

Branding, Events, Social Media & Using the Website



Objectives

- Walk before you run - get organised
- Update your website page
- Make free, easy digital posters
- Run online events
- Give the right info

Website

From June to Aug (25th) the website has had over **125K** views

/sportsunion has made up over **5.9K** of these views and the majority of these will be people interested in paying a membership

Pres/Treas/Sec will have access to edit, and should do on a regular basis.

Add in your events to the calendar and they'll show on the front page
ONLY SELECT SPORTSUNION or GIVE IT A GO depending on event.

Social Media

Create an online Sports community

Use it well to promote your club, your members, your achievements and wins!

Nothing is private - use this well.

Be the best you online for your team and yourself. (And your cv!)

Online Events

- The safest way for now
- Get creative, it doesn't have to be on Teams
- Create a video of your committee introducing themselves (landscape is best, you **MUST** subtitle or caption the video if there is speech).
- Challenges are a fun way to get people involved from anywhere
- Ultimately the new students want to meet the team and make friends, until we can get back to playing - let's make a solid online community so everyone feels part of it.

Do you follow us?

Instagram @stirlingunion
Sports Union Twitter @Stir_Sports
Union Twitter @stirlingunion
Join the Official Stirling Freshers Facebook Group as your page!

Get Organised

- Update your website page on our site
- Update your social media (got all the logins?)
- Share your social channels to the Freshers group
- Get a committee meeting to brainstorm ideas for GIAG and semester
- Make sure everyone is on the same page and gives the right info

do it together one person shouldn't be doing everything

Digital Posters

- No excuse for bad designs or word docs in 2020
- Free online software i.e. Canva
- Ensure it has a Sports Union logo with no white box
- You make it look professional, you'll get more members

Branding

You are part of a **Sports Team**
 Your **Sports Team** is part of the **Sports Union**
 The **Sports Union** is run by **The Union**
 You and your club are part of **The Union**

FAQs

What's happening with posters & the Sports Union board?
 How do we get stuff on the Sports Union Facebook/Twitter or the Union website?
 Where do we get the Sports Union logo?
 Why can't we use Zoom?
 What can we do for our GIAG session?
 What can we do on campus for promo?

Questions?

Lauren Kirk - Communications, Marketing & Events Coordinator lauren.kirk1@stir.ac.uk

Image by goodtextures: <http://fav.me/d2he3r8>



Branding, Events, Social Media & Using the Website



Objectives

- Walk before you run - get organised
- Update your website page
- Make free, easy digital posters
 - Run online events
 - Give the right info

Website

From June to Aug (25th) the website has had over **125K** views

/sportsunion has made up over **5.9K** of those views and the majority of these will be people interested in paying a membership

Pres/Treas/Sec will have access to edit, and should do on a regular basis.

Add in your events to the calendar and they'll show on the front page
ONLY SELECT SPORTSUNION or GIVE IT A GO depending on event.



Social Media

Create an online Sports community

Use it well to promote your club, your members, your achievements and wins!

Nothing is private - use this well.

Be the best you online for your team and yourself. (And your cv!)

Online Events

- The safest way for now
- Get creative, it doesn't have to be on Teams
- Create a video of your committee introducing themselves (landscape is best, you MUST subtitle or caption the video if there is speech)
- Challenges are a fun way to get people involved from anywhere
- Ultimately the new students want to meet the team and make friends, until we can get back to playing - let's make a solid online community so everyone feels part of it.

Do you follow us?

Instagram @stirlingunion

Sports Union Twitter @Stir_Sports

Union Twitter @stirlingunion

Join the Official Stirling Freshers Facebook Group as your page!

Get Organised

- Update your website page on our site
- Update your social media (got all the logins?)
- Share your social channels to the Freshers group
- Get a committee meeting to brainstorm ideas for GIAG and semester
- Make sure everyone is on the same page and gives the right info

do it together
one person shouldn't be doing everything

Digital Posters

- No excuse for bad designs or word docs in 2020
- Free online software i.e. Canva
- Ensure it has a Sports Union logo with no white box
- You make it look professional, you'll get more members

Branding

You are part of a **Sports Team**
Your **Sports Team** is part of the **Sports Union**
The **Sports Union** is run by **The Union**
You and your **club** are part of **The Union**



FAQs

- What's happening with posters & the Sports Union board?
- How do we get stuff on the Sports Union Facebook/Twitter or the Union website?
- Where do we get the Sports Union logo?
- Why can't we use Zoom?
- What can we do for our GIAG session?
- What can we do on campus for promo?

Questions?

Lauren Kirk - Communications, Marketing & Events Coordinator lauren.kirk1@stir.ac.uk

Objectives

- Walk before you run - get organised
 - Update your website page
- Make free, easy digital posters
 - Run online events
 - Give the right info

Get Organised

- Update your website page on our site
- Update your social media (got all the logins?)
- Share your social channels to the Freshers group
- Get a committee meeting to brainstorm ideas for GIAG and semester
- Make sure everyone is on the same page and gives the right info

**do it together
one person shouldn't be
doing everything**

Website

From June to Aug (25th) the website has had over **125K** views

/sportsunion has made up over **5.9K** of those views and the majority of these will be people interested in paying a membership

Pres/Treas/Sec will have access to edit, and should do on a regular basis.

Add in your events to the calendar and they'll show on the front page
ONLY SELECT SPORTSUNION or GIVE IT A GO depending on event.

Digital Posters

- No excuse for bad designs or word docs in 2020
- Free online software i.e. Canva
- Ensure it has a Sports Union logo with no white box
- You make it look professional, you'll get more members

Branding

You are part of a **Sports Team**

Your **Sports Team** is part of the **Sports Union**

The **Sports Union** is run by **The Union**

You and **your club** are part of **The Union**

university of stirling
students'
union



your
student
union





Social Media

Create an online Sports community

Use it well to promote your club, your members, your achievements and wins!

Nothing is private - use this well.

Be the best you online for your team and yourself. (And your cv!)

Online Events

- The safest way for now
- Get creative, it doesn't have to be on Teams
- Create a video of your committee introducing themselves (landscape is best, you MUST subtitle or caption the video if there is speech)
- Challenges are a fun way to get people involved from anywhere
- Ultimately the new students want to meet the team and make friends, until we can get back to playing - let's make a solid online community so everyone feels part of it.

FAQs

What's happening with posters & the Sports Union board?

How do we get stuff on the Sports Union Facebook/Twitter or the Union website?

Where do we get the Sports Union logo?

Why can't we use Zoom?

What can we do for our GIAG session?

What can we do on campus for promo?

Do you follow us?

Instagram @stirlingunion

Sports Union Twitter @Stir_Sports

Union Twitter @stirlingunion

**Join the Official Stirling Freshers
Facebook Group as your page!**

Questions?