

This section provides guidance on how to:

- Communicate with society members, other students, the Students' Union and the university
- Promote your society, your activities and your achievements
- Organise your events and activities

We have put these things together because successfully running your society requires a well-organised combination of all three!

The Students' Union are ready to help you with all of these. You can access this support by using the online forms on our Societies Resources & Bookings page on our website: <https://www.uwsunion.org.uk/societies/resources/> or email us for any further questions: societies@uwsunion.org.uk

Keeping in contact with the Students' Union

You can keep in touch with us through:

- Email: societies@uwsunion.org.uk
- WhatsApp: Society Committee Members Group
- Social Media: @uwsstudents
- Society forms on the website

We try to be as flexible as possible to use whatever works best for you!

What you can expect from the Students' Union:

- Will always respond to enquiries as soon as possible – that being said if you have any urgent matters we cannot promise to react on time, so please think about your plans and send us your requests as early as possible
- Will reply during normal working hours (but there is obviously no problem emailing us or messaging us at any time)
- During busy times of the year it might take us slightly longer to reply
 - Freshers' period
 - February
 - Big Elections week

What the Students' Union will expect from you:

- Respond to emails, invites to training and Societies Council meetings
- Share all relevant information with your committee and society members

Students' Union website and your society email account

Every society is provided with a page on our website and an email account. These are your primary form of communication. They are the 1st contact members are likely to have with your society, so don't underestimate importance of using these.

Tips for managing your web page and email account:

- Keep your web page up to date. This should include the content of your Annual Action Plan:
 - Purpose
 - Aims
 - Committee members
- Regularly check for new members
- Regularly check your email
 - The Students' Union will use your email to send you important information and updates
 - You may also have questions from potential or existing members
- Reply in good time and share updates with all society members
- More than one committee member can have access to your email account and web page, which will help share the workload and ensure you can always respond quickly

What's On

- All of your events can be added to our [events page](#) on our website
 - This is a quick and easy way to promote your events
 - If you want people to register for your events, we can add tickets to your event here and if needed, collect data such as dietary requirements
 - Once students register, we can use this to securely send information and links for accessing online events
 - If you want to charge a fee for attending an event, we can add a charge for buying tickets here. Payments will then go directly to your society's bank account (see p.26)
- To add your event to our What's On page, please send us an email to societies@uwsunion.org.uk

Upcoming events

[View all](#)

22 Nov at



22 Nov at



22 Nov at



25 Nov at

Promoting your society

Would you like us to print posters or flyers?

- Posters need at least one weeks' notice to be printed by the Union
- Make sure it is either a PNG or PDF document
- A3 posters' standard measurements are 297 x 420mm
- A4 posters' standard measurements are 210 x 297mm
- A5 flyers need to have TWO designs next to each other on an A4 page (see example below)



NO WhatsApp QR Codes or Links

Would you like us to create an event page on your behalf?

- Through our partner native.fm you are able to sell tickets in advance, ask your attendees for contact details and other information e.g., dietary requirements
- We need the following details with a **two weeks' notice**:
 - Event title
 - Short description & long description of your event
 - Simple Title Design (1200 x 729)
 - Additional requirements e.g., ticket sales

Promoting your society

Additional Tips:

- Canva is a great tool to create designs of any sort:
https://www.canva.com/en_gb/
- Promotions work best when they are delivered personally, so why not book a stall at your campus to get closer to your peers and address them directly?
- Alternatively, try to raise as much awareness for your society & events as possible through your personal social media, posters & flyers around campus, sending out emails, Word-of-Mouth, our societies Teams group and try inviting other societies to get the best turn-out!
- We also encourage you to share photos, videos and feedback of how your event did, after it took place, so we can promote you further through our channels!

QR Codes:

- QR Codes are great to put on posters for students to scan – there are lots of free online tools to generate these ([example](#))
- You can link your society's page on the Students' Union website or sign-up sheets for certain events.
- Try to avoid using these on social media posts, instead include the link within the email request for us and we will post a link that is directly accessible.
- Please do not include links or QR Codes to private WhatsApp groups on your printed material because then you won't be able to control who accesses your group.

[Click here to find Your Union logos](#)



Using Social Media

Creating social media accounts to communicate with your members

- You are welcome to set up whatever social media accounts work best for you and your members. With any social media, make sure you make regular posts and reply to comments and messages in good time!
- Regular weekly posts should be interesting, engaging and provide information your members want or need
- Photos and videos of your activities will make these more engaging and personal
- Remember to post 'good news' stories, which will encourage your network to grow and build a strong community
- Social media pages or groups?
 - Pages are good for promoting your society to new members (Instagram, Facebook, X, TikTok, etc.)
 - Groups are good for communication between existing members (WhatsApp, Facebook Group, Microsoft Teams, Discord, etc.)
- Safeguard your members data, don't put private WhatsApp group links online

How can the Students' Union help you through social media?

- You can ask the Union to promote your society and its activities by dropping us an email to societies@uwsunion.org.uk
- We also encourage you to invite the Student Opportunities Coordinator and VP Student Development to like or join your social media pages
 - This means we will be automatically kept up to date with your events and activities, which is a quick and easy way for us to see what we can do to support you!
- Create social media posts in collaboration with the Students' Union or tag us
 - This is a quick and easy way to increase the number of students who will see your posts
- Students' Union social media accounts:
 - Facebook: **@uwsstudents**
 - Instagram: **@uwsstudents**
 - TikTok: **@uwsstudents**
- Would you like us to post something on your behalf?
 - Social media posts need at least **two weeks' notice**
 - Instagram Story: PNG; 1080 x 1920 pixels (long)
 - Instagram Post: PNG; 1080 x 1080 pixels (square)

