

## WAYS TO PUBLICISE

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There are several ways that you can advertise and promote your society and events:

### 1. STUDENTS' UNION WEBSITE [[www.uusu.org](http://www.uusu.org)]

Every society has their own page on the UUSU website. Once approved, all societies will be given access to their site so that they can update their page with information about who they are and what they do. Students can join your society online and you can communicate with your members via the website.

Make sure to add your upcoming events to the Students' Union website! This will be displayed on the 'What's On' section. This is where all students are directed to allow them to keep an eye on any events that are happening.

University staff also follow this and promote events from here. The more promotion for your society, the better. Follow these steps to get your event on the UUSU website:

- Log in to the UUSU website and open your society webpage
- On the top right-hand corner of your screen, you will see 'Edit'
- Click Edit, and then, 'Admin tools'
- Click 'Events'
- Select 'Add New Event' and fill out the information and then save.

### 2. SOCIAL MEDIA

- Ensure you tag UUSU on your social media posts so that we can reshare information and any upcoming event details: @uusu\_presents (Instagram)
- We encourage our societies to join their campus group on Facebook - [Belfast](#), [Coleraine](#), and [Magee](#) Use this space to promote your events!
- Your Student Officers are also on social media. Contact your Campus VP and ask them to promote your society and your events.
- Academic Societies in particular might want to consider using twitter to if you want to connect with the University's faculties, schools, departments, and staff.

### 3. POP UPS

UUSU and Ulster University use Popup Banners for promotion and advertising because they are an affordable and sustainable visual promotional aid. Pop ups are professional and they allow you to share key information. You can use your society grant to purchase a pop up. Speak to your Societies Coordinator who can arrange for this on your behalf.

### 4. POSTERS

Create some eye-catching posters & utilise poster boards around UUSU spaces. Simply ask your activities team for help

**5. CLOTHING AND MERCHANDISE** Consider selling society merchandise on your society page to promote your society  
**Find out more here**

## **6. LECTURE SHOUTOUTS**

These are one of the most effective ways of reaching a mass audience. You can use lecture shout outs to tell people about your society, committee and any upcoming events you are hosting. Don't just stand up in the middle of your lecture and shout out, you must get permissions

