

Utilising Marketing



Students' Union Marketing Team

Gemma Smart – Assistant Marketing and Communications Manager

- Musical Theatre.
- Books.
- Lifting heavy things at the gym.



- · Vegan cooking.
- Games/films.
- Drawing/doodling







Chris
Braithwaite –
Marketing
Assistant

- Football.
- Wrestling.
- Collecting.

Jinam (Nami) Lee – Graphic Design Assistant

- Football
- Vintage
- Cycling



Sharing & Demonstrating Your Impact

- News Story
- Our social media
- Your social media

communication@lincolnsu.com



Facebook Live on the Main SU Page

• Join the Student Leaders to discuss relevant subjects/promote campaigns/positive impact.



Using social media

<u>Instagram</u>

- Insight into your role.
- Variety.
- Use posts AND stories (always tag @unilincolnsu).

All Social Media

- Use it as a channel to continue conversations that you have had in person.

Twitter

- Direct conversations and engagement.
- Regular tweets.
- Promoting events and campaigns.
- Re-tweeting things with comments.
- Opinion (within reason!)
- Tag @lincolnsu

HAVE FUN!



Other things to watch out for...

- Using Social Media responsibly
- Being asked to take part/respond as an Officer.
- Press enquiries communication@lincolnsu.com
- Unwanted pressure/responsibility.
- If you're unsure just ask!



How we can support you.

- Basic design
- Logos
- Wording
- Etc etc.

www.canva.com



HAVE FUN AND MAKE A DIFFERENCE!