

**The Importance of Good Marketing and Communications**

As a society you need to ensure members join and take part in your activities; collaborate and reach out to other societies and continually try and get other students to join in. All of these require student engagement which relies on Marketing and Communication.

**Ensuring Students Join Your Society**

There is a good correlation between the Societies with the highest membership and the success of that society. So therefore it is really important to try to get as many members as possible.

**Benefits of having a large membership include:**

* More income from that membership
* More members to attend your events and activities
* More members often hold your committee to account which hopefully means a more pro-active society
* Enables you to hold bigger events and activities
* Can potentially gain more income from events and activities
* More members to help run and organise events and activates

You can try to get students to join the society throughout the year, this will often mainly come through engaging with students in activities which is covered in the next section. Most of your recruitment however will come at the beginning of term in September and this is where you should really push for new members. The Students’ Union provides a fair few opportunities to help with this recruitment.

**Freshers’ Fayre**

It’s one of the best days in The Students’ Unions year. And should be the most important in a societies. The dates for Freshers’ Fayre goes out at the end of the academic year for the following September. Ensure that you have confirmed your booking with the Societies Support Coordinator to secure your space. Let us know what you are planning we can support you.

**Here are a few tips:**

* It’s never too early to start planning for Freshers’
* The fayre is your best opportunity to showcase any of your activities as a society to the biggest audience.
* Don’t forget to budget ( support from the Society Development Fund and your societies own income)

**Give It a Go**

This is your chance to run taster sessions for students thinking about joining your society.

**Don’t forget to:**

* Promote your sessions through your social media channels, tag the SU in them and we can share and retweet.
* Ensure the session is accessible for all students of all levels
* Be friendly – welcome any new students. More members are a benefit to your society.
* Follow Up – ensure you get in touch after to tell them more.

**Ensuring Students Engage With Your Society**

Once you have grown your membership make sure to remember what really makes a society is when all of those members are engaged. It is vital that you effectively communicate with your members. To do this we have a few tips:

* Don’t rely on one method of communication. Not all students have Facebook so don’t forget to utilise multiple methods.
* Give members plenty of notice when you are planning events and activities.
* Be responsive back. If a member messages you get back in touch with them so they know you are listening to them.
* Keep your members informed but do not spam them.

**Society Webpage**

When you set up a society we create a Society webpage for you. It is located here - https://www.wolvesunion.org/societies/currentsocieties/. Once you have had your first meeting with the Societies Support Coordinator you are then given admin access to your webpage.

By logging into your student account on The Wolves Union website you are able to access your societies webpage admin tools. There you can:

* Edit your page
* Add Events
* Add News Stories
* Message your Members
* Monitor your Membership
* Look at Sales for tickets and items you are selling.
* Create Polls (helpful to gather feedback from members)

This will be covered in your society training but it is important to remember to keep this page up to date and utilise it.

**Social Media**

**A few tips for Social Media:**

* Don’t have multiple pages or accounts. Try and keep the same accounts every year, it’s lets confusing and helps students engage.
* Keep them up to date with the relevant information including contact details.
* Use it as a way to ask your membership what they want with polls and surveys.
* Promote the activities you have done with pictures and blogs.
* Tell them how to join your society.

**Our Brand**

We want to ensure that people are aware that you are part of The Students’ Union at Wolverhampton University. There are many positives reasons for this for you as a society. We therefore ask that you are clear in promotion (such as posters) that you are part of The Students’ Union. There are a few things when doing this to remember:

* We are the ‘University of Wolverhampton Students’ Union’ – please use our full name or ‘The Students’ Union’.
* Please put our logo (see below) on your marketing materials. If you use our logo **please do not:** distort the logo or chance its dimensions or edit the logo



**Societies Social Media Policy**

The term social media includes (but is not limited to) all of the following platforms:- Facebook, Twitter, Instagram, Whatsapp and Snapchat.

All societies are entitled to use social media as a means to promote their society. All accounts are set up independently by the society and are not maintained in any way by the Students’ Union.

All societies are however linked to the Students’ Union and bound by the Byelaws; as such any content published (including re-tweets and the sharing of status updates) should not reflect badly on the organisation. Social media should never be used in a way that breaches any of the Students’ Union’s other policies. Societies are prohibited from using social media to:

* Defame or disparage the organisation or its affiliates, customers, clients, business partners, suppliers, vendors or other stakeholders;
* Harass or bully students or staff in any way OR breach our Anti-harassment and bullying policy;
* Unlawfully discriminate against students, staff or third parties OR breach our Equal Opportunities Policy;
* Breach any other laws or ethical standards (for example, never use social media in a false or misleading way, such as by claiming to be someone other than yourself or by making misleading statements).

The Students’ Union reserves the right to ask for statuses, tweets and pictures to be removed should they be deemed offensive.

Any reports of alleged misconduct or bullying via social media will be fully investigated in line with Byelaw 7- ‘Disciplinary Procedure for Members’ which applies to all clubs and societies of the Union. A full copy of the Students’ Union Byelaws can be found on the website under About Us and Byelaws. Reference should be made to this for further information.

Social media should not be used to convey messages for the purpose of making committee decisions. This should be done either during a committee meeting at which minutes are taken, or via an email which has copied in the full committee. Any decisions made via solely social media will not be recognised by the Students’ Union.

Further information on the use of social media can be found in the Societies Handbook located on the Resources page of the website. Training on what social media can and cannot be used for will also be given at societies training during the start of each semester**.**

**Questions?**

Contact the Societies Support Co-ordinator:

societies.wolvesunion@wlv.ac.uk