

Top Tips for Publicising your Society

Branding

Tip 1 - Logo

Keep it simple and memorable, and make sure it looks good in black and white. Associate your logo with posters, clothing and your website.

Tip 2 - Colour Scheme

Choose a maximum of three colours/shades. The scheme should tie in with your logo and reflect the character of your society.

Tip 3 - Clothing and Merchandise

Present a uniform, professional appearance using branded clothing. Sell sponsorship space and advertise events on the clothes and produce commemorative merch to either sell or give away.

Reaching out to Members

Tip 4 - Mailing Lists

Don't spam: send a weekly events email on a specific day. Avoid bouncing email addresses by using university society email accounts and instructing members to type or use block capitals when submitting details. Advertise in college mailing lists.

Tip 5 - Facebook

Create a group for your society and invite members to group hosted events. Don't rely on Facebook as an indicator of how many people will turn up.

Tip 6 - Texts

Mentoring schemes allow committee members to send their mentees a personal text message before meetings to remind them to come along.

Advertising to Non-members

Tip 7 - Posters

Eye-catching posters are especially good in lecture theatres for drawing the attention of bored students.

Tip 8 - Union Website

Many unions have an events section on their website, and some use this information to create events listings for things like their union reception.

Tip 9 - Stall or Stunt

During Freshers' Week and at any other opportune time in a place of heavy foot-fall, hold a stall, or grab attention with performance art or spectacle.

Tip 10 - Religious Protectionism: Don't worry about it

People deserve respect, but opinions have to earn it. Exercise your right to freedom of expression and discuss, debate and satirize away.

Edited by Jenna Catley

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