



CROESO
WELCOME

Focus Group Discussion:

Digital Events and Advertisement Tips

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We want Aber students to love student life and be ready for anything





Digital Event Ideas

Wellbeing

Plant growing competition, step count challenge, guided meditation, yoga, Pilates.

Music

Listening party, lip sync battle, karaoke, DJ set.

Food/Drink

Cookalong, food tasting, weekly coffee mornings, cocktail class, afternoon tea, pizza party.

TV

Movie/series or documentary watch party.

Sports

Sports person Q&A, fitness challenge (step counting), draw a picture on Strava.

Crafts

Pottery challenge, jewellery making, embroidery, upcycling, homemade natural beauty products.

Fun

Taskmaster challenge, escape rooms, murder mystery, video games (Jackbox), bingo, charades.

Educational

Duolingo challenge, book club, lecturer interview, MA/PhD interview, virtual castle tour.

Art

Pictionary, art technique class, virtual gallery tour.

Friendship

Committee meet and greet, social media town tour.

Why not check out our Virtual Ideas page for more ideas:

<https://www.abersu.co.uk/teamaber/resourcehub/virtual-ideas/>

You could try collaborating with other groups to help spread the word of your events and increase the attendance size to make bigger games more fun.

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Platforms and Software

Marketing & Advertising	Events
Social media platforms: Facebook, Twitter, Instagram, Pinterest, Snapchat, TikTok, Youtube.	Zoom
Scheduling: Hootsuite Facebook Scheduler	Microsoft Teams
Emailing: Mailchimp (helps create eye catching email templates).	Discord
Design: Canva Pixabay (copyright free images)	Skype
	Whatsapp
	Google Hangout
	Facebook Video Chat

Why not check out our Staying Connected page to find out more about the event platforms available to you:

<https://www.abersu.co.uk/teamaber/resourcehub/virtual-ideas/staying-connected/>



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Advertising Tips

- Staying Active
- Utilise Media Channels
- Ideal Post Formats (Facebook & Twitter)
- Scheduling

Why not also check out our Event Advertising and Social Media Tips document:

<https://www.abersu.co.uk/pageassets/teamaber/resourcehub/Event-Advertising-and-Social-Media-Tips-ENG.pdf>



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Staying Active

Keep your page active! Why not try doing profiles on each member. Include things like:

- A photo
- What role they play within the club/society
- A couple of interesting facts about them

This is a great way to get to know people within the group a bit better as some members may have never met in person before. It will also show those who are looking to join a club/society that you are still active.

You could even try this in a vlog format to make it more interactive. Videos on social media are also more likely to gain engagement than a written post.

Another great way to show potential new members that you are still an active society/club during these times is to always have an event in your societies event feed (even if it is a while away).



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Utilising Media Channels

Utilise platforms that are best used by your target audience! For example: TikTok is a rising channel - consider creating a profile for your club/society as a way to boost engagement.

Do your algorithm research! Find out what the best times are to post on your media channels. For example: Switching your Instagram account to a professional account helps show you what times you best receive interaction from your followers.

Don't forget your hashtags!!!

Don't forget, we're here to help so use that to your advantage! We can help you promote your activities and your club/society through the SU social media and through mailing lists to current and prospective students. We want you to succeed, so get in touch!

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Ideal Post Formats

Facebook:

Keep Things Positive

Positivity breeds engagement and sharing. It will help inspire and excite your users.

Provide a Link

If you're going to provide a link, make sure you Bit.ly it so you can track how many people are clicking through from Facebook.

Mobile Friendly

Use simple imagery that will be easily seen on mobile devices as 70% of your followers will see posts on their phones.

Be Available

Post when the audience is listening not just when you want to. This will ensure more engagement from your followers.

Provide Information

Keep it short, snappy and to the point! You want to grab the audience's attention.

Include Images/Videos

Posts with images and videos get the highest engagement on Facebook, so make sure to include one when you can. The perfect image size is 800x600.

Engage with Users

Posts don't just grab attention, comments and responses do. Engage with people and build relationships.



<https://www.pinterest.co.uk/pin/547961479632795984/>

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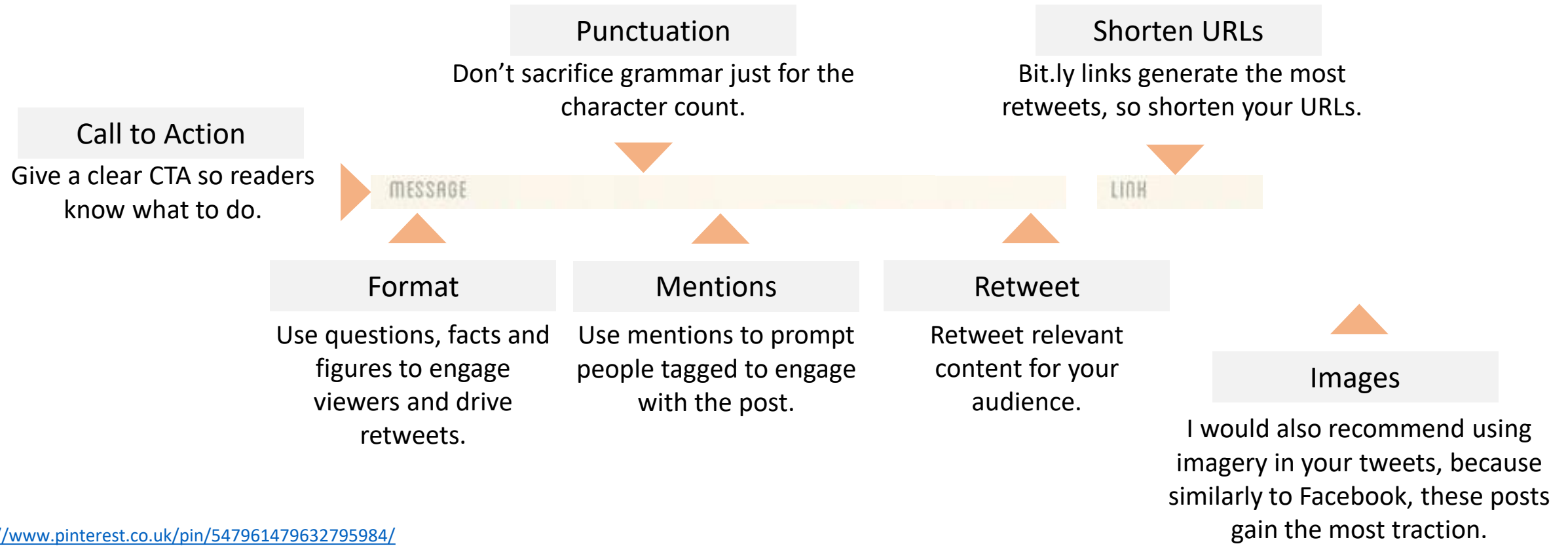
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Ideal Post Formats

Twitter:



<https://www.pinterest.co.uk/pin/547961479632795984/>



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Scheduling

Try scheduling your social media posts in advance to constantly show activity on your page and not just when you remember you need to post an update.

A platform like Hootsuite will allow you to do this and it's free!



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ANY QUESTIONS?



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