UCX

Clubs & Societies

A Handy Guide to Promotion

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Introduction

So you've set up your club, now it's time to let everyone know you exist, what your club is about, what you're up to and why they should join you.

This is going to require some promotion...

But don't worry – we've prepared this guide on how you can best spread the word about your club. Whether it's creating social media accounts, creating and sharing content through various channels (your own and ours), or what tools and resources are available for you to use – we've got you covered!

Your Brand

Your brand is who your club is. It's more than a logo and it's everything that makes up your club's identity and differentiates you from everyone else on campus.

Logo

- Create something simple and recognisable and reflects who you are as a club.
- Canva has good **guide on how to make a logo** if you need inspiration. When creating your logo, ensure that you have multiple versions (i.e. colored, black, white, with background, no background) and multiple file types.
- Unsure of what the best file types are to use for various functions? There's a **cheat sheet** for that!

Tone of Voice

- Be aware of who you are as a club, your audience, and the type of vibe you're after!
- Whether it's a professional or more casual tone you choose, just be conscious in not being rude or using words that would get you in hot water. Double and triple check your messaging and ensure that people will not misinterpret what you're trying to communicate.

Style Guide

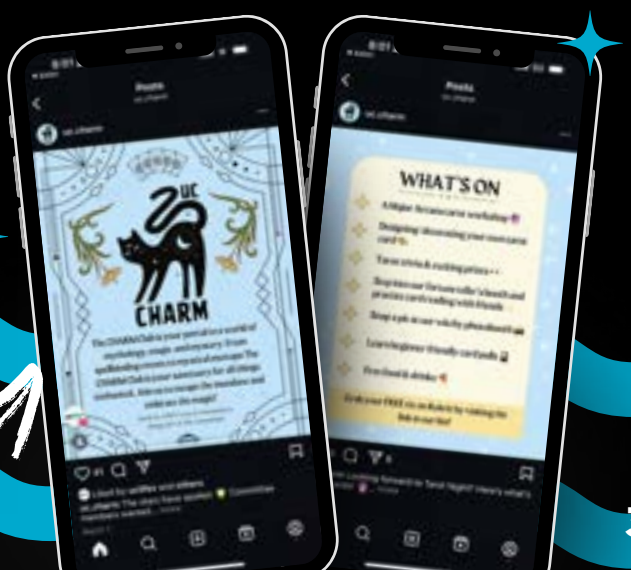
- A style guide doesn't need to be something extensive – it can be something as simple as choosing fonts and a colour scheme for your club and being consistent with it.
- All of this plays into your club's identity. Being consistent will help make your club content easily identifiable for existing members and potential members.

Contact information

- Set up an email and social media channels (more on this in Section 2) for people to get in touch with you.

Helpful tips: **How to properly brand your club**

Great Branding!



Social Media

Having a dedicated channel on social media is a great way to engage with your club members and share important information such as events and promotional offers.

Whatever channels you decide to set up, just make sure that it's something that would be manageable, work best for sharing information, increasing engagement, and is something that most students would already be part of (Instagram and Facebook are usually the ideal channels for this).

Once you're set up you can amplify your reach by tagging one of our UCX accounts or requesting us to be collaborators so we can repost and reshare your content to help you reach more students.

But what's the difference between tagging and collaborating and which do you pick?

Simply put, tagging adds a mention to a post, while collaboration allows for shared authorship and visibility across both accounts. When you tag someone, they get a notification, but the post primarily appears on your profile and only to your followers. A collaboration post is shared on both the original poster's and the collaborator's profiles, reaching both sets of followers for more views, likes and shares.

We'd LOVE to help you reach as many people as possible, so collaborating is the way to go!!

Check out the social media how-to guides below and we'll keep our eyes peeled for your content.

How to use Instagram in 8 simple steps
Beginner's guide to using TikTok
How to collaborate on Instagram

Read on to discover how you can help us help you by using UCX's Social Media reach to its full potential...

UCX Social Media Accounts

We know it can be a little confusing knowing who to tag or collaborate with for what. To make it as simple as possible, @uclifex should be your automatic tag and collab! But... you can collab with more than one profile if you think it's relevant! Got an event happening at the bar? Tag @uclifex AND @ucbarx! Looking for sports-loving students to join your club? Hit up @uclifex AND @uc.sport to get as many eyes on your quest as possible!

UCLife[x]
All things about the student experience on campus
Instagram | Facebook | Tiktok

UCLive[x]
Everything about live music and other live events on campus
Instagram | Facebook

UCBar[x]
The campus bar located below Cooper Lodge
Instagram | Facebook | Tiktok

UCEats[x]
Food on campus
Instagram | Facebook

UCFit[x]
UC Gym and sporting facilities
Instagram | Facebook

UC Sport
Everything sport at UC
Instagram | Facebook

UCX Food Pantry
On-campus supplier of free food supplies to UC students
Instagram | Facebook

Promotional Channels

There are also plenty of other channels around campus where you can broadcast your message:

UCX Digital Screens

You may have noticed a heap of digital screens around campus, including the UC Refectory, Bar, Shop and Gym. UCX use these to key information, upcoming events, discounts and promos. If you'd like to promote your club or an event here too, just let us know and as long as there's room, we'd be happy to help.

Just flick through a your finished promo image or video (JPEG, PNG or MP4) that's sized at 1920x1080 or 1080x1920, any other key information and how long you want the ad up for to ucxmarketing@canberra.edu.au and we'll do our best to pop it in rotation for you.

Clubs & Societies Rubric

Online portal for submission of requests for assistance with marketing content. Every club will have a Rubric account as this is part of the club set up process, which you can access via https://portal.hellorubric.com/login.

UCX Member Newsletter

This is a fortnightly e-newsletter that gets sent to all UCX members, which is currently just under 4,000 students and growing fast!

Make sure you provide an image (repurposing a social tile is fine), and the key information you'd like included.

You can flick your request over to ucxmarketing@canberra.edu.au and we'll endeavor to get it into the next newsletter for you!

UC Student Bulletin

UC send a weekly e-newsletter every Friday to all students updating them with important information, key developments and what's going on around campus. Much like with the UCX Member Newsletter, you can submit your written text and an image for inclusion.

These should be submitted to bulletin@canberra.edu.au by close of business the Wednesday prior to the bulletin being sent on Friday.

UCFM

UCFM is a great avenue to bring awareness to your club, its programs and events. UCFM is UC's student radio station, supported by the Faculty of Arts and Design. Broadcasting the freshest local and international tracks, interviews, reviews, live shows, and chats across the UC and Canberra community. UCFM bridges the gap between education and real-world experiences, providing an industry standard radio studio where students can cultivate their talents and explore their passion for media and journalism.

But how can you get involved?

Whether it's through jumping on one of their shows to talk about your club, hosting a show or podcast, or collaborating with them for competitions and giveaways, UCFM offers a great platform to extend your reach and tell the world what you're all about!

Web | Instagram | Email

Content Creation

Posting content regularly on your feed is important to ensure that your existing and potential members are up to date on the latest programs and events your club is running. As long as you're posting quality content, your members will remain engaged!

- Students generally want to connect with others, share stories and get involved. Content that sparks conversation and discussions such as interesting articles, events, pictures, videos, polls etc. generally tend to do well. So why not mix up your event posts with content that gets students thinking about your club and what it means to be a member?

- Consistency is key to developing an authentic and organic following. Whether it's weekly event posts, call-outs for new members, or a thought-provoking poll, try to post something weekly, remembering to tag or collaborate with @uclivex!

- Be authentic – share your genuine updates from your club and activities that you're hosting and remember that you're talking to fellow students who share a common interest. Creating content that speaks to who you are and is recognisable due to your unique club aesthetic and voice is going to get you the followers and members you're looking for!

Love this!

Useful Resources

Design matters

Clean and eye-catching graphics and videos will help your club stand out. But not everything has to be a cutting-edge design or a cool video edit – sometimes, raw footage works just as well and can look even more authentic to your followers. Even if you don't have a strong design background, some helpful and user-friendly tools can get you started and help you build the type of content you need for your club.

Adobe Creative Campus

All UC students have access to Adobe Express, a powerful, easy-to-use platform for creating stunning content. For those in creative disciplines, you can also request access to Adobe Creative Cloud, the same suite of professional tools used by top creatives around the world.

More info

Canva

Canva is a free and user-friendly graphic design platform that offers various templates and smart design features. There is a pro version which features more in-depth functionality, but for the most part, the free version will be enough for most graphic design needs for your club. What's even better, is you can create a unique template for your club and have Canva AI resize it for whatever you want to create!

CapCut

CapCut is a video editing and graphic design tool that is also quite user friendly and offers a lot of ready-made templates for videos. It's particularly helpful when building reels and TikTok (who owns it and has a direct integration function with the app).

CapCut for beginners

Printing Resources

If you need to print flyers, brochures and other club promotional materials, Officeworks and CITSA Print offers good printing options at affordable prices.

Support from UCX Marketing

The UCX Marketing team is happy to provide support to clubs when needed and will always do our best to offer advice. If you have a question, just flick us an email and we'll get back to you as soon as we can.

You can contact UCX Marketing at ucxmarketing@canberra.edu.au. Make sure you provide as much information as you can about what you need as this will help us support you as quickly as possible.

Emails will usually be responded to within three business days, but if you need help with something design-related, requests usually have a lead time of at least 10 business days.