

MONDAY 22ND SEP

2025

MAXIMISING ENGAGEMENT THOUGHT MARKETING AND SOCIAL MEDIA



**HEATHER DAWSON - ACTIVITIES AND MARKETING
ASSISTANT**

01

WHY MARKETING MATTERS



Why Marketing Matters

- Increases visibility of your club/society
- Attracts new members and keeps current ones engaged
- Builds a strong sense of community
- Helps secure sponsorships and collaborations

02

UNDERSTANDING YOUR AUDIENCE



Understanding Your Audience

- Who are you trying to reach?
(Freshers, postgrads, international students, niche interest groups)
- What platforms do they use?
(Instagram, TikTok, WhatsApp, email)
- What motivates them? (Fun, networking, skill-building, career opportunities)

03

CONTENT STRATEGY



Mix of content types:

- Event promotions (graphics, countdowns, trailers)
- Recaps & highlights (photos, short reels)
- Member spotlights/testimonials
- Collaborations with other clubs
- Behind-the-scenes content (planning, set-up, fun moments)

04

BRANDING & VISUALS



5. Branding & Visual Identity

- Consistent logo, colours, and fonts
- Use templates for posts & stories
- Keep tone of voice authentic and fun
- Make your society recognisable at a glance

04

PROMOTION TIMELINE



Event Promotion Timeline

- 2–3 weeks before: Teaser posts, save the date
- 1 week before: Full details, RSVP links, countdowns
- 2–3 days before: Reminders, behind-the-scenes hype
- On the day: Live updates, stories, reels
- After the event: Highlights, thank-you posts, feedback forms

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TOOLS & RESOURCES



Tools & Resources

- Canva – free design tool for posters & social media posts
- Meta Business Suite – schedule posts on Instagram/Facebook
- Google Forms – surveys & feedback

04

WHAT WE CAN DO TO HELP



what we can do to help.

- **We will share your events on our socials to over 6k followers!**
- **We have student photographers you can have for your events**
- **Speakers you can hire out!**
- **Help you use the website.**
-

04

DO'S & DON'TS



Do's & Don'ts

- **Make sure it's appropriate - we don't want you getting in trouble with the university over something little on social media!**
- **Do use your socials to engage in your members!**
- **TAG US! We will reshare your posts!**
- **Add your key dates to your socials to keep members updated**

04

IDEAS



- Discuss with your fellow execs ideas on how you're going to use your social media!

04

IDEAS



- Please send one person from your club/society to come write your ideas on the whiteboard!

Event Marketing

- Good marketing is crucial to the success of an event. Asking questions around the following is a good starting point...
- Product – What? Appropriate?
- Venue is correct?
- Price – Right? Value for money?
Discounts? Additional costs?
- Convenience – Advance tickets? Ways of paying? Easy to get to? Sign posted?
- Promotion – Who? Why is it good? When? Where?



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EFFECTIVE ADMIN & USING THE WEBSITE



**HEATHER DAWSON - ACTIVITIES AND MARKETING
ASSISTANT**

01

WHY EFFECTIVE ADMIN MATTERS



Why effective admin matters?

- Keeps operations organised & efficient
- Improves member satisfaction

02

USING WEBSITES EFFECTIVELY



Using websites effectively

- Central hub for information and updates
- Provides contact details & social media links.

03 YOUR CLUB/SOCIETY PAGE



Your Club/Society page -

- **All chairs/presidents should have access to your page on the website.**
- **Use this page to add a description of your club/society**
- **Add your exec details!**
- **You will be able to add merch/tickets onto this (just ask us to do this!)**

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©4 YOUR CLUB/SOCIETY PAGE



Your Club/Society page -

- **If you haven't got access, please let me know and I will get you added.**

05

BEST PRACTICE IN EFFECTIVE ADMIN



Best Practice -

- Delegate tasks across your committee
- Set clear deadlines & reminders
- Review your website content (we have some club/society website pages with information from 2023! Don't be like this!

05

QUESTIONS?

Any Questions on Admin and the website?

