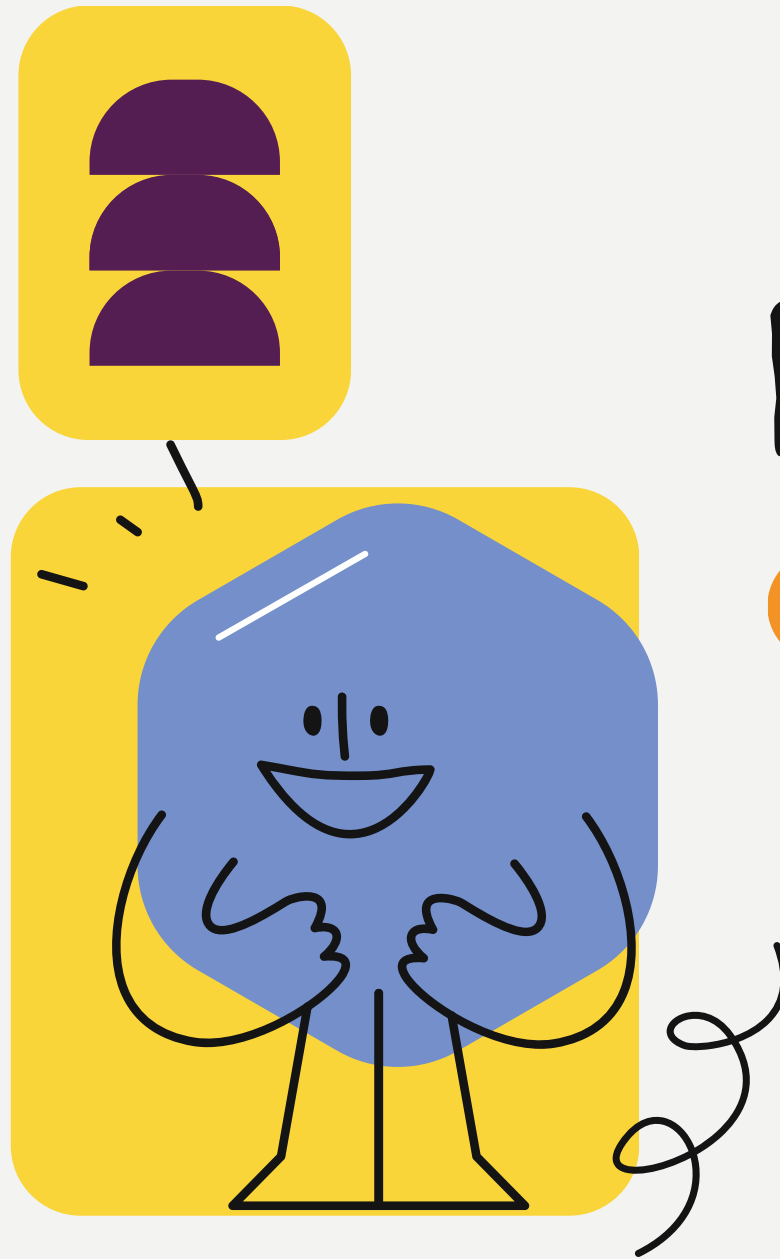




WHAT WE ARE COVERING

- 1 Promoting and PR
- 2 Branding and Identity
- 3 Social Media
- 4 Using Canva
- 5 Using the Website





PROMOTING AND PR

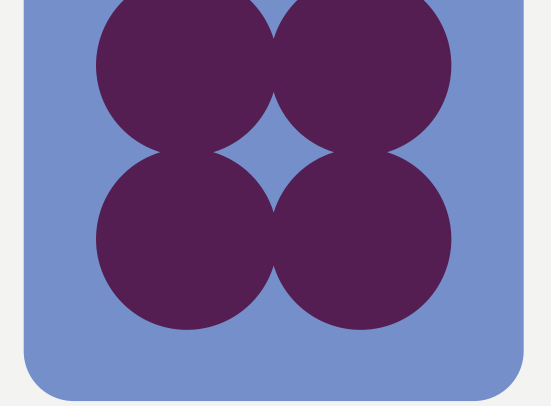
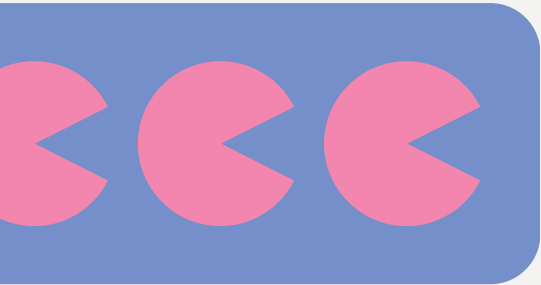
Committee Training 26/27



Interactive Form Question:

**WHAT ARE THE BARRIERS STUDENTS
FACE WITH APPROACHING AND
JOINING SOCIETIES/CLUBS?**





STUDENT BARRIERS:

ACCESSIBILITY

Financial Status

Physical or Mental Health

Time Committment

ATTRACTION

Representation and
Relatability

Intimidating or Offputting

Professionalism and Effort





Interactive Form Question:

HOW COULD YOU BREAK DOWN THOSE BARRIERS IN THE WAY YOU PROMOTE YOUR GROUP?

Think beyond being 'approachable and friendly'. How do you do actually do that?

What resources could you utilise?

How can you make your group stand out?



TOP TIPS:



- ✓ Be explicit about how your group is accessible and inclusive. Tackle barriers people may have.
- ✓ Do something unique and interactive, keep it interesting and show that they cannot get the same experience elsewhere.
- ✓ Be confident and knowledgeable! How you come across to others reflects on what kind of environment your group has. Make sure you are approachable.
- ✓ Present professionally. Make sure you show that you are organised and resourceful .e.g. a cohesive and thoughtout freshers stall.



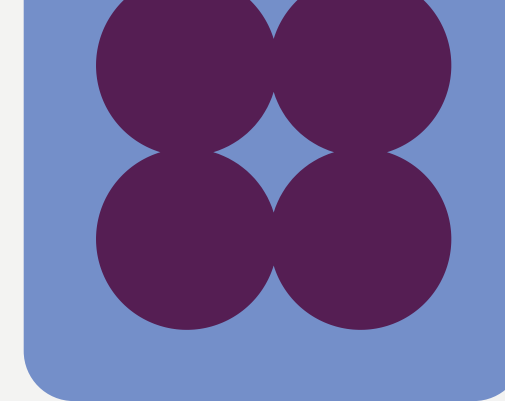


DON'T JUST SIT THERE!

- ✓ Interactives: Something people can do or take away
.e.g. challenge, taster, try on

- ✓ Sign Ups: Have an interest form or sign up.
Remember GDPR rules, you can ask for details but it must be clear how that data is used and only accessible to committee.
Don't ask for personal information, instead give them links or forms to provide the details instead.

- ✓ Keep your stall eye catching and busy with promotional materials, relevant items or props and information.



WHO IS AN EXTERNAL RELATION?

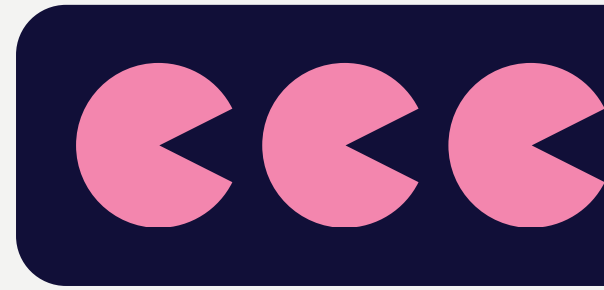




EXTERNAL RELATIONS

- ✓ You may work on outreach or external relations in order to boost exposure or sponsorship.
- ✓ In order to ensure success with this, you should be communicating professionally.





PROMOTING YOUR GROUP

What kind of company or organisation would be relevant to your group? Who can you benefit?

What is unique about working with your, what do you bring to the table? What's your selling point?

Put yourself in their shoes, why should they work with you?

How does this partnership or relation benefit your group? What can you gain?



RESEARCH AND TARGET

DO YOUR RESEARCH!

- Know who you are talking to and what they are about.
Show that you have genuine interest.
-
- Look into who would work best with what you are trying to achieve.
Who have other similar groups worked with successfully?





WHO CAN HELP?

- ✓ Universities Careers Team - <https://mycareers.le.ac.uk/unauth>

- ✓ SU Commercial Team - su-sales@le.ac.uk

- ✓ Your Academic Department

- ✓ Other societies or groups similar to you at other universities





CREATING A BRAND

Committee Training 26/27



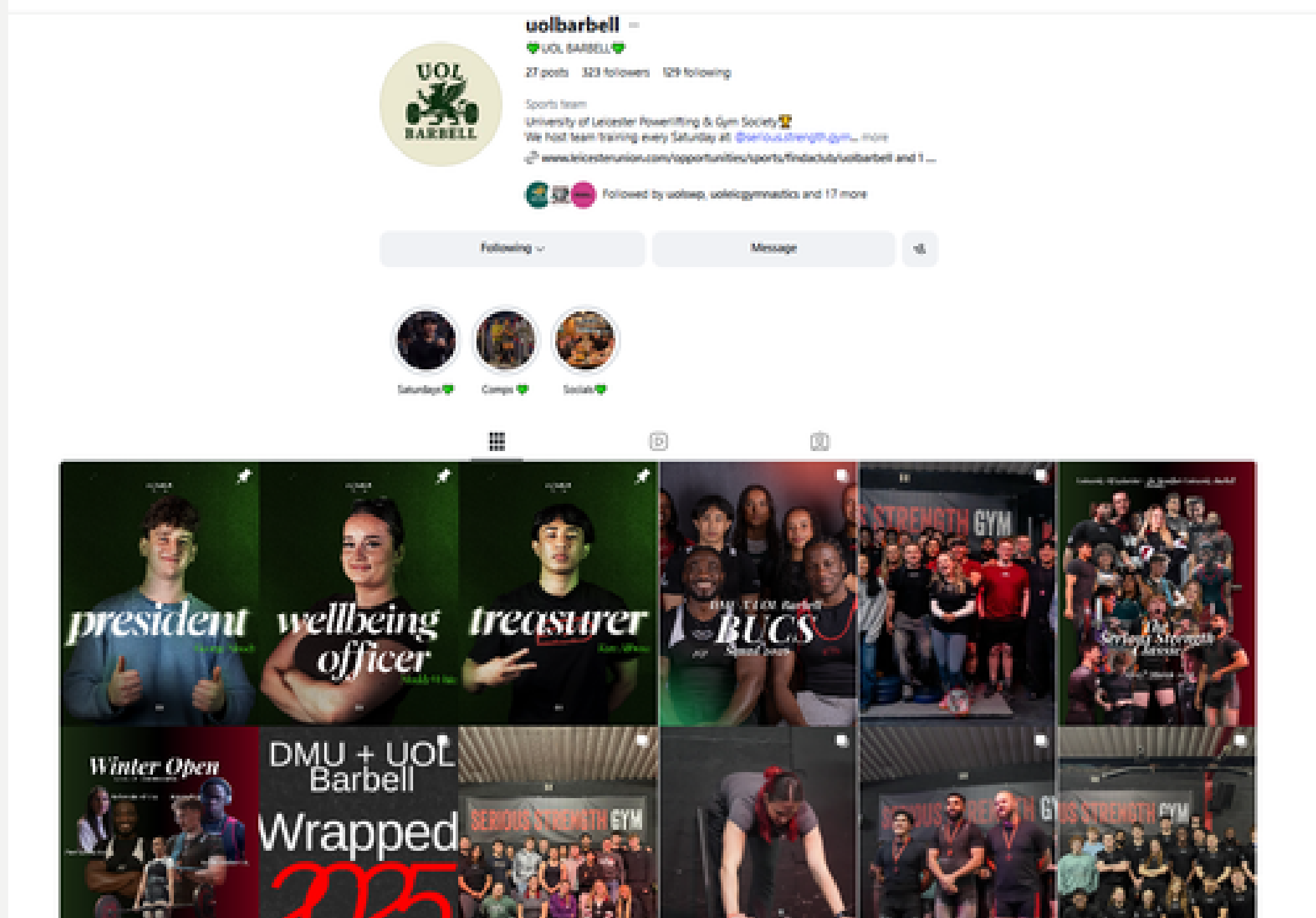


KNOWING YOUR BRAND

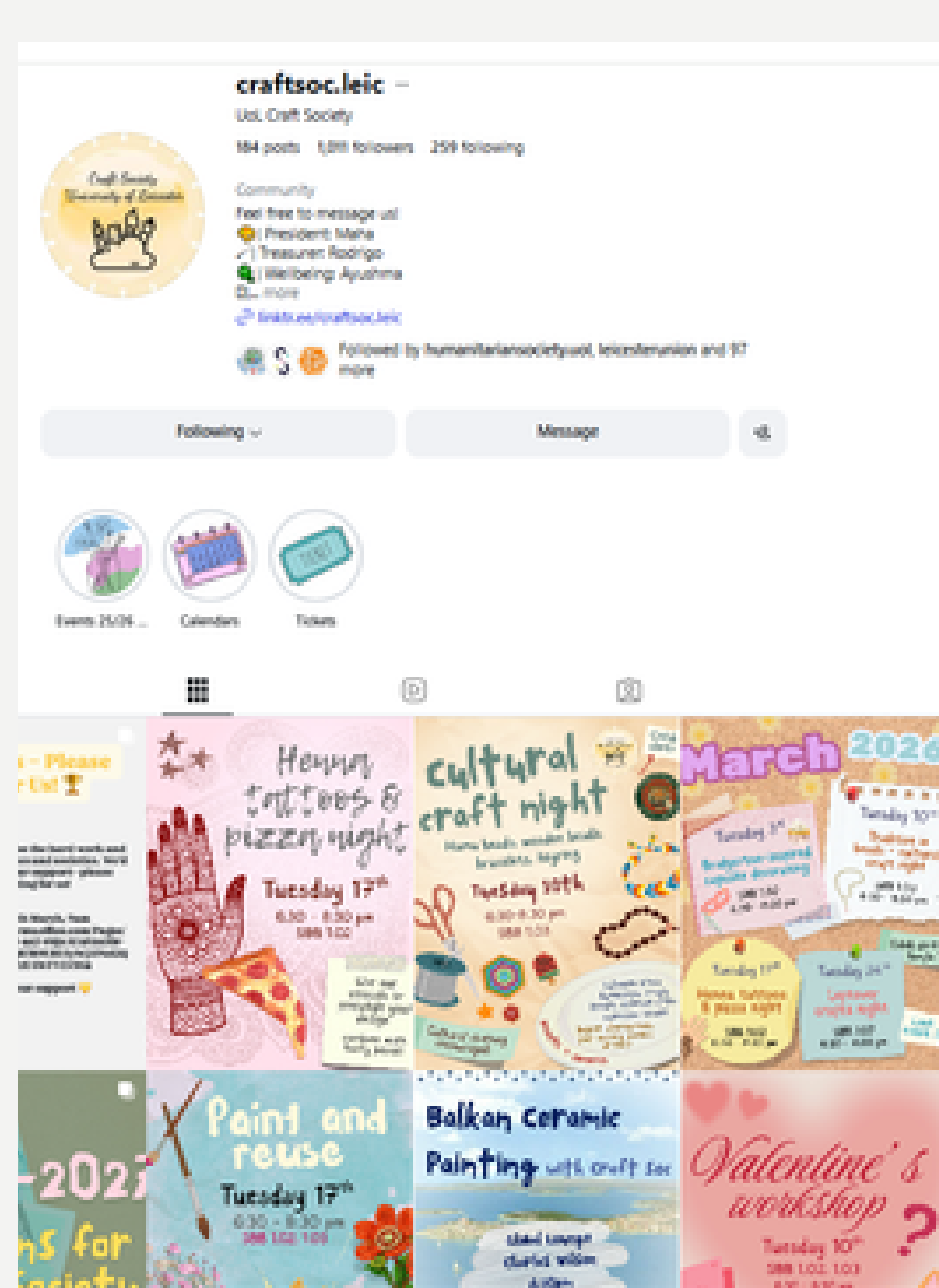
You are trying to sell your group to potential members and your target audience.

Engagement is key to success this year and engagement comes with identity, recognition and relevancy.





WHAT'S SIGNIFICANT ABOUT THESE EXAMPLES?





ELEMENTS OF BRANDING

- Colour Scheme: Can be pulled from university colours, existing logos or imagery, colours relevant to your purpose or colour recognition

- Imagery: What is recognisable of your purpose? What do people associate with you? What's relevant specifically to your purpose in Leicester?

- Tone: When you bring the above together, what theme are you trying to portray? What's the tone you are trying to set and how do you want people to feel about it?



HOW DO YOU GET THERE?

The best place to start is by doing your research.

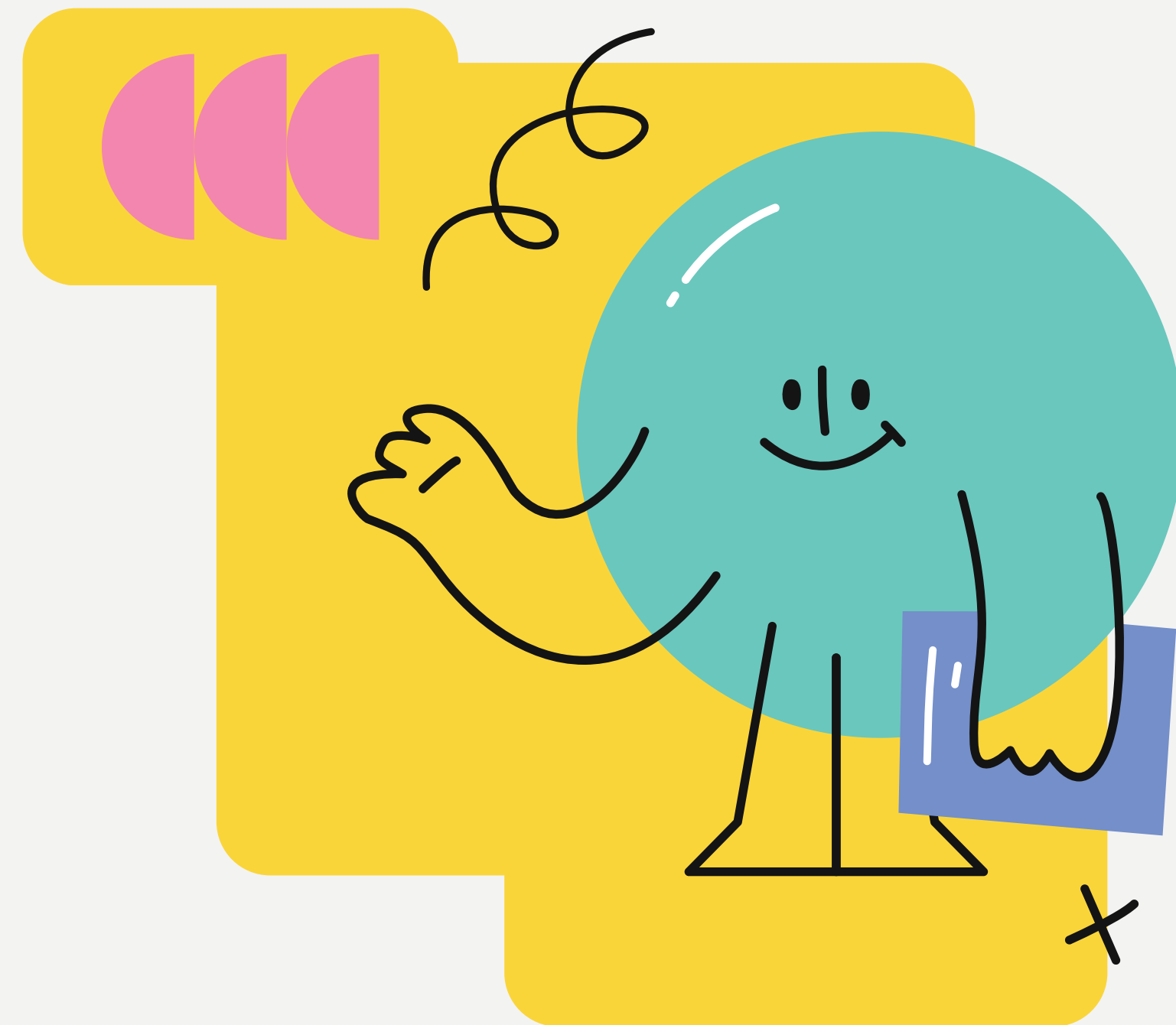
Effective Methods Are:

- Exploring Pinterest or Google
- Checking Similar Organisations Social Media
- Gathering Feedback

Next step is to generate ideas and try alternatives.

Effective Methods Are:

- Create a Moodboard
- Experiment with Canva Examples
- Ask Committees or a Friends Opinion





Interactive Form Question:

CREATE A BRAND PACK!

Scenario: You have been asked to create a branding pack for one of the below. Decide on a: Colour Scheme, Imagery, Tone

1-2: Medical Networking Group

3-4: Diversity and Equality Council

5-6: Marine Biology Education Centre

7-8: Global Dance Festival

Once you have a branding pack, how would you promote the group?



KEY TIPS

- ✓ You don't have to always change what works. If it's not broken don't fix it! - Sometimes it may just be small updates.
- ✓ Make sure to stick to the layouts that work best with your social media platform. e.g. using the correct Instagram feed dimensions.
- ✓ Don't overcrowd it! Sometimes simplicity and utilising negative space is best. You want to focus on getting the key details and tone across whilst keeping it interesting.
- ✓ Always keep your groups reputation and image in mind. What do you want potential members, stakeholders, sponsorships or opportunities to see? Is what you are posting a good reflection of your group?





SOCIAL MEDIA

Committee Training 26/27





SOCIAL MEDIA POLICY

Key Details:

- ✓ Unauthorised use of third-party logos, including the logo of the University of Leicester or connected companies, should be avoided.
- ✓ Inclusivity should always be considered, and avoid the use of potentially abusive or discriminative language or images.
- ✓ You should not be sharing any committee, members or student disputes, conflict or personal issues.
- ✓ Avoid posting excessive drinking on social media platforms.



GETTING CONSENT

It is a legal requirement!

- ✓ Always ensure you have consent of any people in your content before posting it or making anything public.

- ✓ You should also ensure you have consent before posting anything created by an external or imagery that does not belong to you, as per copyright law.

- ✓ Group members have been suspended or banned from groups before for not following the above, so please take control of what and who is posting.



UTILISING YOUR PLATFORM

What you should be posting about:

- ✓ Your group updates, highlights, achievements or activities. Promoting your activeness and productivity.
- ✓ Event and activity promotion or sharing information about opportunities for your cohort.
- ✓ Promoting your group through exposure, sharing information and keeping people updated with your logistics.
- ✓ Raising awareness and advocating for student needs or issues affecting students.



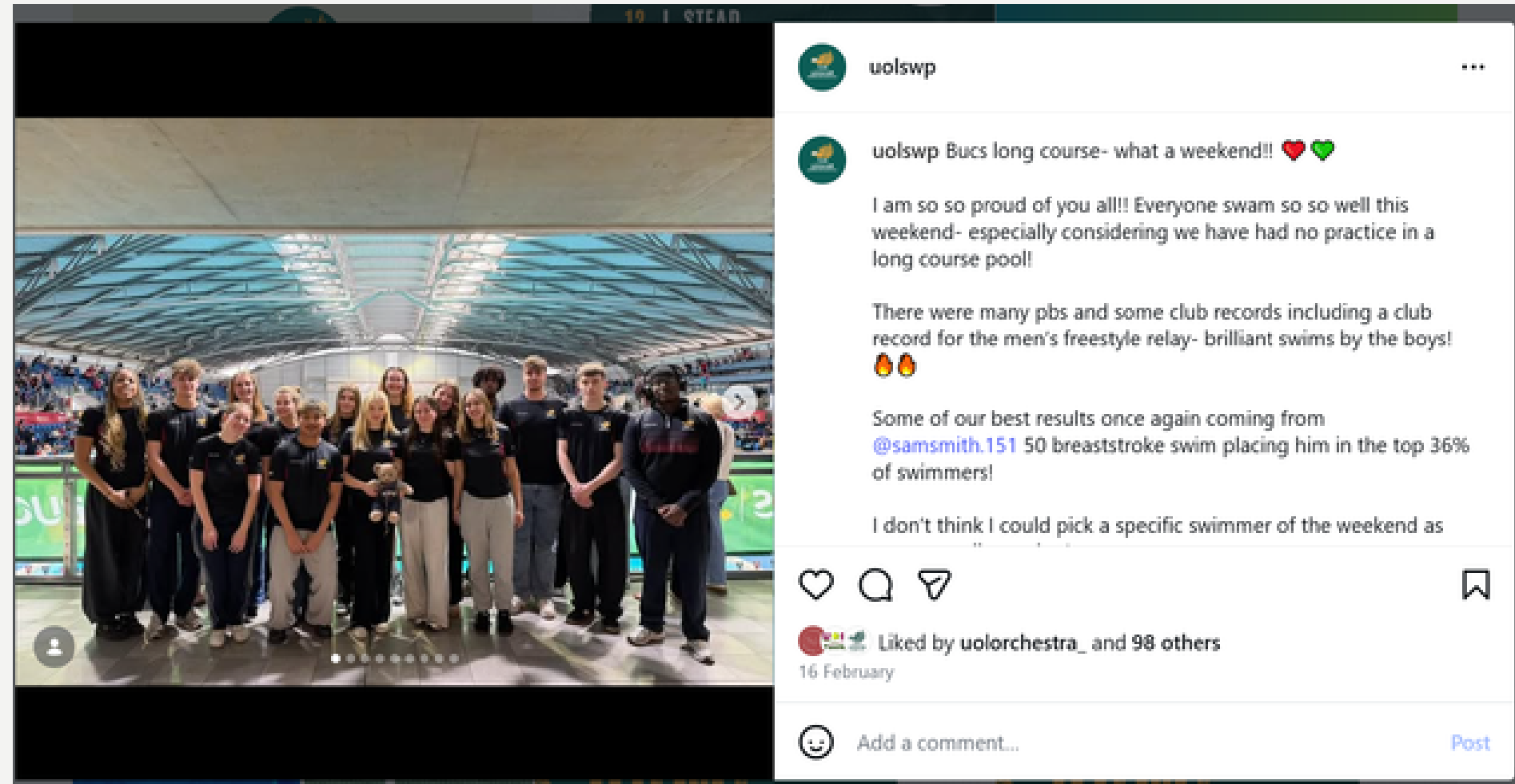


FINDING A BALANCE

Your social media should be a healthy balance between student focused and professional. It's remembering your target audience and tailoring to them in a professional way.

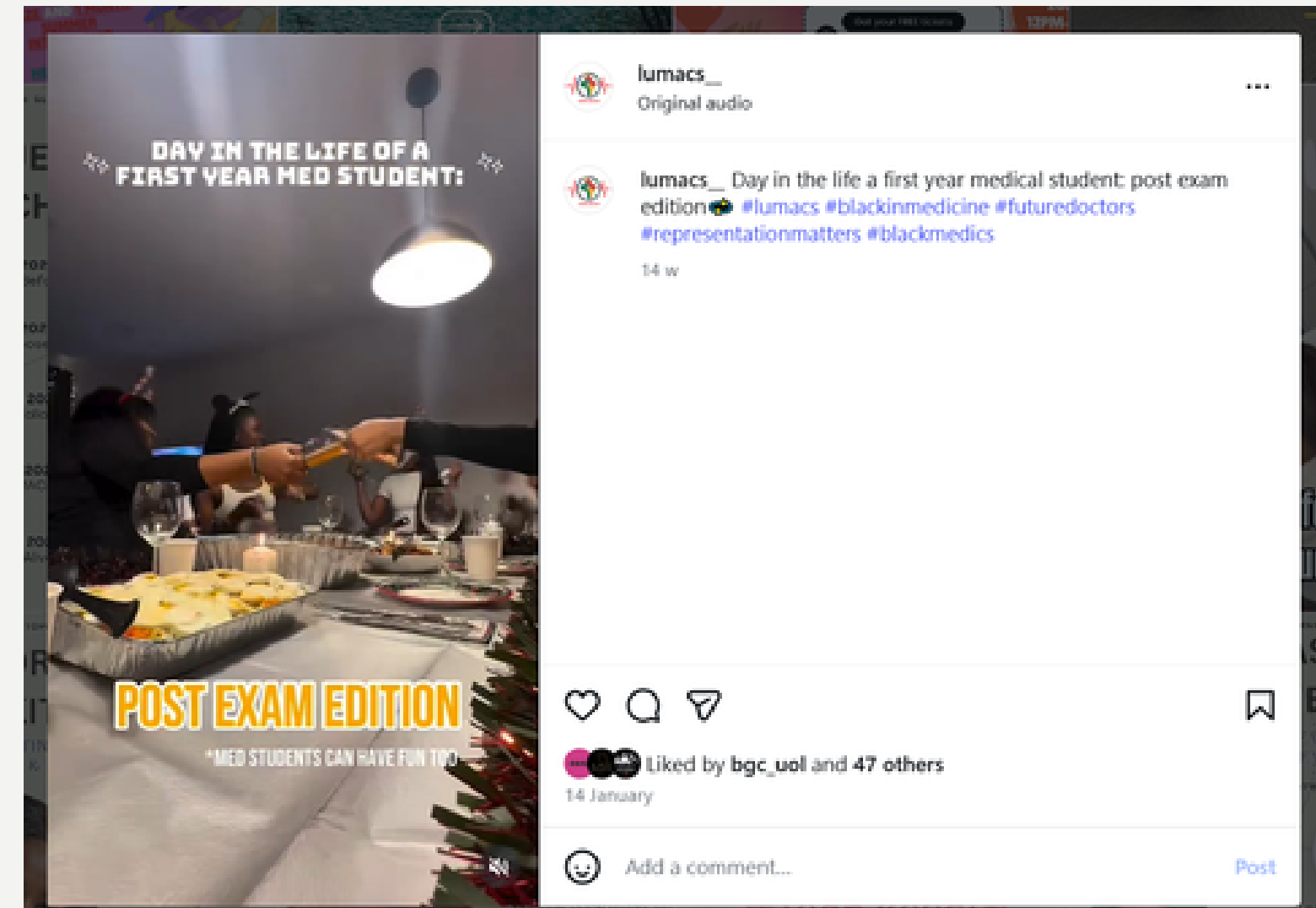
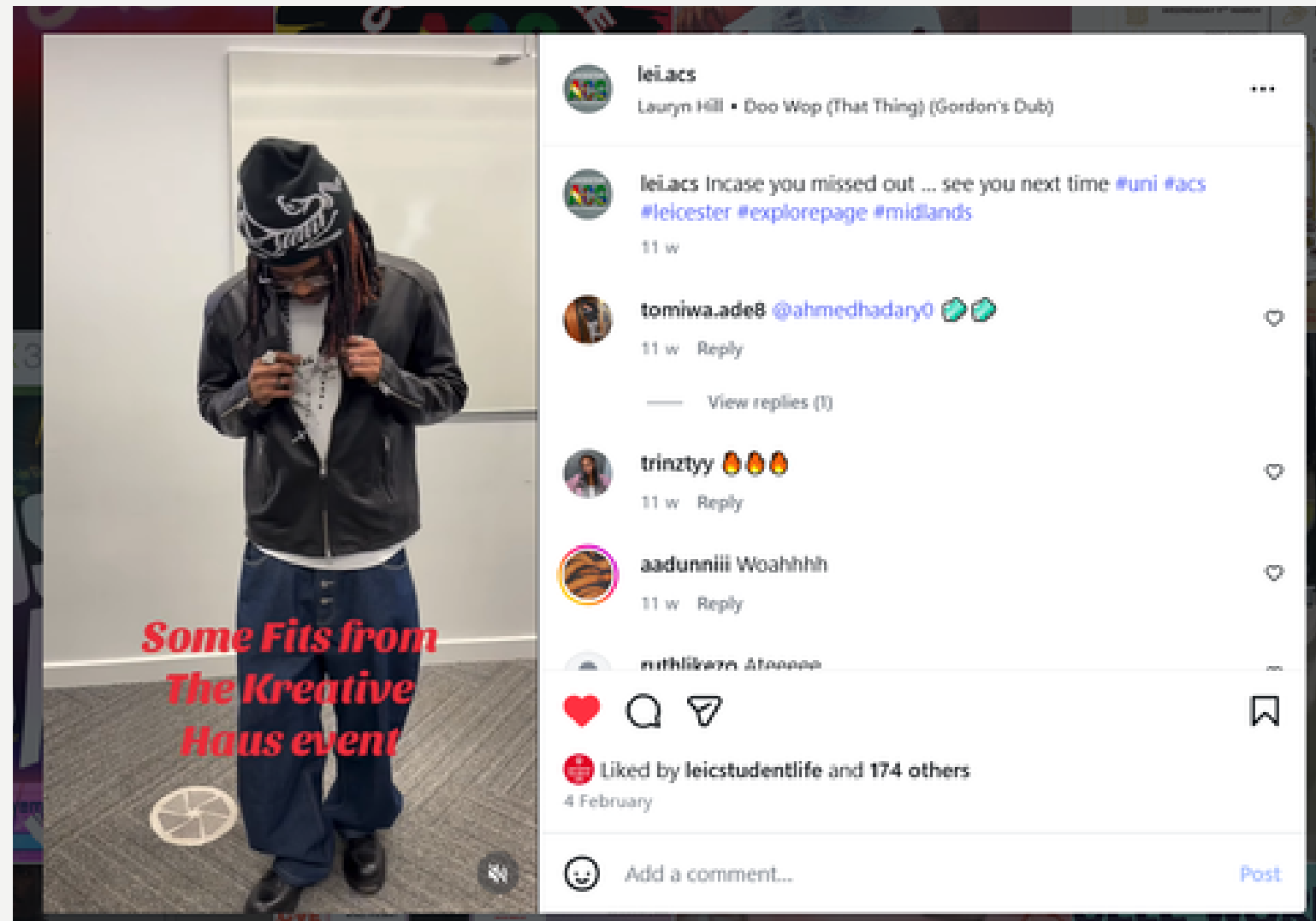


GOOD EXAMPLES - WHAT YOU ARE UP TO



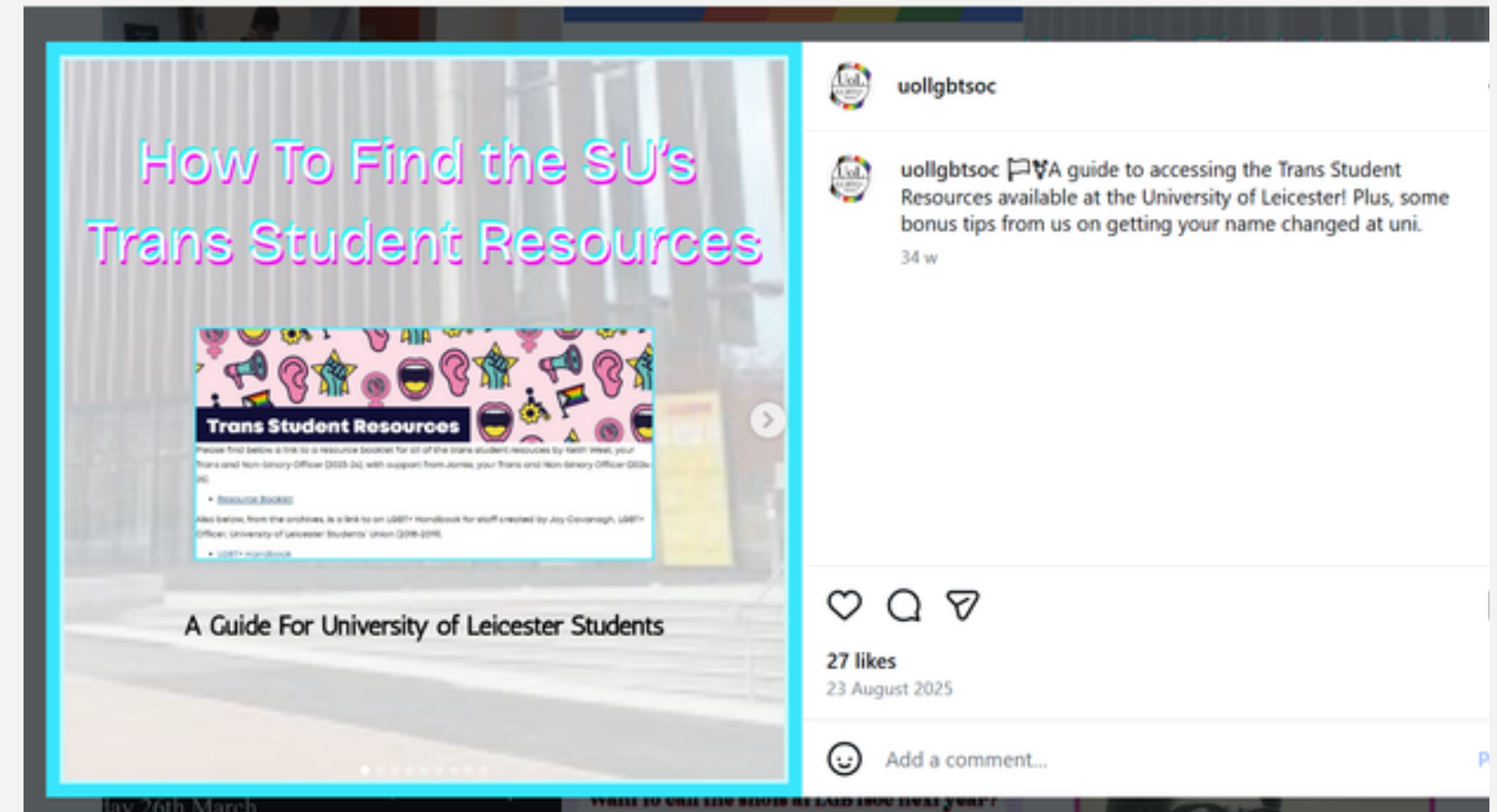
- Positive outlook or tone - Focusing on multiple successes and highlights
- Photos used are relevant and professional - Not including inappropriate activities or photos that don't relate to what you are posting about

GOOD EXAMPLES - REPRESENTATION



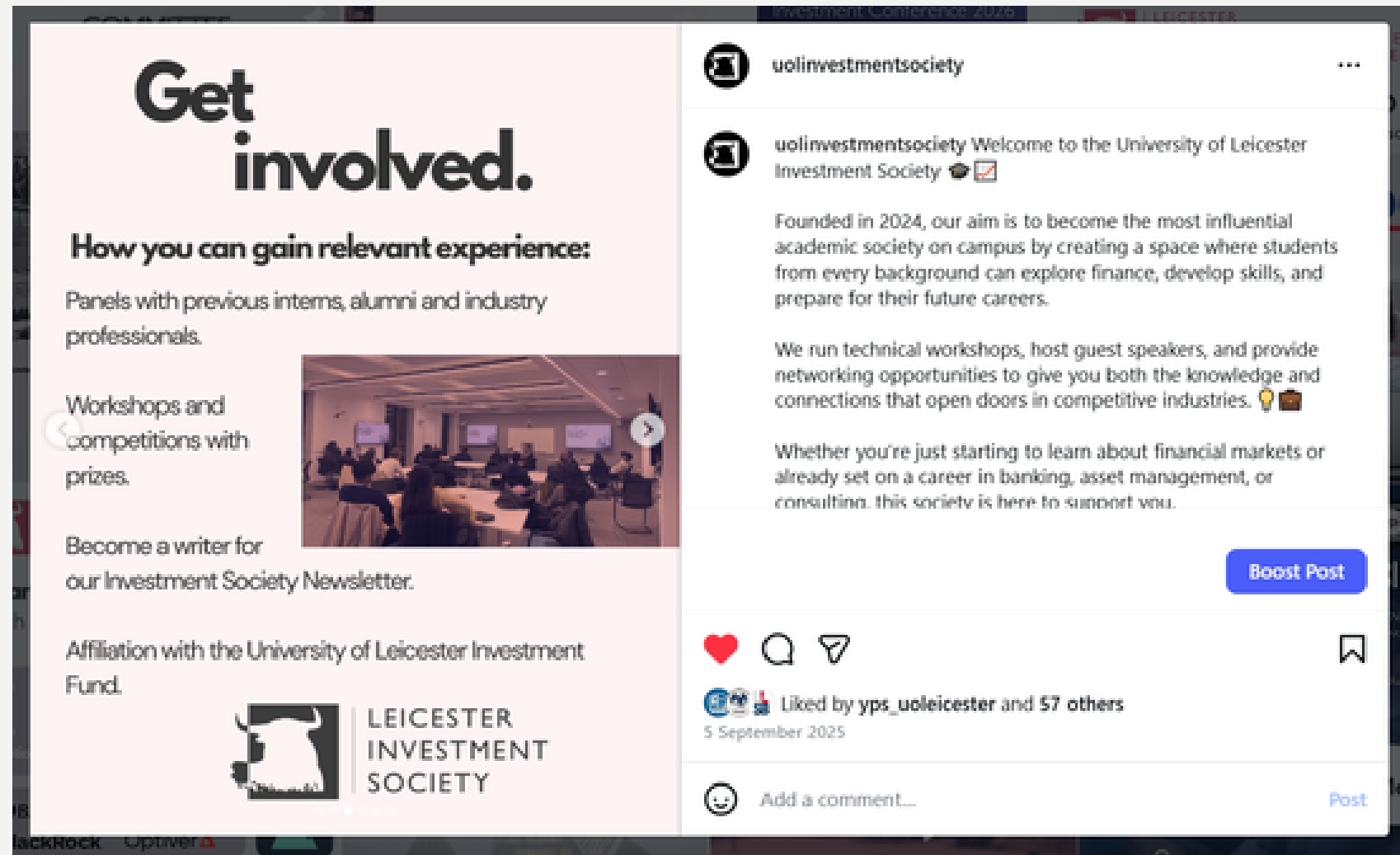
- Focus on Students - Staying relatable and genuine to the student experience. This helps promote what kind of environment your group is and is more approachable for students.
- Stay's True To Your Purpose - Can promote what you get up to and what students could get involved in.

GOOD EXAMPLES - AWARENESS



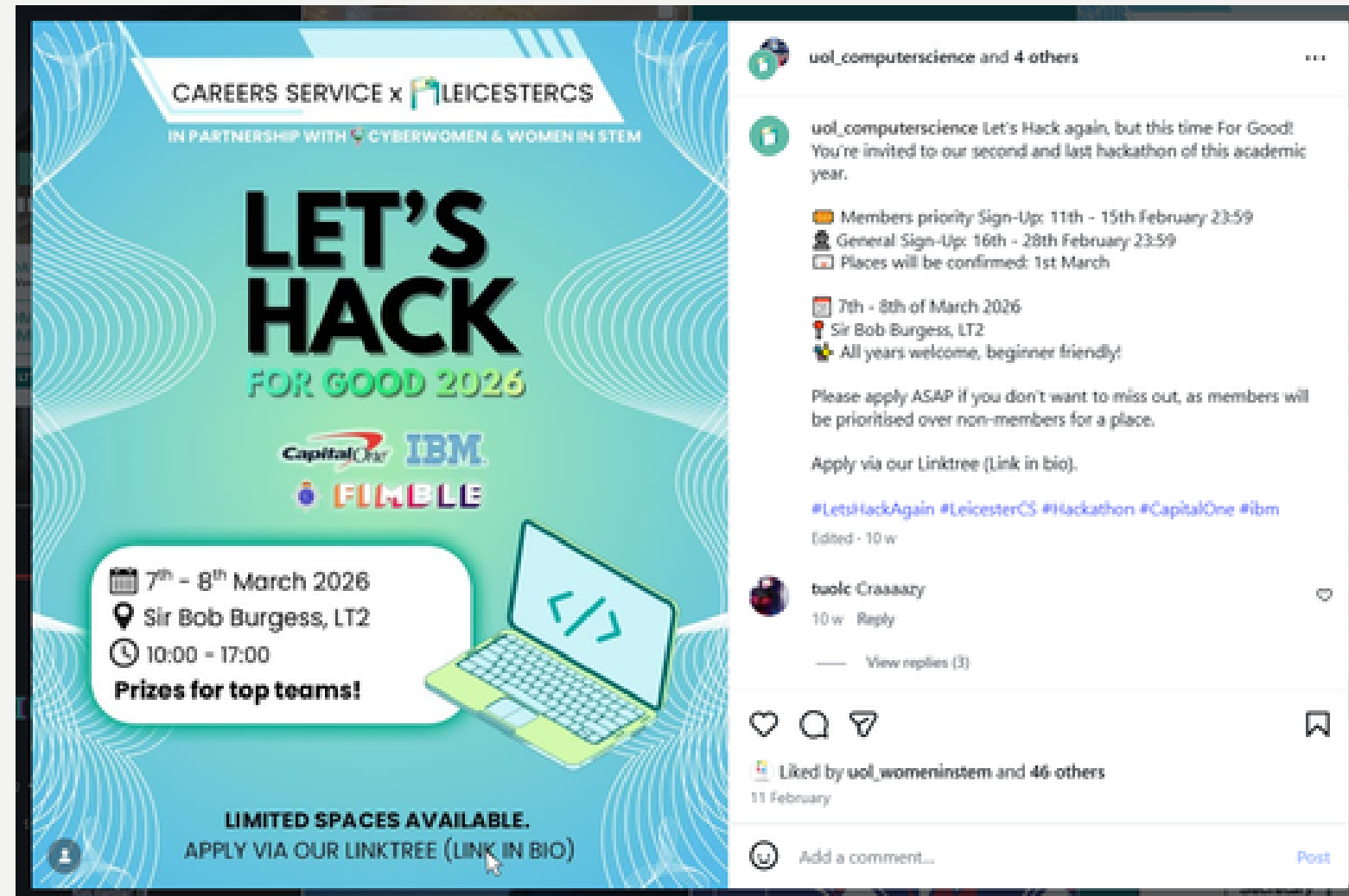
- Creating a Platform - Facilitating and utilising your platform for people to find support rather than creating the opinions or trying to tackle the topic yourself.
- Knowing What's Relevant - Doing your research or gathering feedback to ensure what you are posting about is relevant to your target audience.

GOOD EXAMPLES - PROMOTING YOURSELF



- Setting Expectations - Lets people know what you are about, what they can get from being a member/attending and ensures people know about you.
- Staying Consistent - Posting regularly about what you are up to or promoting an event, but not overloading it. Stick to a tone and run with it.

GOOD EXAMPLES - PROMOTING OPPORTUNITIES



- Setting Expectations - Lets people know what you are about, what they can get from being a member/attending and ensures people know about you.
- Staying Consistent - Posting regularly about what you are up to or promoting an event, but not overloading it. Stick to a tone and run with it.



ACCESSIBILITY:

Ensure you are considering how accessible your digital content or communications are.

DO'S

Use easy to read fonts

Make sure font is big enough to read with good line spacing

Make sure that the font colour and backgrounds are in high contrast

Put the key information in bolder or larger text size

Provide captions and key information in plain text

Keep the design de-cluttered and not overwhelming





USING AI

It is obvious when a group uses AI for their materials.

Avoid doing so as it can often be a deterrent for people and can come across as lazy and unprofessional.

We have a lot of creative students, choose to work with them instead!

If you do use AI, use it for idea generation, but not for the final product or full design.





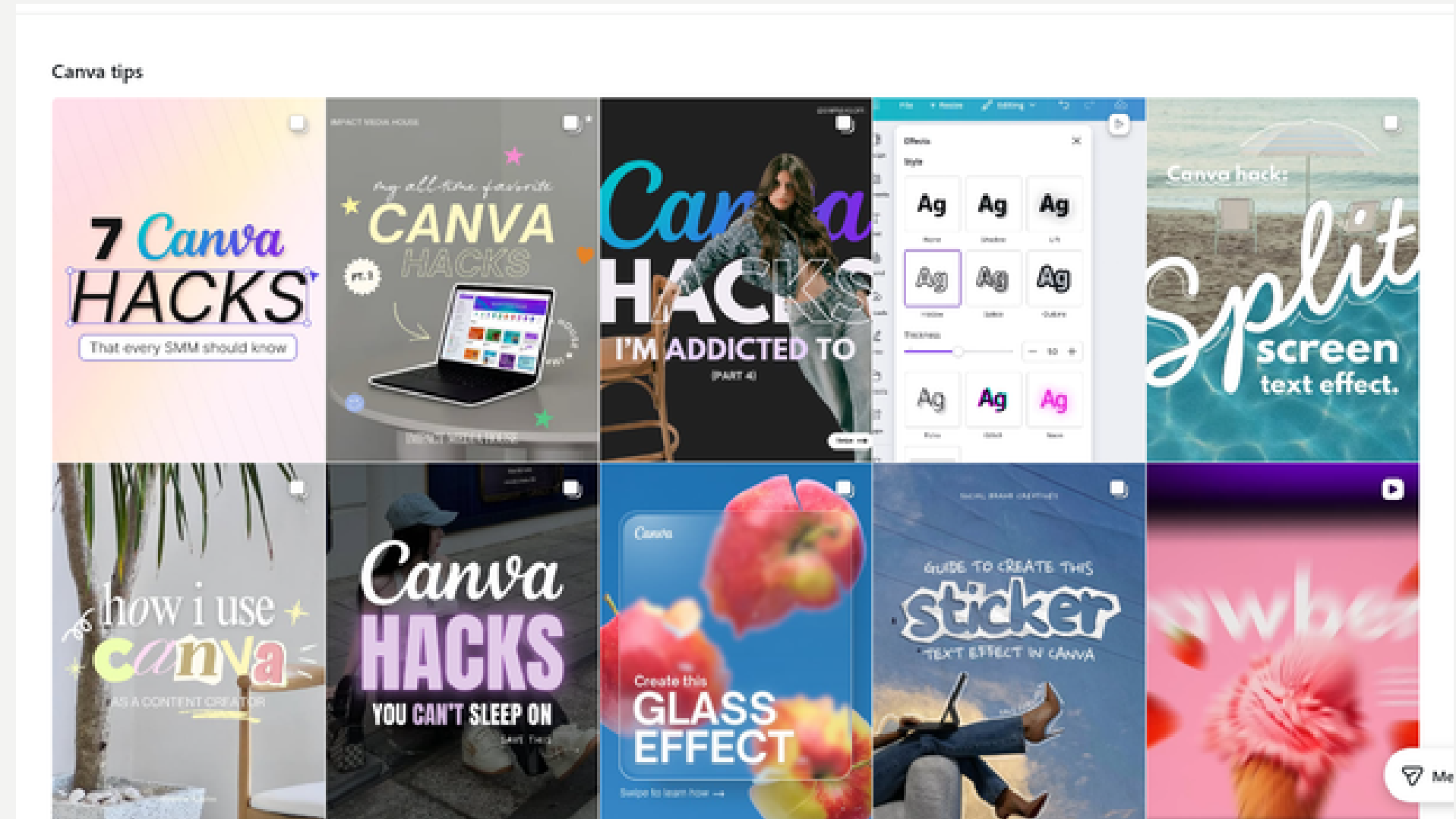
USING CANVA

Committee Training 26/27



KEY TIPS

- ✓ You don't have to have pro to make something good. But if your group has the money, you can purchase a subscription.
- ✓ Make sure to keep any log in details for handovers so that existing templates or assets can be reused again.
- ✓ Check TikTok or Instagram! There are loads of how to guides and hacks that can aid you in learning techniques.
- ✓ You can print straight from Canva for the best quality products.





THE WEBSITE

Committee Training 26/27



-
- ✔ Event and activity promotion or sharing information about opportunities for your cohort.
-
- ✔ Promoting your group through exposure, sharing information and keeping people updated with your logistics.



WE ARE A SOCIETY THAT ENDEAVOURS TO EMBRACE THE MULTITUDE OF ASIAN CULTURES BY TEACHING VARIOUS DANCE FORMS RANGING FROM CLASSICAL DANCE SUCH AS KATHAK, TO MORE MODERN DANCE SUCH AS BOLLYWOOD X HIP HOP FUSION. OUR MAIN GOAL IS TO ENCOURAGE STUDENTS WITH ALL LEVELS OF DANCING ABILITIES TO PARTICIPATE AND HAVE FUN WHILE LEARNING MORE ABOUT DIFFERENT CULTURES BY HOSTING WEEKLY CLASSES.

AS WELL AS BEING BEGINNER FRIENDLY WE ALSO HAVE THE OPPORTUNITY FOR MORE ABLED DANCERS TO BE A PART OF OUR COMPETING AND PERFORMING TEAM. ONE OF OUR BIGGEST ACHIEVEMENTS IS BEING ACCEPTED INTO THE BIGGEST BOLLYWOOD DANCE COMPETITION IN THE UK FOR 4 YEARS RUNNING. THE FOLLOWING VIDEO IS ONE OF OUR PREVIOUS PERFORMANCES:



HOWEVER, IF YOU WOULD LIKE TO COME TO INDIVIDUAL CLASSES THE PRICE FOR EACH CLASS IS €1.



AlulaPony and welcome to LQCC and Filipino Society "gigante gigante" If you are Pinoy, someone who enjoys Filipino culture or simply enjoys socializing and good food, you're invited to join a fun and spirited society that celebrates all things Filipino!

President: Aja B
Vice President: Carl G
Treasurer: James C
Marketing: Michelle M
Social media Officer: Abigail G
Secretary: John GJ
Sports Ambassador: Jeremy B
Sports Coordinator: Josh



These include pride (you become an honorary king), special events parks, and helping fund our society to create the best award for you (a
Coke, testing, come and!

the general enquiries or to get involved, message our social media: [ucsfeducation](https://www.facebook.com/ucsfeducation)



CREATING A WEBPAGE

- ✓ You will also have additional tabs at the bottom of your webpage.
- ✓ Your memberships will automatically come up on your webpage.
- ✓ You can add products, photos and resources via your admin tools.



MORE INFO

+ SIGNUPS
+ POLLS & ELECTIONS
+ RESOURCES
+ PRODUCTS
+ PHOTOS

 Activities Create and submit activities for approval	 Edit Details Edit logo, description and contact details	 Events Create and manage events	 Finance Requests
 Groups Create and delete roles and mailing lists	 Members View members	 Messages Send emails to members	 News Create and edit news articles
 Polls Create, edit, and view poll results	 Products Create products and put them on sale	 Resources Provide downloadable resources	 Sales Reports View membership, products and ticket sales
 Signups Create and manage signups	 Surveys Create surveys and view responses	 Tickets Create and manage tickets for events	 Website pages Add and edit website pages