

## **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](mailto:societies@uwsunion.org.uk)

## **Keeping in contact with the Students' Union**

### **You can keep in touch with us through:**

- Email: [societies@uwsunion.org.uk](mailto:societies@uwsunion.org.uk)
- Teams: [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 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](mailto: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/](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](#)



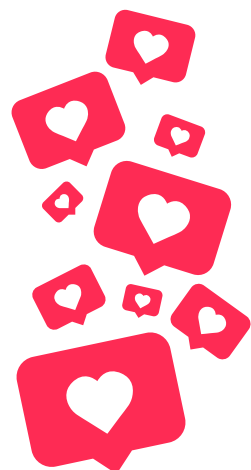
## Using Social Media

### 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](mailto: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)



## Guidance for managing group chats

### What are the risks associated with running a group chat?

- Misunderstanding people's tone
- Can be too casual, adding content that may offend others unintentionally
- Excluding members unintentionally, feeling ignored
- Expectation that responses must be immediate
- Data protection / confidentiality breaches, sharing personal information
- Complaints, negative reputation of group
- Imposing worries onto others
- People falling out

### What won't be tolerated?

- Any form of discriminatory language (e.g. racism, sexism etc.)
- Sharing inappropriate images (e.g. nude, violence etc.)
- Threats of violence / hate speech towards others
- Unrelated commercial businesses advertising on your group chat
- Strangers being invited into the group without consent

### What can we do to make these more or less likely?

- Have some information on what the group chat is for in the description section of the chat
- Send code of conduct along with the group chat link to new members
- Inform the Students' Union before issues escalate or when they arise



## Guidance for managing group chats

- Creating group chats for your society and your committee members can be a very effective way to maintain quick, regular communication.
- This can help make sure members feel actively involved in the society.
- You need to decide which platforms will work best for you and your members. Popular platforms for societies this year include:
  - Whatsapp
  - Discord
  - Facebook Messenger
  - Microsoft Teams

To help you understand the purpose of your group chats and how to effectively and safely manage them, our LGBT+ Society created this useful guidance...

### Why do we want a chat group?

- Combat loneliness, support wellbeing
- Make friends, get to know each other
- Social interaction
- Share stories, campaigning
- Create a community and get to know people in a casual setting

### What do we want to encourage?

- Being welcoming, supportive, respectful, inclusive
- Answer questions
- Sharing events, activities and campaigning ideas
- Getting involved in the chat
- Positive engaging discussion / debate
- News stories
- A space where you can be yourself

### What do we want to discourage?

- Sharing unnecessary personal information (e.g address, phone numbers, status)
- Excluding others, negativity towards others, gossiping
- Using inappropriate terms / language
- One person taking over, dominating conversations
- Promoting commercial events not relevant to the society
- Inside-jokes that others/new members/international students might not understand

**Please be mindful of who you invite into your group chats out of respect for the privacy of your peers. Do not post links of your group chats publicly.**

## Communicating with academic staff

One of the most effective ways to promote your society is through word of mouth; speak to the people you know and if they're interested, encourage them to let others know about the society as well!

Academic staff speak to large numbers of students on a regular basis, so they are well placed to help you with this. If you ask nicely, they will probably be happy to help promote your society!

### How to ask staff to help promote your society and its activities:

- Send them an email to explain what your society is and ask if they are able to promote it
  - Copy the Student Opportunities Coordinator into the email so they can help with any questions
- If staff are happy to help, the best thing they can do is to provide a few minutes at the start or end of classes for you to:
  - Introduce yourselves and the society to the class
  - Explain what you do
  - Let people know how to join
- If you can't join the session, ask if they can introduce your society for you
- This information could also be shared by email or other staff/student communications
- If you are an academic society, staff may also be able to help arrange your first meeting of the year. They will know your course timetables, so will be able to advise a potential time where you can bring students from different year groups together
- The Students' Union welcomes staff support for societies

**Keep in mind: Any support academic staff provides you with will be in addition to their own work, so remember to always be patient and thank them for their help! Coming soon: Link to academic Staff Guide**





## Organising Events

Coming soon: [Link to Events Organiser Spreadsheet](#)

### Step-by-step

1. **Your Society:** Consider the interests and capabilities of your society members as well as the resources available to you.
2. **Target Market:** Think of who you aim to attract for fundraising - who are the people who will want to help you generate funds and why?
3. **Aims:** Set clear goals for what you aim to achieve with your fundraising activity, including a financial target.
4. **Planning:** Develop a detailed plan that outlines the roles and responsibilities of each member, the timeline, and the logistics involved.
5. **Location:** If you are targeting university students: Book a stand at your local campus hub
6. **External Stakeholders:** Consider involving local businesses and organisations that might be willing to sponsor your event or donate prizes for competitions
7. **Promotion:** Create a marketing strategy for your fundraising event. Promote your event well in advance using posters, social media, and word of mouth. Include information on what you are fundraising for. Let everyone know that it will be cash only.
8. **Event Execution:** Assign society members as helpers for the event to set everything up, attract and engage with participants, manage your donations and clean everything up at the end
9. **Follow-Up:** Thank your participants, sponsors, and everyone who contributed to the success of your fundraising activity. Share the outcomes, including how much you raised and how the funds will be used. This not only shows appreciation but also builds trust and encourages future support.
10. **Reflection:** Have a conversation with your society members on what worked well and what could be improved for next time?

## Online Events

Since the pandemic, when all our lives have been disrupted, digital activities and meetings have become more common and very convenient as they offer the flexibility to participate from home. With that, digital platforms like Zoom, Microsoft Teams, and many more have developed further and are easy to use. As such, you might find yourself in situations where not all members of your society can attend your meetings in person or you have found an invaluable guest speaker who is not able to travel to your campus. In these cases, it might be a good idea to explore organising some meetings or events online.

### **You can decide what works best for you and your members.**

Previous societies have successfully managed to transfer most events and activities online. These include:

- Society welcome events and AGMs
- Committee meetings
- Social events
- Campaigning
- Guest speakers
- Online games
- Peer support
- Academic and careers networking

Online events and meetings can be great but are not necessary for running a society. Most of our societies have happily returned to in person meet-ups and only using online communications for information sharing & keeping in touch!



## Tips for running good and engaging online events:

- Set a clear context and purpose for the meeting (eg. quiz, online games, campaign planning)
  - This helps give the event a structure and lets people know what to expect
  - But don't be worry if general conversation starts to take over. That's definitely a good thing!
- Make it easy for members to access details to join your meetings
  - Creating events on the Students' Union website and social media pages can help with this
- Welcome everyone to the meeting and check they know how to use any necessary functions (eg. cameras, microphones, chat, adding their names)
  - Ask people to put in their preferred names and pronouns
- Give people a reason to have their cameras on (if it's possible for them to do this)
  - Ask for physical responses to welcome questions (eg. raising hands, nodding heads, thumb up)
  - This will also help set a relaxed, informal tone for your meeting
  - It will also help people feel part of the meeting, rather than quietly observing
- Give everyone a chance to speak
  - This happens less naturally than it would in face to face conversation
  - If someone hasn't said anything, make a point to give them the opportunity
- Don't automatically insist everyone puts themselves on mute when not speaking!
  - The quality of videos has improved a lot in the last year
  - It's much easier to have a normal flowing conversation if people aren't muted

