

CHAPTER 7

COMMS AND MARKETING

Do's	Don'ts
<ul style="list-style-type: none"> • Communicate with club members through the UNSA website! More informal club communication can be done through channels, such as email, Facebook groups, or Messenger • Respect the privacy and confidentiality of your members • Make sure that all membership and Executive details are kept up-to-date in the Clubs Directory • Have regular communication with UNSA • Use social media to promote your club • Respect copyright, fair use and intellectual property • Communicate in a way free from discrimination, bullying or harassment • Create your own logo and club banner • Use the UNSA logo in your marketing, and use UNSA's social media and communication channels to promote your club 	<ul style="list-style-type: none"> • Use social media in a way that brings UNSA, the club or the university into disrepute • Use social media to create, promote, endorse, or share defamatory or derogatory material • Use the University's logo in any marketing or promotions without permission

Effective communication is essential to the success of your club. In all communication, whether face-to-face or online, the [University's Code of Conduct](#) must be upheld. Club members must communicate in a way free from discrimination, bullying, or harassment, and must not use freedom of speech to defame, vilify, or incite violence against any person or group.

a. Communication with UNSA

- At the end of each year club execs must provide UNSA with a yearly report. The Annual Report is something that club executives should take pride in. It can be used to build a legacy for clubs and can be used to demonstrate your skills for future employers. The yearly report will contain:
 - Minutes from AGM
 - Your Annual Financial Statement
 - The contact details of your new executive
 - Your completed Clubs & Societies Annual Plan template
 - Your updated Constitution (if any changes have been made)
 - Two completed Generation Governance certificates (for members of your executive)
- Make sure you cc unsa-clubs@newcastle.edu.au on all communications with the University.

b. Communication with Members

- All club communication can be done through our new UNSA website! It is important that (at the least) your president and secretary have access to the UNSA website and therefore access to your clubs page, which you are in charge of managing (so get as creative as you wish!).
- It's very important that all club member details be kept private and confidential. Member details must only be accessible by the Executive Committee and the UNSA Staff, and must never be given, shared, or sold to any other person or group. This information may need to be shared with the university.
- If you choose to have a shared email address, accessible by all Executive Members, it is good to have an automatic response stating that it is a shared e-mail. For confidential, private or sensitive messages, direct them to the President or Treasurer's e-mail address. At the start of each year, please record who has access to your clubs e-mail inbox.
- The Treasurer should be cc'ed on any emails that include receipts, or have to do with club finances.

c. Handover

- It is the responsibility of all outgoing Executive Members to provide a detailed handover to new Executive Members, using the UNSA Handover template

- It is also helpful to include suggestions for the upcoming year – tips on running events, information about what works well and what doesn't, and useful contacts that you found throughout the year. A comprehensive handover will encourage and reassure the new Executive Member, and make sure that your club lives a long and happy life!

d. Social Media

- Online platforms are a great way to stay connected with your Club, to share ideas and resources, and to host meetings. Social media can also be a fantastic tool for self-promotion and marketing.
- The University's [Social Media Communication Policy](#) should always be adhered to when using social media to promote your club and communicate with club members.
- When using social media, club members must act in good faith and aim to uphold the good reputation of the University, the club, and UNSA. Clubs and club members must not create, promote, endorse, or share defamatory or derogatory material.

Club members or Executives who use email or media to harass, offend, intimidate, threaten, or humiliate another person or group may be subject to disciplinary action.

Cyberbullying can be reported to the police, and in some circumstances may carry criminal consequences. Members or Executives who post or share false or misleading comments about another person may also be personally liable for defamation.

a. Marketing and Promotions

- Clubs must respect copyright and fair dealing, and always be mindful of the intellectual property of others. For example, if a club wishes to use the University's logo, they should contact the University's Communications Creative Services Team [here](#).
- All club marketing materials must clearly show which club created them.
- If you need help with advertising, UNSA is happy to help promote your event or activity through our media channels – including in OPUS magazine, through our website and mailing list, and on our social media pages.

- UNSA can also help by printing posters, flyers and banners – just reach out to our Clubs Officer and we will put you in touch with the right people!

a. O-Week!

O-Week is one of the most important days of the year for your club! It's an opportunity to show off your club to all new students, and bump up your membership numbers for the coming year. Make sure you have an easy way for members to sign up – via a tablet, QR Code or on a good old printed sign-up sheet. We recommend doing this electronically to avoid double handling.

To apply for a stall at O-Week, your club must be affiliated with UNSA by 1st February each year. It's best to start planning for this early so that you have all your ducks in a row by the time O-Week rolls around.

Your stall is the first time many students will hear about your club, so try to make it fun and eye-catching! You may even want to have an up-coming event to help bring more members in, or sell some of your club merchandise. Food is also a good incentive to join a club (did someone say free cupcake with membership sign up?).

Remember that UNSA can help with printing signs and pamphlets, and even help organise a banner or flag – just make sure you give us plenty of notice.

b. Tips for online marketing/communication

Your online platform is like a snapshot into your club, so it is important to brand your club well.

- It is a great idea to have one Executive member (for example, your Secretary) be in charge of your social media and marketing presence to keep tone consistent.
- UNSA has an in-house graphic designer, who can help you to create a logo or colour scheme to help keep your branding consistent and identifiable!
- Try to avoid spamming on your social media platforms.
- Finally, remember that social media is supposed to be fun and engaging! Your social media is often the first point of contact for your club, so use it to draw people in. Instead of simply broadcasting information, try to provide opportunities for engagement with your audience through polls, pictures, or questions.
- QR codes are also a fantastic way to link in-person and online marketing. For example, you can use QR codes at O-Week or at your events that enable members to join up, or register for events.

c. Tips for in-person marketing

- Posters and flyers are another great way to promote your club, as they are visible to all students on campus – not just those who are active online. Paper marketing (such as flyers, posters, or banners) can reach a range of students who you wouldn't usually have contact with.
- Flyers can only be distributed from your stall at O-Week or other events– it is a student's choice whether they engage with your club. It is not appropriate to approach students unsolicited.
- You can advertise your club on the designated student posters boards around the University, and contact us if you would like your poster hung in the clip frames in the Shortland Building or Bar on the Hill.
- If you want to advertise on sandwich boards, make sure you contact Infrastructure Facilities Services on 16500@newcastle.edu.au to find out where these can be placed on campus.
- The most effective way to advertise your club is to host fun, engaging and visible events on campus!