

su

Welcome to

SU Groups Marketing & Publicity

An overview for committees



What's it all about?

- We want to make sure that your marketing looks the best that it can be.
- Remember, your promotional material is the first impression someone will get of your group.
- This session will give you an overview of how you can best promote your societies, clubs, student groups and campaigns, as well as giving you examples of effective marketing, and opportunities for promotion within the SU.

Relevant Contact Details



SU Marketing

We're here to help you with promoting your group within the SU, helping you with your artwork, and supporting you with any queries you may have. If you want help with your marketing, whether that's running through your promotional plans, or getting support designing your artwork, get in touch to book some time to sit down with one of us.

Helen Webb – Marketing & Communications Manager

Sarah Grenham – Marketing Co-ordinator

Mike Stevenson – Digital and Social Media Co-ordinator

sumarketing@bath.ac.uk



SU Web

If you need help setting up your webpages, or adding something to the What's On Feed, make sure to check the online guide. If you find a problem with the website, or would rather sit down and run through things with someone, please get in touch.

Lowri Clyesdale – Website Manager

suweb@bath.ac.uk

What makes 'good' or 'bad' marketing?

We are going to split into small groups. Half of you will be thinking about what makes 'bad' marketing and half of you what makes 'good' marketing.

You may want to think about:

- Usage of different platforms
- Tone of voice
- Brand consistency
- Accessibility



What We Can Offer You

- Re-sharing of Instagram stories if you tag @thesubath
- Instagram Takeovers
- TikTok Opportunities
- Newsletter Mentions
- Artwork Support
- LinkedIn Posts
- Tweets
- Blog Opportunities/ News Stories
- Digital – Screen
- Digital – Web
- Find you photographers/ videographers
- Anything else you think we might be able to help with!

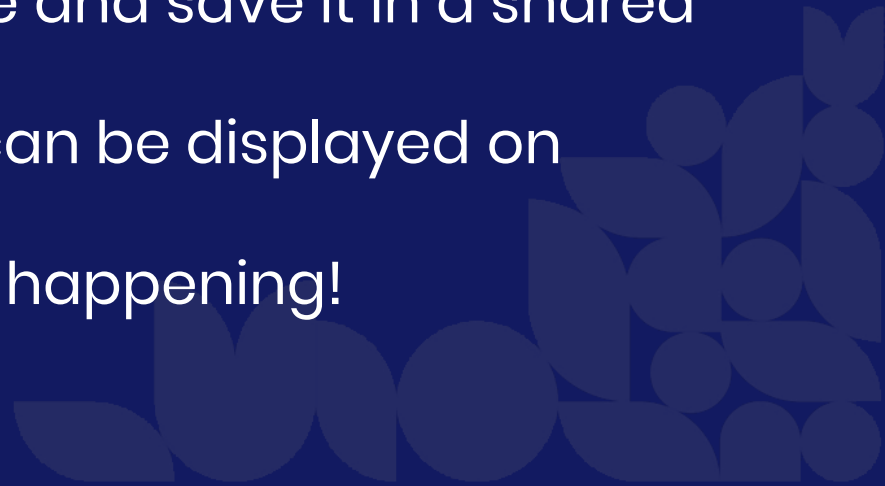
WE CAN'T:

- Always advertise your events, just because we get too many requests!
- Send all student emails about your events or groups



What can you do?

- Share stories, photos and videos on your own channels and tag us!
- Think about marketing FIRST not last
- Collect good quality footage and save it in a shared location
- Create digital posters that can be displayed on screens
- Most importantly...tell us it is happening!



What channel?

I am going to show you 3 different scenarios that need some marketing- decide on the best channels to use (it can be more than one!)

Your options include...

Facebook
LinkedIn
Tiktok
Instagram Grid
Instagram Story
Instagram Takeover
Website – ‘What’s On’
Blog post
Digital screens

What Channel Quiz

Scenario 1:

- Your group has put on an amazing charity event and you'd love to spread the word about what a great job you've done! You have lots of videos and photos from the event and lots to say about it. What would be the best channels to promote this on?

Scenario 2:

- Your small group is running an important event next weekend and you'd love to have students not already in your group to attend. You currently haven't sold many tickets, and worry that many students don't even know your group exists... what channels would be best for this?

Scenario 3:

- You're raising money through RAG and want to encourage your audience to donate. What is the best way to communicate with your audience to achieve this?

Brand Guidelines

Brand guidelines are an important part of any club or organisation. These are what ensures consistency and makes your marketing look as strong as possible.

Our Brand Guidelines can be found on the training module.



Societies
Arts, Departmental, Ethical & Political,
Faith & Cultural, Recreational

Life changing moments come from unexpected places. Join a society and make friends for life.

thesubath.com/societies

@thesubathsocieties
@thesubath

A poster for 'Societies' featuring a person in a dark blue outfit performing a handstand. The text is white and black on a dark background. Social media handles for @thesubathsocieties and @thesubath are listed at the bottom right.

Let's surf in Spain

5 - 12 June



Enjoy a catered house on the beach. With lessons and hire available for just £255.



@bathsurfclub17/18
thesubath.com/surf

Logos

If you are looking to redesign your logo, please make sure you've done the following:

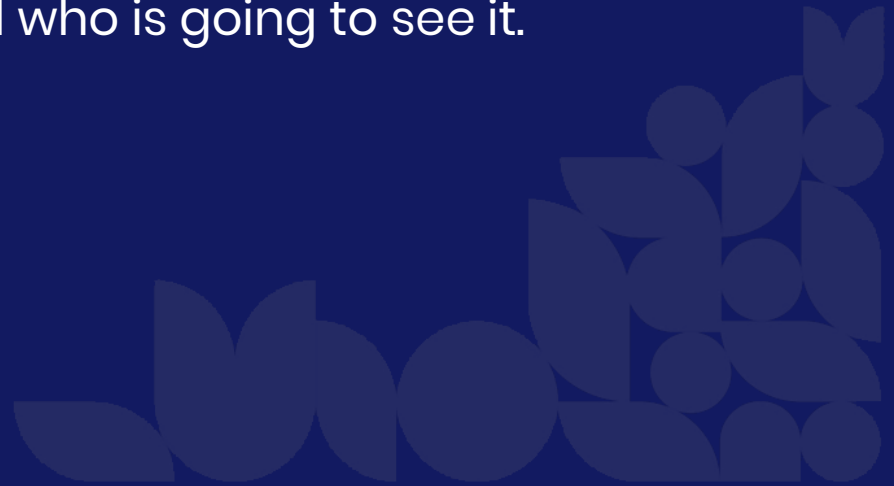
- Any new logo redesign cannot include the University Sulis logo
- Please get this signed off by SU Marketing

Top Tip: Have a colour, black and white version of your logo to give you some flexibility with design. Logos should also always be on transparent backgrounds.



The SU Logo

The SU has three different logos, and one of these should feature on all of your artwork. The one you should use depends on what your Marketing materials are and who is going to see it.



The SU Groups Logo

This is the one you will most commonly use for any printing or digital screens and is the one to use for any Marketing that is to be distributed on campus. You can find out more about our logos in our Brand Guidelines.



Default logo to be used on lighter backgrounds



Used on lighter coloured backgrounds or bright backgrounds where the navy logo is hard to read



Used on darker coloured backgrounds or bright backgrounds where the navy logo is hard to read

The SU University of Bath Logo

This is the one you'll need to use for anything that will be seen off campus, or where you're working on a project in conjunction with another department or company in town. For example, hoodies, show tickets, banners or flyers for the local community



Default logo to be used on lighter backgrounds



Used on lighter coloured backgrounds or bright backgrounds where the navy logo is hard to read



Used on darker coloured backgrounds or bright backgrounds where the navy logo is hard to read

How to use our Logos

- SU Logo should always sit in the bottom Left Hand corner, with enough space around the edge (see Brand Guidelines)
- The logo should also not be distorted in any way, including changing colour, adding effects, outlines or putting it on a patterned background
- For hoodies and t-shirts, please use the full SU logo and place this either on the sleeve or the breast pocket

Top Tip: if you want to use a patterned background, add a plain strip along the bottom where the logos can sit.



Artwork considerations

Whilst we still want SU Groups to maintain individual creativity, it is important to adhere to the following checklist:

- Have you used the right logo?
- Have you used your shortened url: e.g. thesubath.com/rugby as opposed to <https://thesubath.com/sports/rugby>
- Have you used a font that's easy to read (such as Poppins or Arial)?
- Will everyone be able to read your marketing?
- Has this been approved by SU Marketing?



The above images are all examples of inaccessible artwork.

Why are these inaccessible?

Here we can see examples of how you can make the artwork more accessible

Colours checked using an accessibility checker. Choice of colours with a lot of contrast



Amount of text reduced so that it's just the essential information. Image choice has more white space meaning the text stands out

Pattern turned into a border to ensure the text and logo stand out and are easy to read

Changed SU logo to White to make this stand out against a dark background

DO or DON'T?

Overload your marketing with information

Keep it simple – simple language, and simple layout

Make sure that the background to any text is plain and ONE colour

Stick to a simple colour palette – the more colours you use, the more difficult this will be to read. We would recommend no more than 3 colours.

Have text going over a busy background or spanning multiple colours

Opt for images – using a variety of different ways to convey your message makes it easier to digest

Use colour combinations that are difficult for those with Colour Vision Deficiency to read. If you're worried about this, you can use an online accessibility checker

Make sure that the text is clear and big enough to comfortably read

Use italics, underlines or capitals for large blocks of text

Split words across two lines using hyphenation

The reveal...

Do	Don't
Make sure that the text is clear and big enough to comfortably read	Overload your marketing with information – keep this succinct and only include relevant info
Make sure that the background to any text is plain and ONE colour	Have text going over a busy background or spanning multiple colours
Stick to a simple colour palette – the more colours you use, the more difficult this will be to read. We would recommend no more than 3 colours.	Use colour combinations that are difficult for those with Colour Vision Deficiency to read. If you're worried about this, you can use an online accessibility checker
Keep it simple – simple language, and simple layout	Use italics, underlines or capitals for large blocks of text
Opt for images – using a variety of different ways to convey your message makes it easier to digest	Split words across two lines

Which Artwork Works Best? Quiz





BUMS Spectacular Snowy Soiree

Drinks reception and canapés,
Monday 3rd December, tickets £13.50/
£14.50 (members/ non-members)

Buy your ticket before 6pm 20/11 for
a **FREE DRINK!**

THE
BATH
BREW
HOUSE

BUMS Spectacular Snowy Soiree

Drinks reception and canapes
Monday 3 December

Tickets available at thesubath.com/BUMS
£13.50/£14.50 (members/non-members)

Buy your tickets before 6pm 20/11 for a FREE DRINK



   @BUMSBath
thesubath.com/BUMS

First Design:

Text and logo difficult to read over image.

A lot of different colours in the image

No SU Groups logo

No info on where to buy tickets

No contact info

Second Design:

Clear contrast between font and background

Colours limited to 3 main colour schemes

SU Groups logo in the left hand corner

Ticket URL added

URL/social media handle for group added



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STUDENT MAGAZINE

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51422 "Distraction"

SHARE YOUR SKILLS

DIGITAL DISTRACTIONS

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TEDx

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x Independent

Share. Discuss. Discover.

We want to students through the sharing of ideas and stories. We will offer free knowledge and inspiration in the spirit of TED, in a community of students who are curious to learn and engaged in spreading ideas.

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TEDx Bath Club

f @thebathmagazine

STUDENT MINDS CAMPAIGNS PRESENTS

LOOKING AFTER YOUR MATE TRAINING

LAYM training is back! As part of our Looking After Your Mate campaign we are offering an introduction to mental health and helping your friends. Learn to spot the signs of someone struggling, communication and listening techniques, understand the support available, boundaries and action planning as well as techniques to look after yourself.

DATE / TIME / LOCATION

Sign up on SU skills training today!

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student minds

BATH RAG INVITES YOU TO...

ZOMBIE APOCALYPSE

HALLOWEEN SPECIAL

The SU Bath RAG
Raise and Give

Friday 31st
October
6:00pm

Chancellors Building

ENTRY
£7

SU THE SU BATH

f @thebathmagazine /bathunirag @bathunirag

Diwali - Eid Ball

Wednesday, 20th November 2019
Komedia BA1 1EP
Open 8.00pm
Doors Close 6.30pm

Look forward to a night of:

- Live Performances
- 3 Course Authentic Indian Meal
- Bollywood Hip Hop and RnB Music

Formal / Traditional Attire
Members: £25 Non - Members: £30

SU THE SU UNIVERSITY OF BATH

ARCHITECTURE & CIVIL ENGINEERING SOCIETY

CHRISTMAS BALL 2019

Apex City of Bath Hotel

Monday 9th December £35 - Members
Tuesday 10th December £40 - Non-members

Tickets on sale now!

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ARCHITECTURE & CIVIL ENGINEERING SOCIETY

f @thebathmagazine @thebathmagazine

FRIDAY PRAYERS ON CAMPUS

Join your brothers and sisters in a peaceful moment this week (everyone welcome!):

3WN 3.7 | 1:20 PM
Additional congregation if unable to attend the above:
NW 4.1 (Prayer Room) | 12:00 PM

"And what is the life of this world, except the enjoyment of delusion?"
The Quran, 3:185

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thebath.com/bu15 @bath_uni @bath_uni

SU-bu15@bath.ac.uk bath.university@istamia.society (bu15)

ISOC

WOMEN IN FITNESS

a new society for women to explore fitness
classes - speakers - socials

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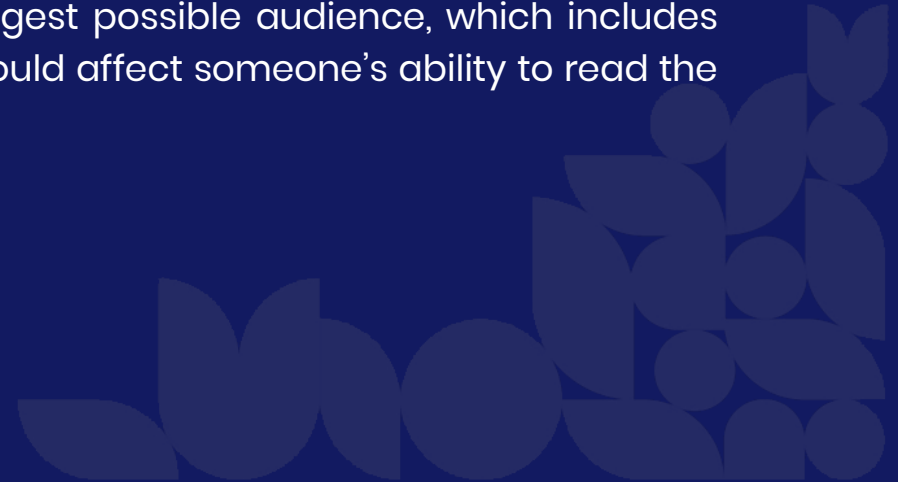
WIF



Here are some great examples of student artwork!

Accessibility

Accessibility is arguably the most important thing to bear in mind when producing marketing materials. Accessibility is a way of ensuring that everyone is able to read the information on your artwork or plasma. This is about making content useable and readable to the largest possible audience, which includes any mental or physical disabilities that could affect someone's ability to read the information given.



Tone of Voice

You should think about 'Tone of Voice' when writing your text for posts (known as 'copy'). This is the way you talk and how you want it to reflect your Group's culture. For example, Nightline's Tone of Voice is very different to Hockey's due to the fact their messaging will be different for their respective audiences.

Be mindful that our community is extremely diverse so please use language that's accessible to all. If you're questioning whether something's appropriate to say, it probably isn't. If you'd like more guidance, then please come and speak to us.

Copyright

Copyright is a type of intellectual property that protects original work



Copyright Q1 – How Much Do You Know?

TRUE OR FALSE?

‘My educational exemption for copyright extends to my work within The SU’



Copyright AI – How Much Do You Know?

FALSE



Copyright Q2 – How Much Do You Know?

TRUE OR FALSE?

‘Using images off Google Images is okay to
do’



Copyright A2 – How Much Do You Know?

FALSE

Copyright Q3 – How Much Do You Know?

TRUE OR FALSE?

‘I can use an image if I ask the owner’s permission and credit them’



Copyright A3 – How Much Do You Know?

TRUE



Copyright Q4 – How Much Do You Know?

TRUE OR FALSE?

‘There are millions of images on the internet. I’m sure it won’t get picked up if I use a copyrighted image’



Copyright A4 – How Much Do You Know?

FALSE

Copyright Q5 – How Much Do You Know?

TRUE OR FALSE?

‘Using one copyrighted image without permission could cost The SU £5,000’

Copyright A5 – How Much Do You Know?

TRUE



Copyright Top Tips

Copyright law can be confusing (and infringement is costly for The SU!) so here are some top tips when using secondary content:

- If you're not sure about the origins of a photo, don't use it.
- Use royalty free image sites such as [Unsplash](#) and [Pexels](#).
- Google Images is not copyright free! However, you can perform advanced Google image searches where you can opt to search for copyright free images only.
- Most importantly, if you have any doubt about the content you are using, please contact sumarketing@bath.ac.uk.

A Quick Note On What You Can't Do...

- We don't allow physical wall posters to be printed.
- Flyers: We do allow these but please keep in mind we're moving towards a paperless SU. While we are not there yet, please think of or talk to us about alternative ways of promotion. Sometimes, we may be able to make an exception.
- Before you print, check with us first!
- Not everything is black and white, so when in doubt, **it's always best to talk to us first.**

Sponsorship and External Companies

- It's likely you'll get contacted by external companies that will ask you for things like sharing their content in exchange for promotion, encouraging you to come to their venues through enticing drinks deals etc.
- **STOP and think**- Does this deal really benefit your group?
- You're not able to sign formal contracts with external companies.
- Beware of GDPR- data protection!
- If you want to discuss sponsorship, contact us and book a meeting in.

Marketing Practice

- Start to think about your own group and how best to market it.
- Begin to come up with an overview of a marketing plan – think about social media, digital screens, artwork and more.
- Don't forget to consider key events such as Freshers Week!



Questions?



If you'd like to discuss anything in this training, please contact us on:
sumarketing@bath.ac.uk



Tuesday's Schedule

Session	Time	Session Title	Where	Deliverer
	5.00- 5.30	Welcome	CB 3.9	Sam Cook
First session	5.30 - 6.15	The Art of Standing not Sitting - Chair Training	CB 3.9	Activities Officer and Sports Officer
Second session	6.20 - 7.05			
First session	5.30 - 6.15	Show me the Money - Finance Training	CB 4.1	Finance Team
Second session	6.20 - 7.05			
First session	5.30 - 6.15	Welfare Training	CB 4.16	Sam Cook and Jo Dixon
Second session	6.20 - 7.05			
First session	5.30 - 6.15	Marketing Training	CB 3.1	Marketing Team
Second session	6.20 - 7.05			
	7.10 - 7.30	Round Up	CB 3.9	Sam Cook



Thursday's Schedule

Session	Time	Session Title	Where	Deliverer
	4.00- 4.30	Welcome	CB 2.6	Sam Cook
First session	4.30 - 5.15	The Art of Standing not Sitting - Chair Training	CB 2.6	Leah McCue and Chairs
Second session	5.20 - 6.05			
First session	4.30 - 5.15	Show me the Money - Finance Training	CB 5.1	Finance Team
Second session	5.20 - 6.05			
First session	4.30 - 5.15	Welfare Training	CB 4.1	Sam Cook and Jo Dixon
Second session	5.20 - 6.05			
First session	4.30 - 5.15	Marketing	CB 3.5	Marketing Team
Second session	5.20 - 6.05			
	6.10 - 6.30	Round Up	CB 2.6	Sam Cook

