

Social Media 101

For Clubs and Societies

SUBU
Students' Union
Bournemouth University



A large, diverse group of students and staff posing in front of a building. The building has large windows with 'SUBU' and 'FRESHERS' signs. The group is smiling and waving, with some holding flags and signs. The entire image is overlaid with a semi-transparent teal filter.

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Introduction

What is the purpose of Social Media?

Social Media is a creative outlet that can allow you to promote your society, keep everyone in the loop about events, meet ups and the general goings on within the club.

The beauty of it is that it's uniquely used by individuals, to showcase what your society is all about!

Each society will have different messages, responsibilities and promotions. You must take this into account when creating content- be mindful of your audience!

It is key to understand how to maximise engagement and know what you can and can't post.



- **Instagram**
- **TikTok**
- **WhatsApp**
- **Discord**

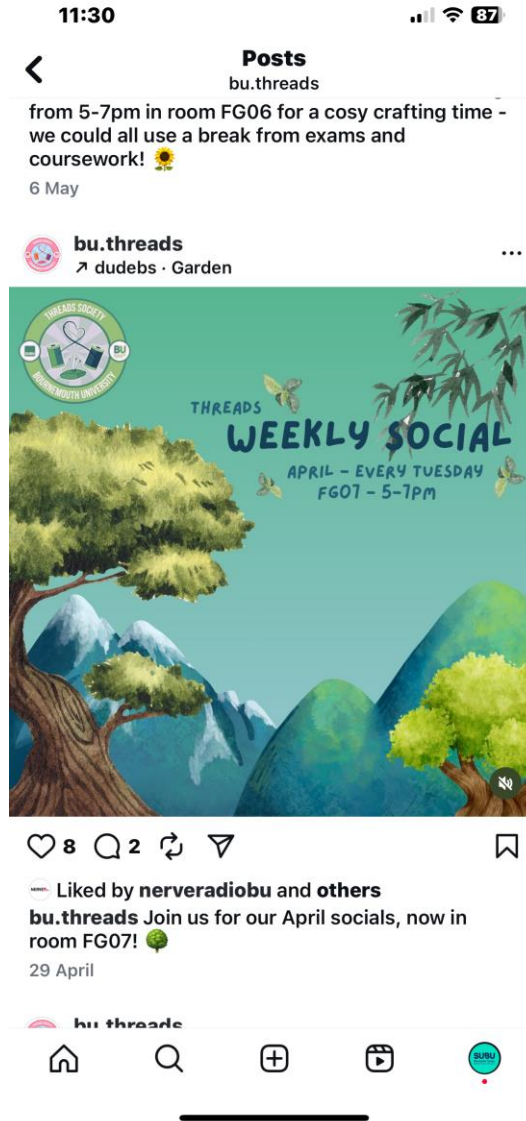


Instagram

- Instagram messaging- sharing information about events, would be good to include generic info in highlights e.g. committee, times and dates of events, kit? Just so people can always refer to it
- Mix of photo and reel content- make videos informative and fun, like recaps of events held, a get to know the team
- Keep it colourful- the aesthetic overall appearance of the grid invites people in and increases interaction with accounts



Examples



TikTok



- Focus on trends, fun and light hearted content
- Challenges within a society, showcasing the inner workings and functions
- Some instagram content is applicable to TikTok- its shorter form
- Keep text to a minimum and make sure to use captions so content is accessible!



SUBU Bournemouth ✓

Edit

@sububournemouth

117
Following

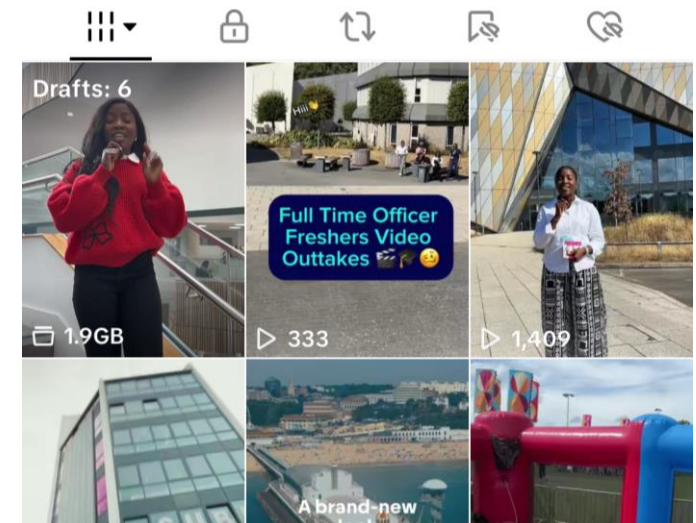
1,394
Followers

20.6K
Likes

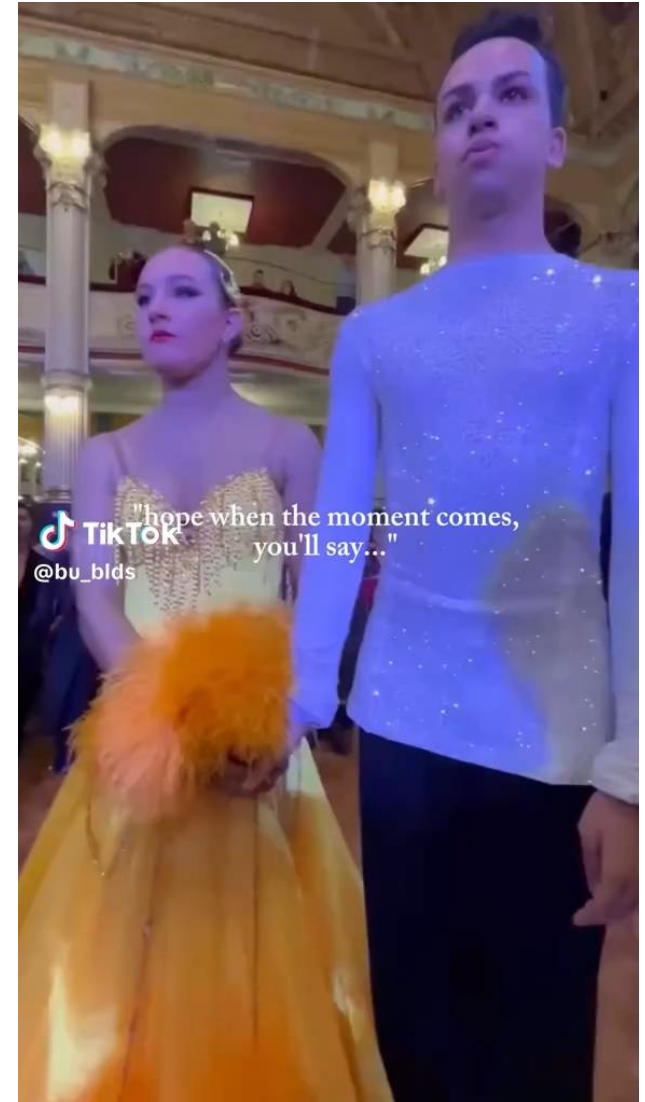
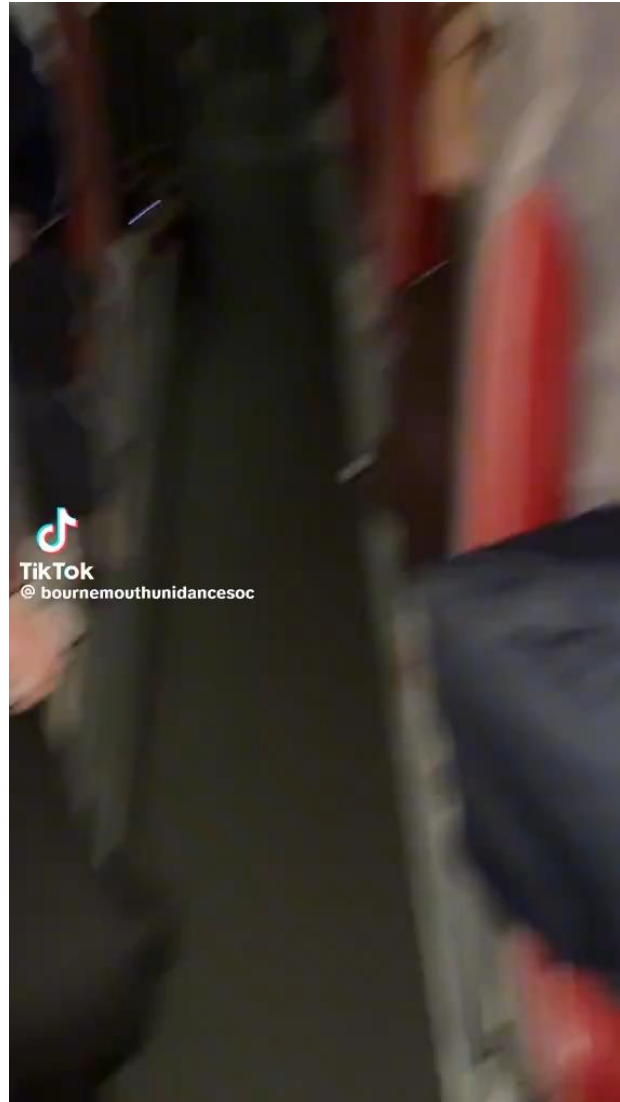
We're YOUR Students' Union at Bournemouth Uni! 🎉

🔗 <https://linktr.ee/sububournemouth>

👤 TikTok Studio | 🛒 Your orders



Examples



WhatsApp



- Keep everyone up to date with goings on
- Good way to build connections between people, strengthen relationships and offer comfort to new additions to society
- Can pin key information to make sure nobody misses out



BU Freshers 2025

109 followers



Forward



Share

Hi everyone! 🌊

Welcome to the only OFFICIAL BU Freshers WhatsApp broadcast channel, run by SUBU - your Students' Union 🎉

This channel is for all your insider updates, exclusive event drops, and must-know info straight to your phone! 📱



- The ability to have different chat rooms within the society keeps things mainstreamed and focused
- Channels can include general, memes, socials and events, wellbeing resources etc. This allows separation between societal aspects rather than being clogged with venting and issues- that's a separate channel!
- Great way to stay in contact with the society outside of events and activities

A screenshot of the Discord server setup interface, specifically the 'Questions' step. At the top, there is a progress bar with five steps: 1. Safety Check, 2. Default Channels, 3. Customisation Questions (highlighted), 4. Server Guide, and 5. Review. Below the progress bar, the heading 'Questions' is followed by the text: 'Create questions to help members pick additional channels and roles. Their channel list will be customised based on their answers.' There are links for 'See examples', 'Preview', and 'Switch to Advanced Mode'. A message states: 'No public channels are missing from Questions and Default Channels.' with a green progress bar and an upward arrow. The 'Pre-join Questions' section explains that members will be asked these questions before joining. It shows 'QUESTION 1' with the text 'What made you want to join our Society?'. Below this, it says 'AVAILABLE ANSWERS - 2 OF 50' and shows two buttons: 'I really like X' and 'I want to make Friends'. There is an 'Add an Answer' button with a plus icon. At the bottom of this section, there are checkboxes for 'Allow multiple answers' (checked) and 'Required' (unchecked). Below this is a dashed box with an 'Add a Question' button. The 'Post-join Questions' section at the bottom has a 'Back' button and a 'Next' button.



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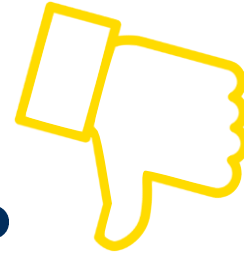
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Do's and Don'ts



- Accessibility!! Captions, simple text, not too busy
- Keep an eye on analytics to see what works for you and what needs to be implemented/changed
- Use a link tree to link all sites together and make it easier to access- all in one place
- Post consistently- aim for 2/3 times a week
- Made easier with a content planner- can be online or written down ideas
- Make engaging and consistent in brand and design
- Make sure content is inkeeping with your brand and what you represent! We don't want to change anyone- remember to use your group's logo when promoting the society
- Look out for and make note of trends/trending sounds

Don't...



- Overuse graphics- keep to people, makes more relatable
- Ensure content is inkeeping with SUBU guidelines- need to familiarise themselves with them
- Breach copywriter laws by using content belonging to someone else without seeking permission
- No harassment, discrimination, bullying, nudity or content that singles individuals out in a negative way
- This includes using inappropriate sounds, language etc.
- Contain images of any illegal or explicit content
- Bring SUBU or BU into disrepute to breach uni confidentiality

An aerial, high-angle photograph of a bustling student market or fair. The scene is filled with a large crowd of people, mostly young adults, moving through a series of stalls and booths. The stalls are covered with various items, including food, clothing, and promotional materials. Some stalls have signs, such as one that says "Korconnect". The overall atmosphere is lively and busy. The entire image is overlaid with a semi-transparent teal color.

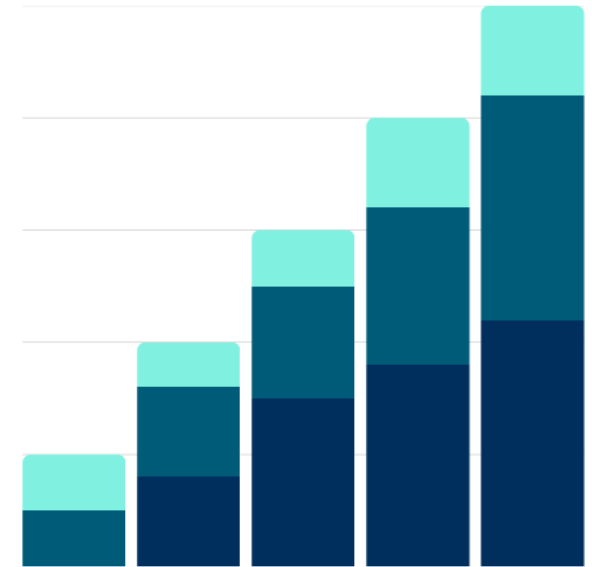
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Analytics

Do **NOT** forget about **analytics!**

- Tend to have in app way of looking
- Allows you to see engagement- how many people are viewing, liking, sharing and saving content
- You can then see the reach of content- where about its consumed and where to redirect focus
- Knowing this then allows you to make sufficient changes and increase statistics
- This is especially helpful on TikTok- analytics are extremely easy to use
- For other platforms use meta analytics



Activity time!



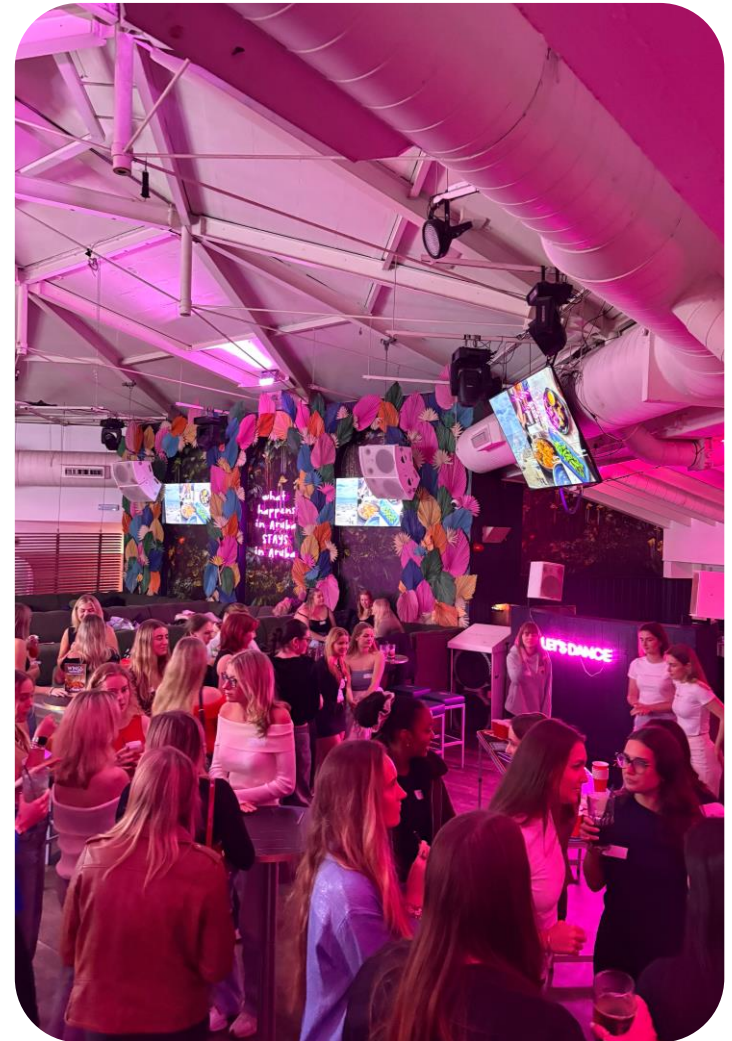
Website

- We'd love to showcase you on our website! Whether its through photo, video or written content- it's a good way to show prospective students what's out there and why your society is the one to be joining
- Links to your social media platforms required
- Testimonies from members- good to have individual experiences as gives people someone to relate to and also something to aspire to be a part of



Collaboration

- For collabs, need to send content for approval first, message first before tagging SUBU in content
- There's no one size fits all, its supposed to be unique and a creative outlet for you and your society, to showcase what you do and how others can join in too
- Don't neglect your channels' analytics- they're crucial in improving and maintaining engagement
- Most importantly... have fun with it





Thank you

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