

SOCIAL MEDIA TRAINING

CHRIST CHURCH
STUDENTS'
UNION



HELLO!

- **I'M HANNAH! (SHE/HER)**
- **COMMUNICATIONS MANAGER**
- **STARTED AT CCSU IN APRIL 2023**
- **WORK WITH ADEM AS PART OF CCSU'S COMMS TEAM**



WHAT WE **WILL COVER**

- **WHY USE SOCIAL MEDIA?**
- **THE BASICS**
- **CONTENT IDEAS**
- **GRAPHIC DESIGN & BRANDING**
- **BOOSTING ENGAGEMENT**
- **REBRAND AND QUESTIONS FOR YOU!**

WHY USE SOCIAL MEDIA?



- **REACH NEW AND EXISTING MEMBERS**
- **YOUR ONLINE PRESENCE REPRESENTS YOUR GROUP**
- **WILL OFTEN BE THE FIRST TIME PEOPLE INTERACT WITH YOUR GROUP**
- **CREATES A COMMUNITY**
- **EASY WAY TO SHARE INFORMATION WITH A GROUP OF PEOPLE**

THE BASICS



- **CHOOSE THE RIGHT PLATFORMS**
- **BE CONSISTENT**
- **STICK TO YOUR BRAND**
- **CREATE ENGAGING CONTENT**
- **USE A FREE SCHEDULING TOOL**

CONTENT IDEAS



- **TEAM WINS (OR LOSSES!)**
- **TRAINING SESSIONS**
- **FIXTURES**
- **MEET THE COMMITTEE**
- **Q&A SESSIONS**
- **SOCIAL EVENTS**
- **AWARENESS CAMPAIGNS**
- **CHARITY EVENTS**
- **GROUP PHOTOS**

....AND MANY MORE!

GRAPHIC DESIGN & BRANDING



- **PEOPLE ARE MORE LIKELY TO ENGAGE WITH EXCITING IMAGES OR VIDEOS**
- **CHOOSE YOUR BRANDING AND STICK TO IT**
- **YOUR LOGO IS UNIQUELY YOURS!**
- **CREATE PROFESSIONALLY BRANDED GRAPHICS FOR FREE ON CANVA**

WHAT YOU COULD DO!

@UNIVERSITYOFBIRMINGHAM_HC



Instagram
(@universityofbirmingham_hc)

Instagram photos and videos

 [instagram.com](https://www.instagram.com/universityofbirmingham_hc)

BOOSTING ENGAGEMENT



- **JUMP ON TRENDS AND THINK ABOUT HOW YOU COULD USE THEM FOR YOUR CLUB OR SOCIETY**
- **USE RELEVANT HASHTAGS AND LOCATION TAGS**
- **INTERACT WITH YOUR AUDIENCE**
- **COLLABORATE WITH OTHER GROUPS**
- **TAG @CHRISTCHURCHSU AND YOUR TEAM!**
- **SEE WHAT WORKS AND REPEAT**

CCSU REBRAND



- **HOPE TO HAVE NEW BRANDING FINALISED BY END OF JULY/BEGINNING OF AUGUST**
- **NEW BRAND WILL COINCIDE WITH CCSU MOVING ONTO CAMPUS**
- **WE WILL UPDATE YOU WITH NEW BRANDING GUIDELINES AND LOGO WHEN IT IS CONFIRMED**
- **WE WILL BE LOOKING FOR STUDENTS TO TAKE PART IN FOCUS GROUPS SO KEEP AN EYE ON OUR SOCIAL MEDIA ACCOUNTS**

BUT REMEMBER...

- **HAVE FUN WITH IT**
- **SET BOUNDARIES**
- **BE AWARE OF WHAT YOU ARE POSTING**
- **DON'T GET DISTRACTED BY NUMBERS**
- **FOLLOW @CHRISTCHURCHSU**