



SOCIETY & EVENT PROMOTION GUIDE

SOCIAL MEDIA | DESIGN | ADVERTISING

CONTENTS

A guide for affiliated societies and sub committees

DESIGN

Social Media Templates and Logos

Printing, Services & Templates

ADVERTISING

Physical Posters

Digital Screens

Face to Face

Stalls

Ticket Sales

Freshers' & Refreshers' Fayre

Bake Sales

ONLINE

Social Media

Online - Union Website

THINGS TO CONSIDER

USEFUL CONTACTS

FAQ'S

ADDITIONAL READING



The society a-z page is always in the top 3 most viewed pages on The Union website so it's essential to keep your page up-to-date.

Social Media Templates & Logos

Social media templates

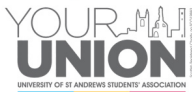


You can download a facebook profile and cover artwork. Simply change your photo and society name.

Email: sadesign@ with your photo if you need assistance.

Logos

You can download Union logos (please use these sensibly). If you need them in another format or colour or are unsure if you can use them please email: sadesign@



Visit: www.yourunion.net/bookspaceresources

Printing, Services & Templates

Printing

We have a black & white A4 and a colour A3 printer in the Design Room on the middle floor of the Union as well as 6 PC's with Adobe Creative Suite!

Laminating

If you require laminating please email sadesign@and we can laminate A5 - A2 sizes. We require two working days notice.

Tickets

If you want physical tickets we can print them for you. Our tickets have two perforated sections and anti-copy lines.



Wristbands

Wristbands are a great way to sell physical access to your event in advance and sometimes a necessity for security for your event. Check at your Ents User Meeting to see if you require wristbands. We can provide Your Union bands or order in unique bands for your event.



Visit:

www.yourunion.net/bookaspaceresources
for information about all of the above and more

Posters

Posters are a great way to promote your event. Check the list below to make sure you've got all the criteria you need

Guidelines for your poster:

- Society name clearly stated
- Association charity number (Scottish Registered Charity no SC019883)
- Your Union logo or venue logo can be used where appropriate.
- Make sure you have the following details on your poster: **event name | date | time | location | price | facebook / contact | where tickets can be purchased** (sounds obvious but lots of people forget!)
- The best posters are the simplest so make sure you can get your message across by just glancing at your poster.
- Consider how easily your poster will be converted to social media friendly artwork.

We have a colour A4 /A3 printer and 6 pcs with the full adobe creative suite in the Design Room on the middle floor of the Union for you to make your own artwork or ask the Design Team for help:

sadt@st-andrews.ac.uk

www.yourunion.net/designteam

Posters

Where posters can go in The Union

Building

If your event is being held within the Union or a University building your poster can go in Rector's Café or Sandy's Bar, just ask reception to stamp them.

Toilet Frames

If your event is in the building and open to everyone we can put posters in the toilet poster boards. Please leave 10 A4 posters at reception for the attention of the Marketing Department and state where they are for, plus your contact information in case we need to contact you (we distribute posters on a Monday and can do up to two societies per week).

Large format

If your event is in the building and open to everyone we have A1 (£18) and A0 (£28) poster boards that you can use, you just need to pay for the printing. Posters can be displayed for a maximum of 2 weeks, we'd require one week's notice, please email sadesign@ with your artwork.

Around campus

We do a poster run once a week around halls and departments. We need posters a week in advance to put them up (we accept two society events per week). Please leave 10 A4's at reception for the attention of the Marketing Department, where they are for and your contact information.

Digital Screens

If you've got something really big going on in the building, email us and we'll let you know if it can go on our screens.

Digital Screens in The Main Bar

72dpi, full colour

1360px (w) x 765px(h)

RGB

jpg or png format

Large Format Digital Screens - Image

72dpi, full colour, RGB, jpg format

1080px (w) x 1920(h) File should be delivered in landscape with content 90° clockwise

Large Format Digital Screens - Film

H.264/QuickTime (.MOV)

Encode without audio stream (empty audio streams not supported)

25 fps

<40MB

1080 x 1920 portrait or, if at lower resolution, at the same aspect ratio

The Library also has digital screens, full details can be found at the link below:

www.st-andrews.ac.uk/library/services/other/

Please note your artwork must also include:

logos for your society/group and contact details

and/or web address or social media

and/or text stating: "society is affiliated with the University of St Andrews Students' Association".

Face to Face

Stalls

Setting up a stall for your society can be a good way to speak directly with other students about your group, upcoming events or even do a bake sale to raise money. There's space in the piazza to even do sponsored events!

The piazza (space at the front of the Union) can be booked by emailing sarooms@ or asking at reception. We can provide a table and two chairs for you from reception - please look after these and return them after use.

If you require a float please let the Cash Office know in advance by popping in or emailing unionfinance@

Ticket Sales

Holding a stall for ticket sales is possible in the Union and can give you great coverage but please don't just turn up on the day. We need to know in advance to make sure it's possible and you need to have the event in the Union or using a Union bar.

Please email sarooms@ or ask at reception.

Freshers' and Refreshers' Fayre

Held typically on the last Sunday of each week, it's the best way to engage possible new members. Look out for an email from socs@ or dosda@ with information or check yourunion.net/activities around June or November time.

Face to Face

Bake Sales

Bake Sales are permitted outside the Union building if the following criteria are met:

- Goods sold at Bake Sales cannot be consumed in Rector's Café
- A stall must be booked through reception
- Bake Sales refer to pre-prepared baked goods e.g. cakes / biscuits etc.
- Ingredients must be clearly labelled. Allergens must be labelled in bold print.
- Hot food and drinks, food requiring refrigeration or preparation onsite will not be permitted.

Persons preparing and selling food for Bake Sales should observe the guidance at the following link:

www.food.gov.uk/business-industry/caterers/food-hygiene/charity-community-groups

TIP: Remember whatever you are doing physically to promote your event - take photos and post it on social media to expand your coverage.

Online: Social Media

Facebook

As well as a page on our website, all societies should have a Facebook page. If you're having an event, add it to your events calendar on Facebook (ask **@yourunionevents** to be a cohost if the event is in the building). Facebook events are a great way to tell people what you're doing and also to look back on over the year to see all your past events.

Tip: Tag groups and get people to like / share / engage with your posts to make the posts go further.

We've noticed a few of your pages are closed groups. Try to make them public pages - it's a great way for new or interested students and staff to see what your society is doing. If you want to have private chats within the society, set up a Whats app group or a Facebook group chat.

Twitter

As well as tweeting in advance of your event, when you're at your event, tweet about it and take a photo. Use #'s and @'s when you can.

Tip: Always add photos, videos or a link – people are more engaged when they can see physical evidence.

Online: Social Media

Instagram

Instagram is an ideal platform for real-time coverage. You can use your Instagram in a number of ways:

- A feed post will remain permanent on your profile page.
- Films on your feed can last for 60 seconds.
- A stories post will remain live for 24 hours.
- Films on stories can last for 15 seconds.
- You can make a stories post a highlight to make it permanent - similar to archiving the post.
- Remember - you can tag people and platforms and send to other people on posts and on stories.
- We offer our Instagram page for take-overs, email sadesign@ with your details to see if a take-over is possible.



A word of warning

We know you're all very sensible people but your society and sub committee profiles represent you. Make sure there's nothing on your page you wouldn't want the world to see!

Online: Union Website - Your Page

The society a-z page is always in the **top 3 most viewed pages on the union website** so it's essential to keep your page up-to-date.

Logging in and editing your page

Presidents, Treasurers & Secretaries can edit their own page of the website and **add photos, resources, constitutions, handover documents and more.**

Online: Union Website - Calendar

You can also edit the shared calendar (fig 1 and 2 below). Technically we could have every single event that societies and sub committees run on this page so get adding!

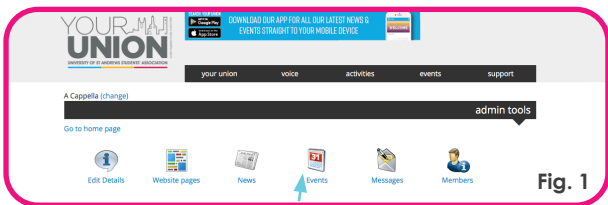


Fig. 1

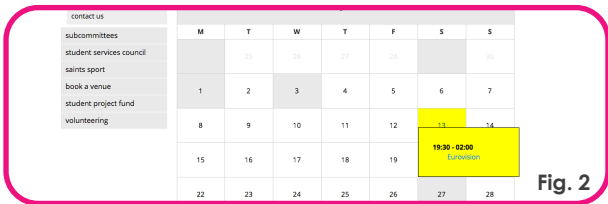


Fig. 2

Online: Website - Events List

If you have an event that you want to sell tickets for, this can be done on our Events List.

Refer to our Website Resources Booklet for more details.

The screenshot shows a web browser window displaying the 'events calendar' page. The page has a blue header with the text 'events calendar' and a calendar icon. Below the header, there is a navigation menu on the left with options like 'all events', 'live sport', 'recurring events', 'society and subcommittee events', 'bop suggestions', 'main bar playlist', 'the pass', and 'behind the scenes'. The main content area features a section titled 'events in february' with a sub-section 'Forthcoming Events' listing 'February', 'March', and 'April'. The first event listed is 'CATWALK 2020 // PLAYTIME' on Wednesday 26th February, with a description: 'Join us for our annual fashion show to cast aside the serious and embrace the FUN as we celebrate innovative creativity and our philanthropic mission. Use kit! | The Stage'. The second event is 'Resident DJ' on Thursday 27th February, with a description: 'Every Wednesday we'll be bringing in one of our Resident DJs to take over Main Bar. The Main Bar'. The third event is 'Jazz Night' on Thursday 27th February, with a description: 'Take some time off to unwind & recharge by listening to relaxing jazz music at night at our weekly jazz nights, with drinks served @ Zan Main Bar | every Thursday | 10pm - 11pm | Free Entry. The Main Bar | weekly nights'.

Online: Union Website

Read our
Website Resources Booklet
for more information.



Visit: www.yourunion.net/handbooks

Things to Consider

Who are you communicating to?

Why are you communicating it / what are your goals?

Think beyond social media – campaign focused approach rather than just online.

Commit people to cover events in real-time.

Throughout your campaign think:

Consistency

Separation

Simplicity

Document what worked and didn't work for future campaigns.

Who would be interested in your events beyond the Union, here are some ideas below:

- Hall Wardens and poster boards
- Athletic Union
- Main Library (Digital Screens)
- The Saint
- Star Radio
- Lightbox
- The Courier

Useful Contacts

Room booking: sarooms@st-andrews.ac.uk

Health & safety / risk assessment: unionra@st-andrews.ac.uk

Promotional / website: sadesign@st-andrews.ac.uk

Society resources / funding: dosda@st-andrews.ac.uk

Event question: does@st-andrews.ac.uk

Technical / equipment: ents@st-andrews.ac.uk

Catering: sacatering@st-andrews.ac.uk

Bars: sabar@st-andrews.ac.uk

Useful Link

www.yourunion.net/bookaspacersources

Follow us



@standrewsunion
@yourunionevents
@saelectofficial



@standrewsunion



@standrewsunion

Did you know?

Your Director of Events and Services is here to help with events you're running. Contact does@ for advice.

FAQ's

My event is being held in an external venue, can you promote it?

We are happy for you to have your events on the society and sub committee calendar and the Design Team can help with the design of your publicity but we cannot promote your event within the building.

Can I put posters for my event up in the Union building?

Yes, if your event is being held in the building. Please leave them at reception for the attention of Design and Marketing department. (Please see posters section for more information)

Can I promote my event having free alcohol?

Due to Scottish alcohol legislation you can't:

- Have drinks' promotions that encourage excessive drinking.
- Have drinks' offers for free or at a reduced price on one or more drinks

I have a photo I'd like to use but it's not mine

If using images from an online source make sure your photos are royalty free or you have permission. There are lots of websites out there so check the small print on them.

Please remember that whatever you post involving the Union represents the Union, if you are unsure of the content and think it might be inappropriate please check with a sabbatical or email sadesign@.

Additional Reading



Further Information
www.yourunion.net/handbooks

Notes

YOURUNION.NET