# Social Media 101

## For Clubs and Societies

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# Introduction

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# 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.



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- Instagram
- TikTok
- WhatsApp
- Discord



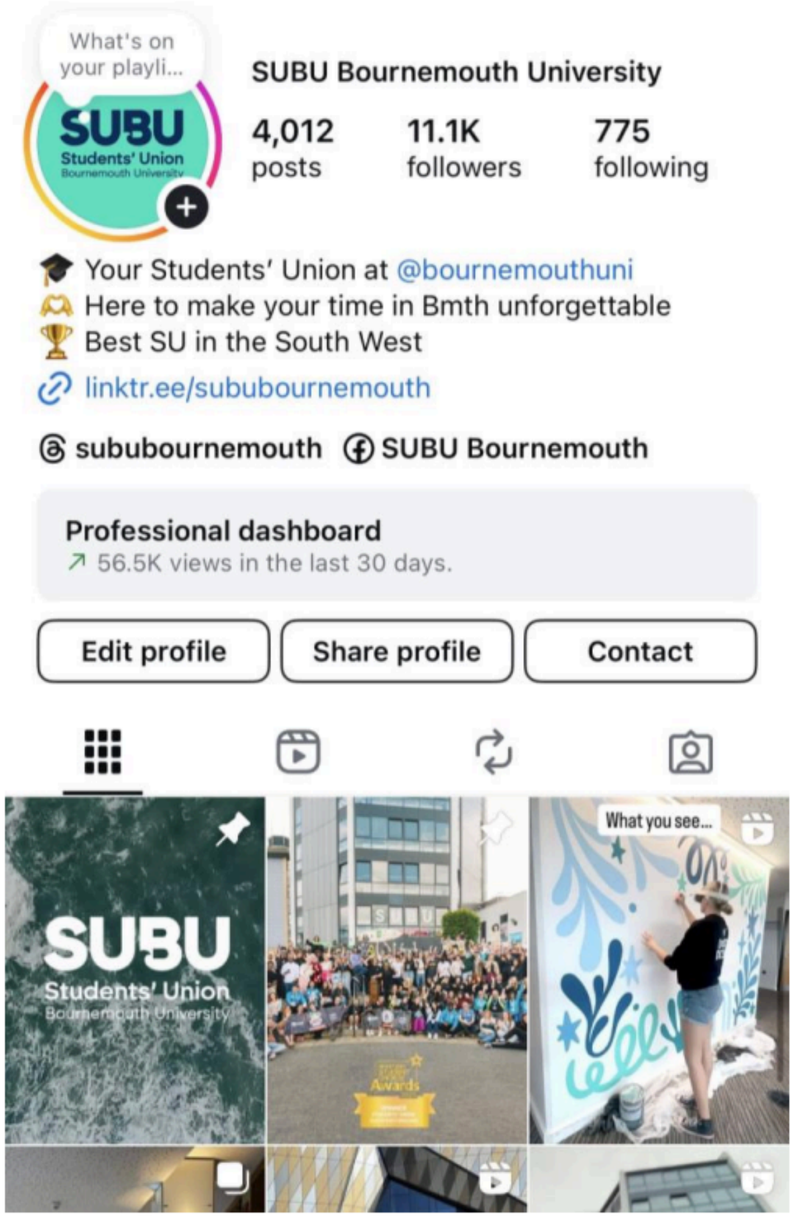
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# Instagram

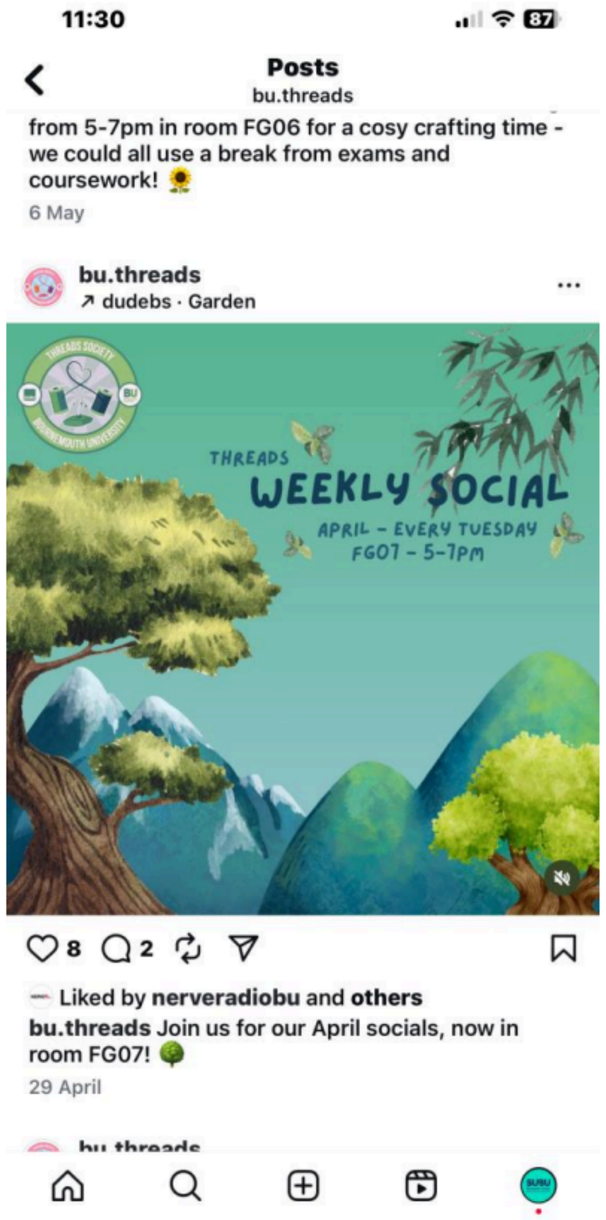
- Instagram messaging- sharing information about events, would be good to include generic info in highlights e.g. committee, times and dates of events, kit? Just so people can always refer to it

- 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





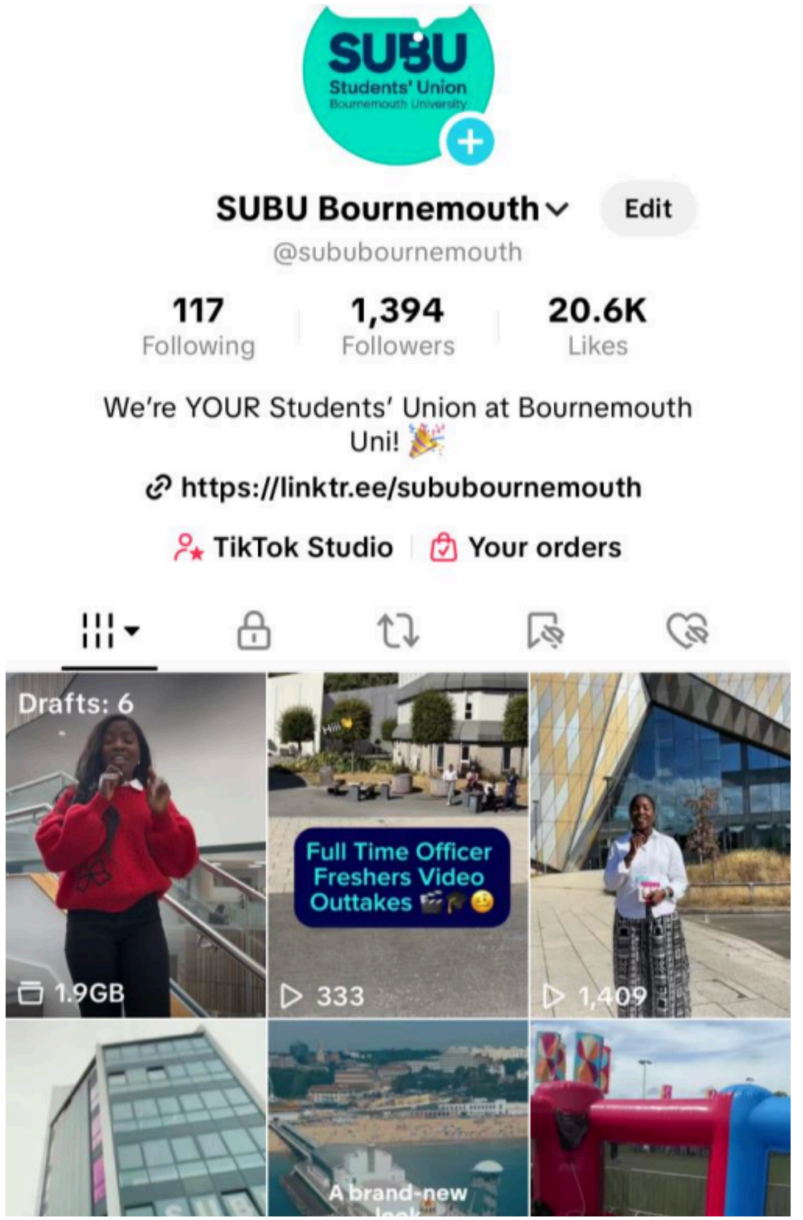


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# TikTok

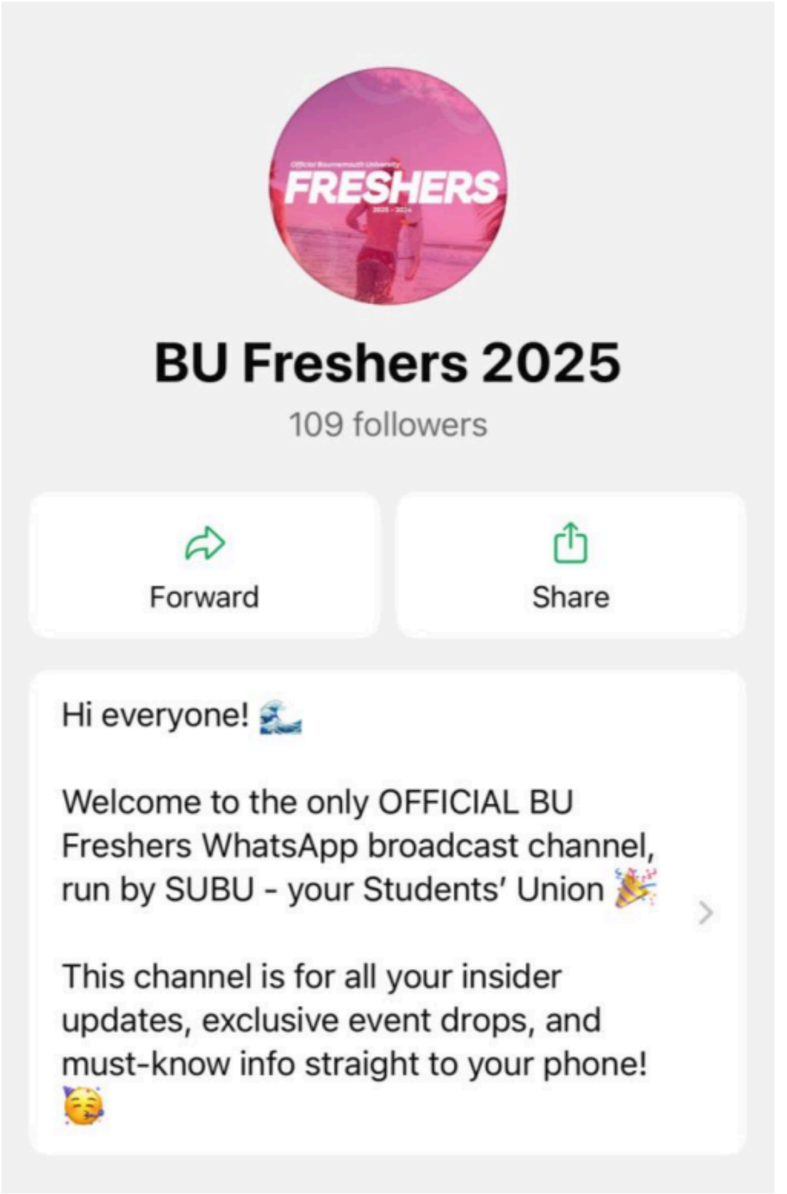
- Focus on trends, fun and light hearted content
- Challenges within a society, showcasing the inner workings and functions
- Some instagram content is applicable to TikTok- its shorter form
- Keep text to a minimum and make sure to use captions so content is accessible!



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# WhatsApp

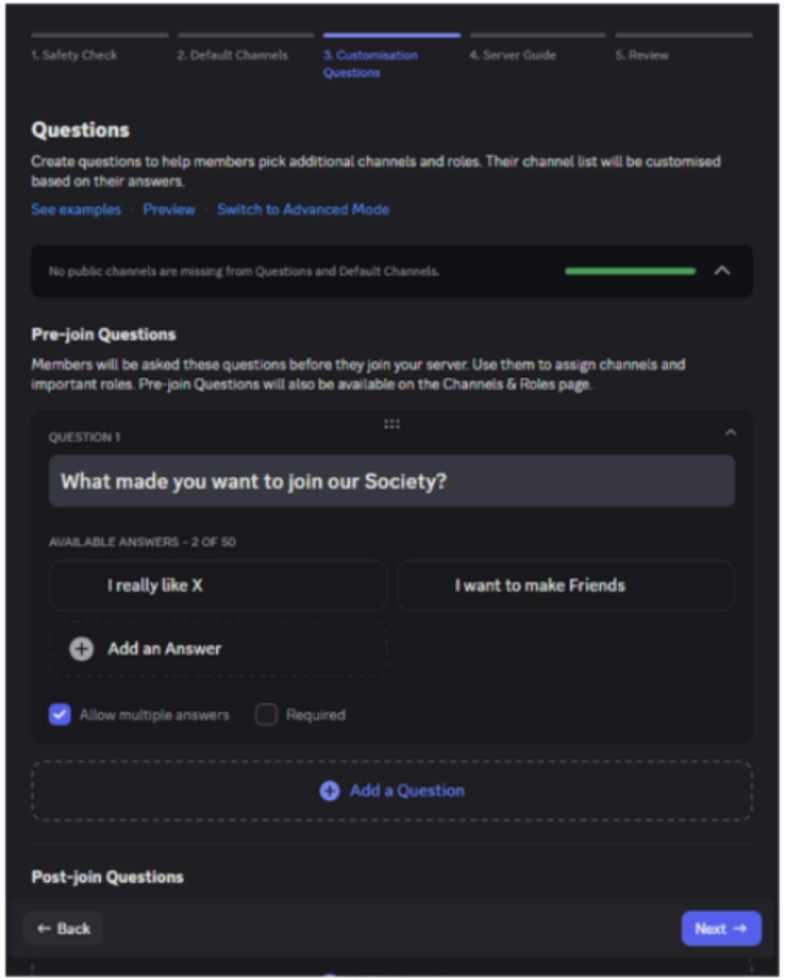
- Keep everyone up to date with goings on
- Good way to build connections between people, strengthen relationships and offer comfort to new additions to society
- Can pin key information to make sure nobody misses out



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# Discord

- 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 then 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





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# Do's and Don'ts

# Do...

- 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 its keeping within 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



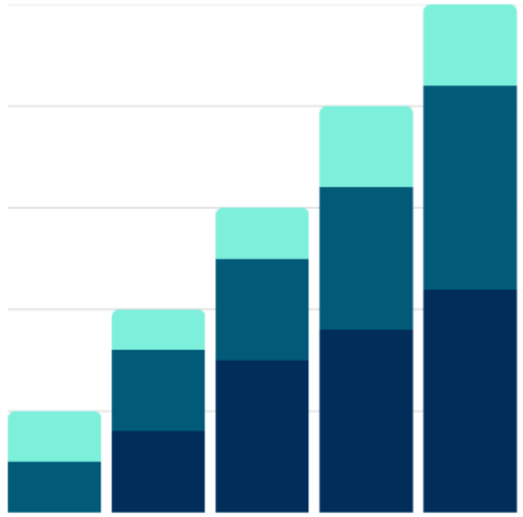
# Don't...

- Overuse graphics - keep to people, it makes things more relatable
- Ensure content is keeping within 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 direpute to breach uni confidentiality



# Don’t 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 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



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# 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

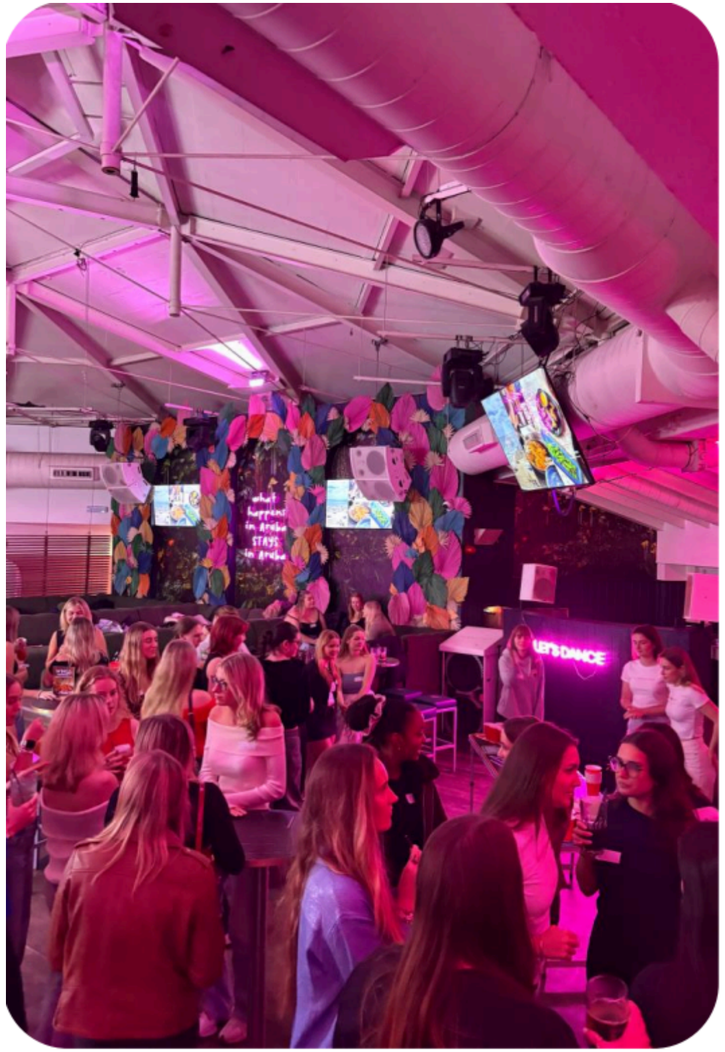
- Links to your social media platforms required

- 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

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# Collaboration

- For collabs, you 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!




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# Thank you

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