# SOCIAL MEDIA TRAING

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!

# WHYUSE 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

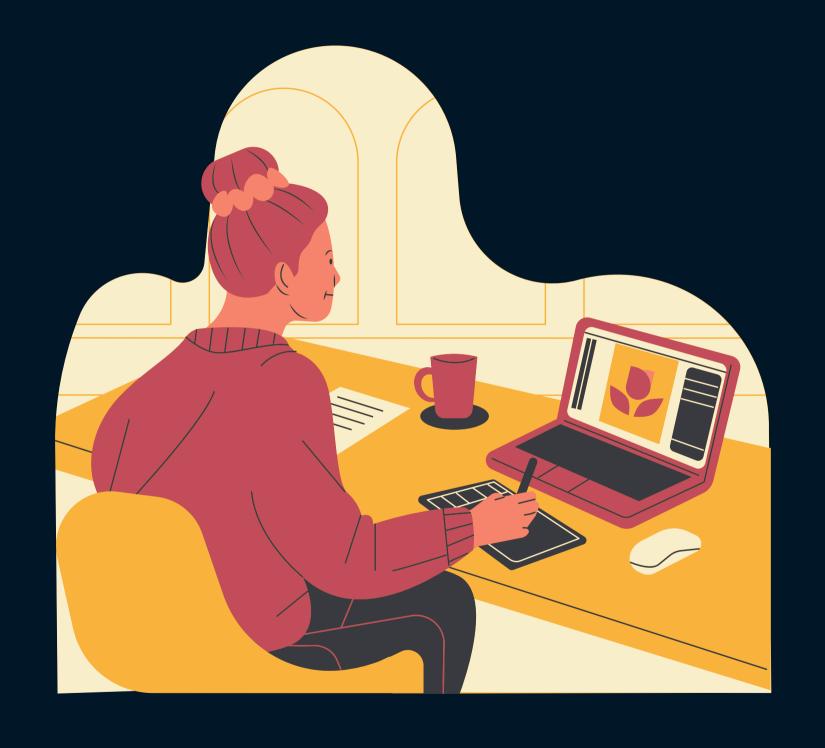
## CONTENT IDEAS



- 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



o instagram.com

### 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