



# Event Advertising & Social Media Tips

When planning an event, you want to create a brand that can be easily recognised. A big part of this is thinking about how the event looks, what kind of communications you're sending out, and who you'd like to attend. Here are a few tips for planning your marketing campaign:

## *The Five 'W's*

Consider the who, what, where, when and why are you publicising? Discuss this as a group – this should put you in a good starting place for your campaign.

## *Planning*

This is probably most important. Give yourself at least 3-4 weeks to advertise your event, with clear deadlines and assigned role for each committee member.

## *Generate ideas*

Meet with your committee and brainstorm ideas collectively. Seek inspiration, consider artwork and logo options, or consider words/themes that you think would be appropriate for your event. Think outside the box – try and come up with creative ways of increasing brand awareness.

## *Style or brand*

A "brand" refers to a feature that makes something clearly distinguishable from other things. This may include having a certain colour, logo or tagline, and using this in all publicity. The aim is to create something that clearly relates to your event.

*Tip: Wix has a free logo maker (<https://www.wix.com/logo/maker>) and Canva (<https://www.canva.com/>) has great design templates.*

## *Timescales*

How long will it take to design your artwork? When should you post your Facebook event? How long will it take for your posters to print? etc.

## *Have fun!*

Your brand should clearly express your excitement for your event. Enjoy the process – you're sharing something you're passionate with your friends and fellow students, and they want to be as excited as you are!

## **Social Media**

Social media is an effective way to passively advertise and promote your club/society. A big part of getting people to come to an event is ensuring people are aware of it. Students utilise social media daily, exploit this your advantage. However, it is important to bear in mind not everyone uses social media, so it should be used in conjunction with other channels to provide maximum reach. Additionally, it's a good idea to include your society or event social media handles in the physical promotional materials for your event to encourage cross-platform interaction.





Overall social media is a great way to spread awareness of your activities and your group as a whole. The following are a few suggested platforms to utilise:

### *Facebook*

A Facebook group for people to 'join' is good for sharing information about upcoming events and activities for members. Facebook events are a brilliant way of gaining interest in the things you are organising; they have an easy invite feature and allows you to gauge interest. It is a quick and easy way to reach a large number of people – but remember attendance numbers do not necessarily accurately reflect turnout. Consider if you would like to make an event private (just inviting society members) or public (where anyone may attend).

### *Twitter*

Twitter is a good way to raise awareness of your society by tweeting about relevant news or current affairs relating to your club/society. Twitter is also great for sharing quick in-the-moment updates. Retweeting members and like-minded organisations is also a great way to increase engagement.

### *Instagram*

Instagram is useful for sharing photos of events and activities you are running; this is a great way of showing people the kind of things your society gets up to. It is also a great way of getting members excited about an event if you give snapshots of an event unfolding. Hashtags can draw attention to an event, but not necessarily from the intended audience so target these carefully. Instagram stories can be pinned to a profile to showcase past events put on by your club/society.

### *Snapchat*

Snapchat can be used during events to give immediate updates and interactions with members which creates a buzz around your activities. Moreover, creating geofilters for events is a great way of encouraging people to share and talk about your event on social media.

See the last page for instructions on creating an event

## **Aber SU**

The Unions' website also has an events section on its main page, be sure to interact with that to gauge interest with students. Also, utilise the Unions' social media channels:



For more tips check out the following links:

[Canva – 10 ways to market your student club on campus](#)

[Kathryn LeBlanc – The Ultimate Guide on Marketing a Student Association](#)

[Social Report – 10 Ways Universities and Clubs Can Use Social Media to Better Connect with Students](#)





## How to create an event on the Unions website:

1. Login and go to your societies page
2. Click on admin tools and select "Events"
3. Select "Add new event"
4. Complete the details, important things to note:
  - 'Date and time' is that of the event, meanwhile 'display dates' the dates the event is shown on the website.
  - If the event covers multiple days tick 'show on all days'.
  - When inserting an external URL be cautious as if you enter a Facebook event link it will automatically direct visitors there so we recommend you put this in the description box.
  - The most common 'Event types' that will apply to you are: sports, night time and daytime.
    - It is important when creating the Welsh version of your event you log into the Welsh side of the union website and ensure you select the Welsh box in 'Event Types'
  - Utilise the member's only feature, this way only members of your club/society will be able to see this event.
5. Click save and you're all done!

