

ADVERTISE YOUR SOCIETY

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

STUDENTS' UNION WEBSITE

Each society has their own page on the UUSU website which can be personalised to attract and inform members. You can also list your society events on the website .

You can learn more about [personalising your society web page here](#)

SOCIAL MEDIA

If your society doesn't already have a social media presence, we recommend setting up at least one platform to help you promote events, share updates, and engage with your members. A strong online presence makes it much easier for students to find and connect with your society.

Remember to tag @UUSU_presents and @UUSU_online in your posts so we can reshare your content and help boost your reach.

Your Student Officers are also active on social media—feel free to tag them or ask them to share your posts to help spread the word even further.

POP UP BANNERS

Pop-up banners are an affordable and sustainable way to promote your society and increase visibility. Societies can use their society grant to purchase a pop-up banner.

If you're interested, speak to your Societies Coordinator, who can support you with arranging the design and printing of your banner.

POSTERS

Design eye-catching posters using tools like Canva, then print and display them in the poster holders across UUSU spaces and around campus. Be sure to include a QR code so students can easily scan the poster to follow your socials, buy tickets, or access more information online.

CLOTHING AND MERCHANDISE

Consider selling society merchandise through your society webpage as a great way to promote your society and raise its profile. You can follow our [**step-by-step guide on how to list society merchandise for sale**](#)

OTHER WAYS TO ADVERTISE

- Word of mouth: Encourage reps and members to talk about the society to friends, course mates, and flat mates
- Lecture shoutouts: They're ideal for talking about your society, introducing your reps, and promoting any upcoming events. Just make sure you ask the lecturer for permission first.
- Bring a friend incentives: Promote events where members are encouraged to bring a friend along for free
- Collaborate with other societies: Joint events or socials help you reach new audiences and
- Ask members to share: A simple "please share this post" can massively boost reach