

Promotion Tips

One of the most important features of organising your society activities is to publicise it correctly. You might think that it's the greatest event ever known to the human race but if you don't tell anyone about it then there is not much point in doing it!

When you do your publicity think about the type of publicity you are going to use. Below are some options that we have within the Union. Also think about the message that you want to put on the advertising, make it clear, correct and don't overload it with loads of information just put the important bits on.

Notice boards

These are probably the best way in which your society can be advertised to a wider student audience. There are notice boards in the HUBS, and there is the opportunity to use Hallam Union notice boards around the university. Our marketing team can put posters in these boards for you.

Hallam Union's Marketing and Publicity department have all the contacts and information that you will need for professional printers if we can not produce your materials in house. You will have to distribute the publicity yourselves, make sure that you get permission from the relevant people; Hall Wardens, Library Staff and Canteen Staff where necessary.

Website

www.hallamunion.org

Societies are more than welcome to write about themselves and be added to Hallam Unions' website. Information regarding activities, social events etc can be used as well as photographs to publicise your society on the web. Anything that you wish to put on the website should be given to the Activities and Societies Coordinator.

SHU Media

SHU Life offers a great opportunity for lots of students to find out about your society activities past and future, but also gives the budding journalist in your society a chance to shine. To find out deadline dates for SHU Life contact the Democracy and Communications Officer.

SHU-Radio is an online pod-casting station, broadcasting the best in Hallam entertainment. Whether you're interested in sports, music, debates or even talk shows we can offer something for everyone.

SHU-Box is Hallam union's online TV-station. It will promote everything to do with the Union. The SHU-Box crew could easily record your activities and get them out there on the web.

Press Releases

Should you wish to advertise and publicise your event further afield then you may consider issuing a press release. We have numerous contacts in the local media, to which we can send this for you.

Clothing

Just as sports teams have clothing that identifies them, so can societies. This is another way of publicising your society on T-shirts and hoodies that could advertise a certain event or your society as a whole. For more information contact the Activities and Societies Coordinator, who will be able to point you in the right direction.

Types of Media to Use

Stuff like posters, banners, flyers, balloons, word-of-mouth, newspaper ads, radio ads, TV ads, email, Myspace/Facebook invites, stickers, badges, letters, stall etc. The list could go on for another page but those examples will set you on the way.

Some publicity is cheap, easy to distribute, and disposable. But on the other hand those could all prove to be a problem, so its best to come up with some sort of strategy for your event. Some forms of publicity work better for certain events so think if a few posters will do or will the publicity require something more.

Activities Fair

An annual Activities Fair takes place around the end of September in Freshers' Week. This is a great place to recruit new members and get your society some much needed publicity after the long summer break. Stalls are available free of charge for all societies new or old and you can be as creative as possible with how you decorate it. We will invite you to book your space near the end of the previous term.

Marketing and Sponsorship

There are many ways you can promote your societies activities and at Hallam Union we have a marketing team that can help and support your society. Book in an appointment they will happily go through the best way to market your society helping with ideas, costs and University marketing policies. Also all posters, flyers, etc need to be checked by the Activities and Societies Coordinator first to maintain the Union is being advertised in the correct way.

Attracting sponsorship is a good idea for the society to make extra money for you to spend and it's also a great chance to forge some links within the Sheffield community. Remember when you plan on getting sponsorship that the sponsor won't just throw money at you and that you need to show them that you will be offering something in return.

Obviously not all societies need to be sponsored and it all depends on how active you are going to be and what activities your society will be doing. Remember that whether you are successful or not that you should always be polite to a potential sponsor as you may want to work with them in the future.