

25. Promoting your Club

There are several ways to promote your Club and the events that your Club runs. These can generally be broken up into on-campus and online promotion. Don't forget to include the Arc Clubs logo on all of your promotional material because you will need to provide this to Arc when applying for an Activity Grant (see Clubs Handbook Section 25 for details).

Promoting your Club – On Campus

Promoting on campus is a great way to encourage students to attend your events. You can promote actively or passively as outlined below.

Chalking

- It is best to keep chalking promotions simple and include some way for people to find out more information such as a website URL.
- **The only places you can chalk on campus are on bitumen roads in open spaces (i.e. not under cover).** This means you cannot chalk on tiles, pavers or sandstone on walkways or stairs. Your Club's affiliation may be **suspended** if you do not follow these rules.
- The best areas to chalk are areas with heavy foot traffic such as near Roundhouse or near the Material and Science Engineering building and Law building.
- You can also try writing on the chalkboards and whiteboard in tutorial and lecture rooms before classes start. Make sure to keep your advertising small and at the very top or bottom of the board so it is more likely to stay there all day.

Outdoor Posters

- Make sure you include all relevant information on your posters - Club/event name, what the Club/event is for, any costs involved, locations, and how to get in contact for more information (e.g. your Club's website, Facebook page or Club email).
- **You are only allowed to poster on designated poster boards**
- You can use glue (recommended) or sticky tape to put up posters. Do not use staples.
- You are only allowed to cover up to one third of each poster board, and your posters should be grouped together in a block.
- Do not poster over any Arc or UNSW posters and it is courteous to try not to cover other Club posters.
- Due to high levels of posterering, posters generally only stay up for less than two (2) days, so make sure you poster regularly (mornings are usually best).

Indoor Posters

- There are some buildings which have indoor public poster boards such as the Law Building.
- Use thumbtacks, map pins or sticky tape to put up posters.
- Make sure you only take up a reasonable amount of space.
- Do not poster over any Arc or UNSW posters and try not to cover over other Club posters.

Active Promotions

O-Week

- One of the best ways to attract new members to your Club is to have a stall at O-Week. Clubs should regularly read the Arc Clubs Newsletter for details on how to apply.
- During O-Week, make sure you have people at your stall that can tell students about your Club and help them to sign up.
- It's also good to have activities, flyers, free stuff or food to entice people to your stall, however there may be restrictions on what you can have at your stall (more details about this are released in the lead-up to O-Week).
- Think about what would make you approach a stall.

One-on-one

- Another effective way of promoting is to talk to people. Tell them who you are and all the details of your Club/event.
- Don't overwhelm people. If they don't want to talk to you, don't harass them. There are plenty of other students to approach.
- If you're approaching people, make sure you don't outnumber them. We also recommend not having more than two Club members approaching a group.
- It's always good to give people a flyer/postcard/business card with details on it once you've finished talking to them so that they remember what you've told them and know where to find more information.
- The best times for one-on-one promotions are in the morning/afternoon as people are arriving at or leaving university, and at lunch time around the quad and the library lawn.

Flyers

- Handing out flyers, postcards or business cards to people gives them all the information about your event. Alternatively, you can leave these materials at locations that you know will be frequented by students that would be interested in your Club/event.
- Not as effective as one-on-one promotions, but you may be able to reach a larger number of people.

Lecture Promotions

- Just before or after a lecture, or during a break.
- Ask the lecturer's permission, unless it's before the lecture and they haven't yet arrived.
- Keep it short; most people aren't going to remember what you're talking about.
- Give the most relevant information – what and when it is – then give them a way to find out more information.
- Might be a good idea to leave flyers near the door so people can collect them on their way out if they're interested.
- Best to talk to classes that you're in – get your Club members involved to talk to a wider range of classes.

Sales Desks

- If you're trying to sell tickets to an event, you might want to book an outdoor space and a table to sell tickets. See Clubs Handbook Section 23 for details on how to book an outdoor space.
- Make sure you take a cash box, tickets, and signs with you.
- You can also sell tickets to events through an online platform such as Eventbrite Other Clubs/Residences
- If your Club members are also members of other Clubs or Residences, encourage them to talk to them about your events.

Promoting your Club – Online

Online promotions are the most effective way to promote to an off-campus audience and attract students who are on campus less often.

Emails and Arc Clubs Newsletters

- Send out an email to all of your Club members with details of your event.
- You may also like to include a link to another online platform where students can buy tickets.
- Keep reminder emails to a minimum! A few well timed ones are more effective than spamming.
- To have your event advertised in the weekly Arc Clubs Newsletters, please send through details about the event (date, time, location, link to the Facebook event) via email to clubs@arc.unsw.edu.au at least 2 weeks before the event

Paid advertising

- If you're having a big event you might want to pay to have your event advertised through Facebook or Google ads.
- This is probably not cost effective for small events.

Understand Social Media

Social media platforms are a great way for anyone to find out the latest and greatest events that your club has going on. Social Media platforms are one of the best ways to communicate and strategically reach a diverse range of people.

Here are some of our top tricks for managing a social media account:

1. **Know your members, not just what they want as an event, but what they want it to say about them.** If you hit the nail on the head, then not only will your promotional message resonate, it will also incentivise them to share it publicly. E.g. An In-depth talk on the history of knitting reflects that not only is knitting a fun hobby but the members of the club are well-informed.
2. **Have consistent material to create a routine.** Members may internalise this routine, so they will be reminded of your club around the time of your events whether they are attending or not. This keeps your club on the top of mind so they are more likely to suggest it to others.
3. **Tell stories and actively engage with your audience.** We use social media to keep up with each other, so do not forget this for the sake of promotion. Take the opportunity to foster your community online with interactive posts. E.g. "What is your favorite medium to draw with?" To prompt discussions in a creative society.
4. **Inform and entertain rather than just promote.** You want to be providing value when you enter a feed since there is constant competition for attention. Take advantage of post scheduling to bulk prepare these posts ahead of time.

Platform Specific Tips

There are a number of popular social media platforms including Facebook, Instagram, Discord or event video content platforms like Tiktok/Reels. Your society's promotion strategy should understand what each of these platforms are best for and intentionally select the ones that your marketing team will be utilising.

Facebook

- Majority of the student audience uses Facebook to keep up with events, thus it could be used as the official mode of communication, including your Club Official Page, Member Groups/Sub-groups or a space to publicly share your events.
- Check out your Insights tab to get an idea of your peak audience time, what content seems to do the best and how your activities are drawing engagement
- Facebook have great resources on their Business Help Center for more tips & tricks

Instagram

- Instagram relies heavily on visuals. Your content is key, and you should use Instagram to build on your Club's Image.
- Consider looking into basic photography tutorials and design principles before you post.
- Similarly, use templates from online marketing platforms such as Canva to theme your work. Consistency in imagery is needed to create a unified and memorable brand for your Club.

TikTok/Reels/Stories

- Quick video content is easy to consume and is becoming an increasingly popular way to market or inform an audience.
- These also tend to be a product of the times and trends. If you intend on taking advantage of trends, you must keep in mind that the content must come across as genuine.
- Video content allow you to make accessible content, including voice overs, closed captioning, and visuals to support your message.

Discord

- Best for community hosting away from in-person events
- Fosters engagement as people can remain anonymous if they so choose and there is no pressure to be constantly responsive
- Getting a server off the ground requires consistent effort, but once you have a few key regulars the effort to maintain engagement lessens

Accessible Social Media

Often creating accessible media simply slips our minds, but this leaves out a many in your community that may wish to participate. Here are some easy ways to make sure you included absolutely everyone!

- **Closed Captioning** – Use subtitles or captioning features to allow an alternative way to view your content. Some Online platforms allow you to turn a Subtitles or Closed Captioning feature on, but it’s often much better for a human to transcribe to ensure the translation is correct. Most videos on Facebook and Instagram are first viewed on mute, so including captions also increases the reach of your marketing overall.
- **Alternate text** – Not everyone can enjoy the pretty images you put up on your Instagram. In this case you can use alternative text (in the advanced settings of Instagram when you edit a post) Write as if you are describing the image over the phone. Consider the colours, context, and emotions in the image.
- **CamelCase** – Hashtags often look like a jumble of words, and it just takes the simple uppercasing of each first word to make it easier for people to read #ClubsAreAccessibleForAll
- **Be aware of how things come across in text-to-speech.** - This encapsulates good alternative text practices, but also mindful emoji use. If you are curious how many emojis is too many, listen to a text-to-speech audio of a clap back tweet.
- **Clear contact details** – Many important questions regarding accessibility may not be sufficiently addressed in a venue’s description. Make sure you have a key person that is easy to contact for further help and be sure to have this information listed on your event notifications.

We have an [Arc Clubs Executive focused Facebook Group](#)! If you’re a current executive, join [here](#) to get all the latest opportunities and reminders directly to your news feed, as well as a direct pipeline to your fellow execs in your times of need.

FAQs

Where are we allowed to chalk on campus?

The only places you can chalk on campus are concrete floors in open spaces (i.e. not under cover). This means you can't chalk on the tiles on the main walkway or chalk on stairs. Your Club's affiliation may be suspended if you do not follow these rules.

Can we promote our Club or Club events through posters or flyers at Arc?

We have a limited amount of space available in the Arc Clubs space that Clubs can use to promote their events. Bring your flyers to the front desk and we'll see if we have any space for you.

Where can we pin/tape posters on campus?

Outdoors, you can only poster on designated poster boards (see Related Documents). There are some buildings which have indoor public poster boards that you can use as well, but we recommend checking with the main office in the building before adding your poster. See earlier in this section for poster rules.

Can Arc put out Club or Club events in the email newsletter, or on the Arc Website or Facebook page?

Email the Clubs team with details of your Club and/or event, and we'll see where we have room to help get the word out. The earlier you contact us, the better your chances.

Need Help?			
Call Us	Email Us	Visit us	Office Hours
02 9065 0930 <i>(during office hours)</i>	clubs@arc.unsw.edu.au	Level 2, Basser College <i>(just off the Basser steps past the Quadrangle)</i>	During Term: 10am - 4pm Outside Term: By appointment only
Files and Forms: www.arc.unsw.edu.au/clubforms		Clubs Handbook: www.arc.unsw.edu.au/clubs/clubshandbook	