

WAYS TO PUBLICISE

There are several ways that you can advertise and promote your society and events:

1. STUDENTS' UNION WEBSITE [www.uusu.org]

Every society has their own page on the UUSU website. Once approved, all societies will be given access to their site so that they can update their page with information about who they are and what they do. Students can join your society online and you can communicate with your members via the website.

Make sure to add your upcoming events to the Students' Union website! This will be displayed on the 'What's On' section. This is where all students are directed to allow them to keep an eye on any events that are happening.

University staff also follow this and promote events from here. The more promotion for your society, the better. Follow these steps to get your event on the UUSU website:

- Log in to the UUSU website
- On the top right-hand corner of your screen, you will see 'Edit'
- Click Edit, and then, 'Admin tools'
- Click 'Events'
- Select 'Add New Event' and fill out the information and then save.

2. SCREENS

The SU spaces have a number of screens which can be utilised to promote society events, committee call-outs and fundraisers, there are also screens across the UU campuses which the UUSU marketing team can access and place UUSU promotions just ask your Student Activities coordinator for info on how to advertise on these screens.

3. POP UPS

UUSU and Ulster University use Popup Banners for promotion and advertising because they are an affordable visual promotional aid, they are professional and they allow you to share key information. You can use your society finances to purchase a pop up. Speak to your Student Activities Coordinator who can arrange for this to be designed for you.

4. SOCIAL MEDIA

Our Digital Media Assistant, Hannah, is happy to support UUSU societies across our on socials. Hannah keeps a close eye on all society activity, so feel free to contact her at h.goodall@ulster.ac.uk if you have a message you need to get out there!

- We encourage our societies to join their campus group on Facebook - [Belfast](#), [Coleraine](#), [Jordanstown](#) and [Magee](#) Use this space to promote your events!
- Your Student Officers are also on social media. Contact your Campus VP and ask them to promote your society and your events.
- Academic Societies in particular might want to consider using twitter to if you want to connect with the University's faculties, schools, departments, and staff.

5. POSTERS

Create some eye-catching posters and utilise all the poster boards in UUSU spaces. Simply call into the SU General Office on your campus to collect the keys to the society notice boards around your SU space so you can pop your posters on to them.

6. CLOTHING AND MERCHANDISE

Society clothing and merchandise (hoodies, t-shirts, lanyards, badges etc) not only make your committee and members feel part of something, but it spreads the name of your society and raises awareness on your campus. Selling hoodies can also be an effective way to fundraise!

7. LECTURE SHOUTOUTS

These are one of the most effective ways of reaching a mass audience. You can use lecture shout outs to tell people about your society, committee and any upcoming events you are hosting. Don't just stand up in the middle of your lecture and shout out, you must get permissions

