



Marketing, Social Media and Engagement



Scan the QR Code to register your attendance



Social Media Accounts

We recommend creating one or more social media accounts for your Club/Society



Recruitment

Social Media is the number 1 place students will look to decide what group they want to join.



Event Promotion

Help boost ticket sales or participation!



Freshers/GIAG

E.g. Advertise where to find you at Freshers Fair or the details about your GIAG session.



Showcasing Success

Show off all the amazing things you have achieved!



Communication

E.g. Q&As, Welcome to the Committee posts.

Keep us in the loop!

Facebook

Don't underestimate it's power!



1 Include images/GIFs (centre them where possible)

2 Use photo albums to share images

3 Boost engagement by tagging pages

4 Tag 'Guild of Societies' or 'Cardiff Athletic Union'

5 'Pin' posts – Great for timetables and events

6 Closed group for members

Twitter/X



- 1 'Quote tweet' instead of retweeting
- 2 Use capital letters when hash tagging
- 3 Ensure you tag the correct account
- 4 Be informative but not pushy
- 5 More serious issues and cause
- 6 Starting conversations

Instagram



1

Tag/mention accounts and locations

2

Use relevant hashtags

3

Follow relevant users

4

Tag @cardiffsocsandvol,
@cardiffathleticunion or @cardiffstudents

5

'Pin' posts – Great for timetables and events

6

Use your own photos!

Instagram



7 Reels and video content!

8 Use Canva to create artwork

9 Use captions to capture attention

10 Create a LinkTree

11 Stories! Use links and create highlights

Think about some of your favourite Instagram accounts



What about their content stops you scrolling?

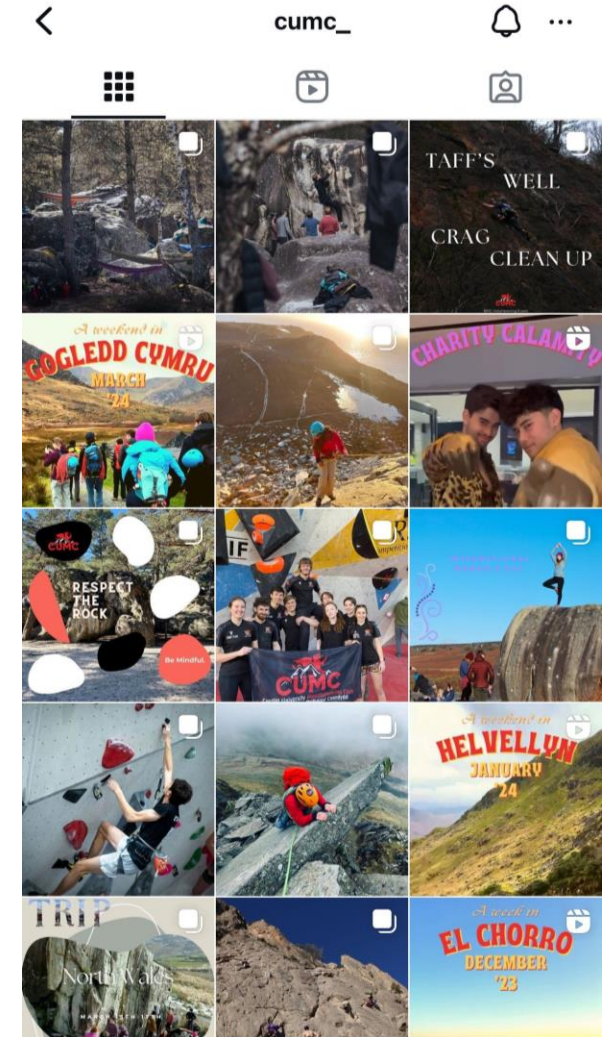


How do their feed posts differ from their stories?

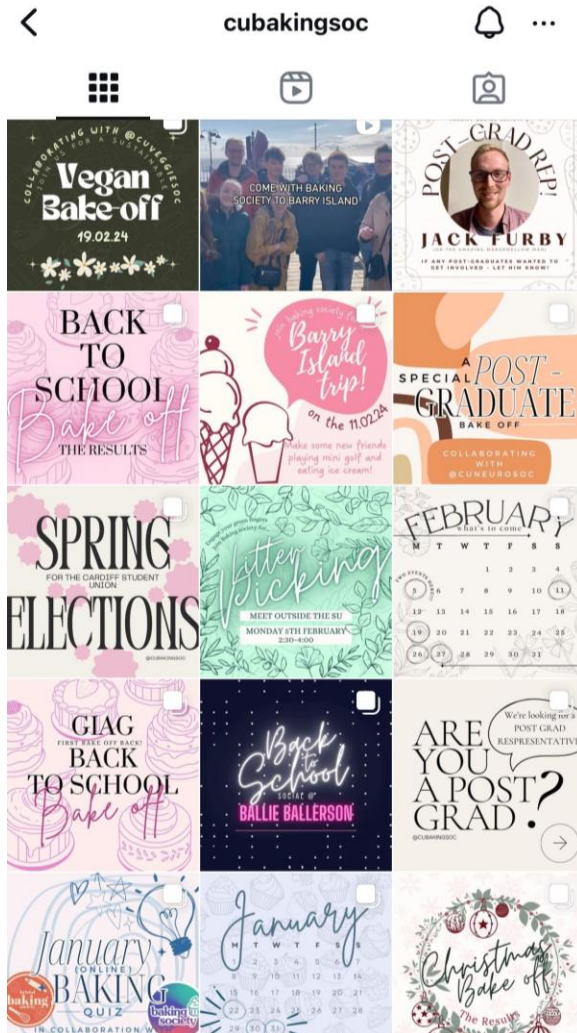


What is their tone of voice?

Examples



Examples



TikTok



1 Make a TikTok for @cardiffstudents

2 'Day in the life'

3 Funny/light-hearted content works best

4 Try not to use swear words, explicit lyrics etc.

5 Keep up with relevant trends

6 Use transitions / duets / trending sounds

Engagement Tips



Make it clear what group you are – you want to be easy to find



Be grammatically correct – no slang



Be friendly and supportive -> Create conversations!



Refrain from using drinking references / drunk photos – employers will see these




Respond in a timely manner – be 'in the moment'



Welsh language – Use our free translation service

Using the Welsh Language

Cardiff University has a thriving community of Welsh speaking students. Your Society could benefit and appeal to a wider range of audience using bilingual promotion.



Where to include

- Social media posts
- Posters/screens
- PowerPoints
- Promotional material e.g. leaflets



Tier System

It is a requirement to attempt to use the Welsh language



Free Translation Service



Pictures and GIFS

Sharing

Huge part of engaging with your audience

People tend to pay more attention to posts with pictures and GIFs

Think First

Always think before you post photos that represent the SU or your Club/Society

Check

Always do a background check when using stock images or GIFs

You can access free photos using www.pexels.com or www.unsplash.com

Passwords

Confidential

Always keep passwords confidential for all social media accounts

Handover

All accounts / pages / admin rights should be passed on to new committees

Change

We recommend changing your passwords each year

Access

All elected committee members should have access to their club/society accounts

Remember

Public and Permanent

Your actions last online forever – always speak as though you're in public

Be Responsible

Have fun and engage with students but be mindful of what you say

Avoid swearing, inappropriate behaviour and remember sarcasm can seem offensive

Impact

Inside jokes and banter aren't always appropriate

Everything you say reflect on your club, the SU and the University

How do you want your club/society to be perceived?

Do Not Discriminate

Social media should not be used to bully another individual

Bullying includes written forms, images, audio and video content

No offensive or derogatory comments to be made relating to:

- Sex
- Gender
- Gender reassignment
- Race (including nationality)
- Disability
- Sexual orientation
- Religion/belief
- Or Age

Discrimination will result in disciplinary action

Copyright and Confidentiality

Always ask for permission to use images/written content

Don't use copyrighted images

Don't reveal confidential information online

E.g. personal details and addresses

Ask permission to take photos



Outreach



Get your faces out there!

Are you struggling with recruitment, retention or ticket sales?

Outreach ideas

1

Freshers / Refreshers Fairs

2

Book a stall in the SU

3

Tag us in your posts

4

Make a TikTok for @cardiffstudents

5

Collab with other clubs/societies

6

Use the SU screens

1

Creation

- Who you are
- What you are promoting
- Dates, times, location
- Clear font
- Link / QR code
- 1920 x 1080pxl (same size as insta story template on Canva)

2

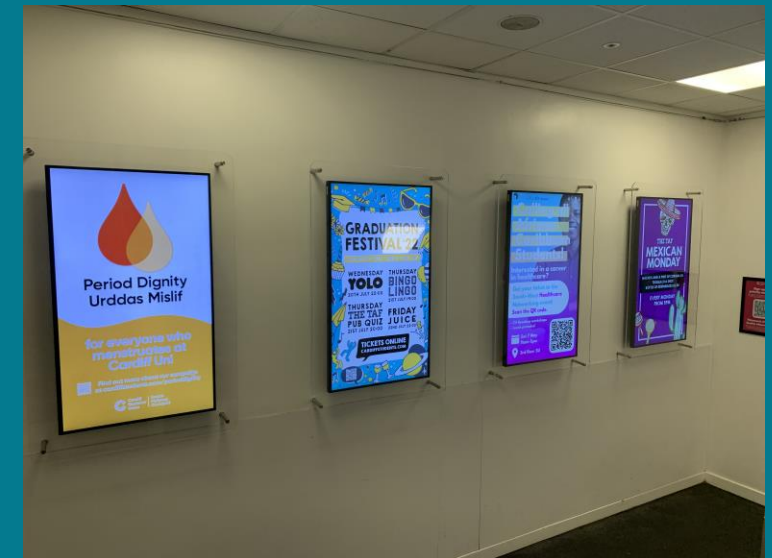
Promotion

Send it to your staff contact

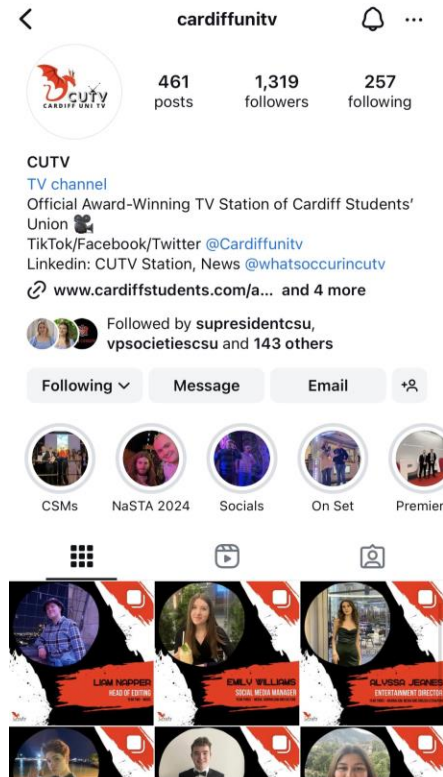
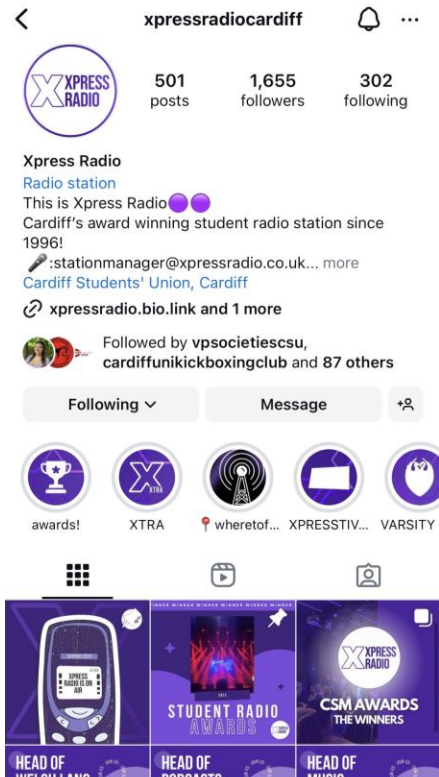
*Remember to tell them how long you would like it up for

Screens

Student groups can promote themselves and their events on the screens in the SU building



Student Media



1

CUTV

- Match coverage
- Highlighting individuals, teams and societies
- Interviews
- Freshers, Showcases, Competition and Varsity coverage.

Adam Gaston - CUTV Manager

manager@cardiffunion.tv or sport@cardiffunion.tv

2

Xpress Radio

- Interviews with sports clubs, individuals and societies, very similar to CUTV.

Ben Lewis - Xpress Station Manager

stationmanager@xpressradio.co.uk

3

Quench

- Highlighting Societies with interviews
- Published on website and hard copy

Katie Storrie - Editor

editor@quenchmag.co.uk

4

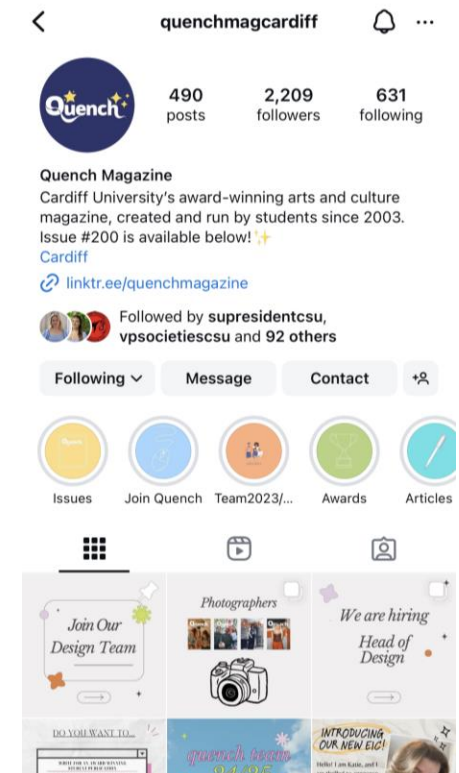
Gair Rhydd

- Weekly or bi-weekly reporting on matches
- Highlighting sporting individuals, teams and societies
- Published on website and hard copy

Belle Lee - Editor

editor@gairrhydd.com or sport@gairrhydd.com

Student Media



Love Cardiff By Y1

We have teamed up with Y1 to bring you custom fleeces for your society.
Create your own design with options to personalise colour, logos and text.

1

Request a Quote

Fill out the order form with as many details as possible

2

Design your Fleece

Choose from a range of colours, add your logo and customs names and initials

3

Place your Order

Submit your order!

Lead time is 6-10 weeks so plan early!



Love Cardiff By Y1



Were you listening?

Join our Menti



Join at mentimeter.com | use code 4373602



Social Media is the number 1 place students will check to choose a society/club



True



False





Join at menti.com | use code 3739 0783



Who should have access to social media accounts?



- Social Sec only
- Core committee members
- All committee members





Join at menti.com | use code **3739 0783**

Where should you share you for socials/events?





Join at menti.com | use code **3739 0783**

What should you share on media?





Join at menti.com | use code **3739 0783**



How can you get your posters on the SU screens?



Email your coordinator



Tag @cardiffstudents



Ask in Welcome Centre





Join at menti.com | use code **3739 0783**

Social media posts should





Join at menti.com | use code **3739 0783**



When posting on social media, who do you represent?



- ✓ Your society / club
- ✓ Cardiff University
- ✓ Cardiff Students Union
- ✓ Athletic Union / Guild of Societies
- ✓ Yourself





Join at menti.com | use code 4373 602



When should you change your social media passwords?



Every few months



Every year



Never





Join at menti.com | use code **4373 602**



What should you avoid when posting?



- | | | | | | |
|---------------------|-------------------------|----------|-----------------|--------------------|--------------|
| ✓ | ✗ | ✓ | ✓ | ✗ | ✓ |
| Derogatory comments | Including event updates | Swearing | 'Drink culture' | Using stock photos | Inside jokes |

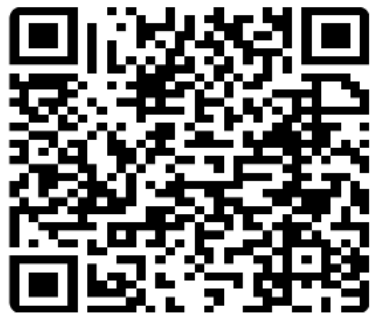




Join at menti.com | use code **4373 602**



Quiz leaderboard



No results yet

Top Quiz participants will be displayed here once there are results!



Events Coming Up

Sports Committee Meet, Mingle and Mini Golf

- Get to know the AU Team
- Network with other Clubs
- Thurs 19th Sep @ 11am – 1pm

Committee Carvery and Darts Social

- Discounted ticket – only £5!
- Calm before the storm
- Sun 22nd Sep @ 12-2pm

Societies Coffee Morning

- Meet your VP Societies
- Network with other Societies
- Mon 16th Sep @ 10am

Societies Karaoke

- Sing your hearts out with Eve
- Entry to Q Night Club
- Fri 20th Sep @ 8pm



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