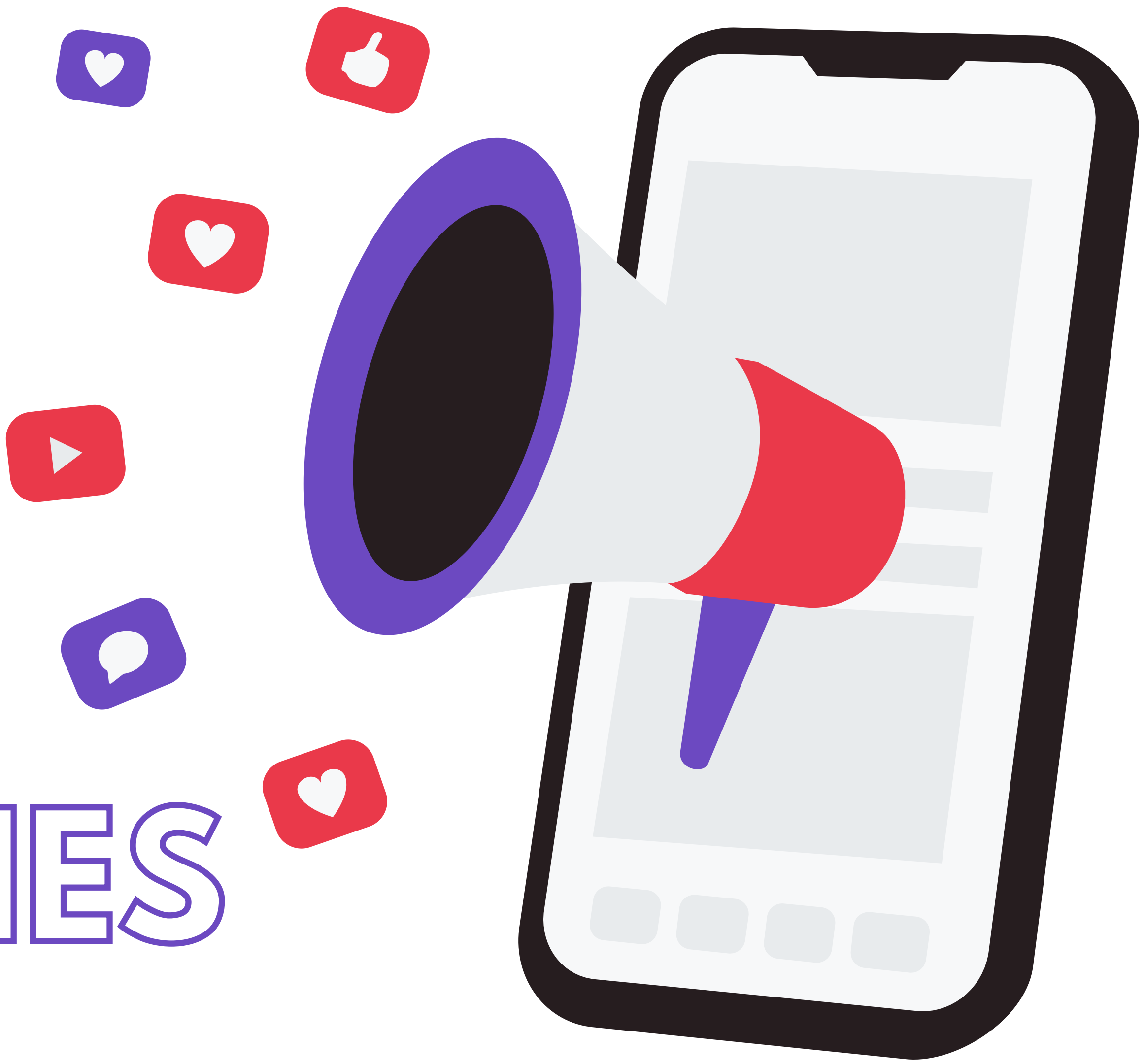


SOCIAL MEDIA FOR SOCIETIES



WHY BOTHER WITH SOCIAL MEDIA?

- **Meet your members where they're at**
- **Fastest way to share updates and events**
- **Easy way to communicate with your members**
- **Creates identity and community**
- **Helps you recruit, promote, and celebrate**

BRANDING BASICS

- **Make your posts instantly recognisable with consistent colours and fonts**
- **Use templates to keep a similar visual identity and keep things looking unified**
- **Add your society logo and the DUSA logo**

SPEAK THEIR LANGUAGE

- **Think about what tone of voice you're writing in when you write your posts**
 - **Do you sound friendly and welcoming?**
 - **Do you sound corporate and official?**
- **Keep it accessible to all audiences**
 - **Avoid overusing slang**
 - **Emojis are great, but don't overdo it**

POSTING AT THE RIGHT TIME

- **Don't post randomly - schedule your posts strategically to be seen by the most people**
 - **On weekdays, post around lunchtimes and evenings, when people are more likely to be out of classes**
 - **On weekends, post in the afternoons - we know lots of students like a lie in**

POSTING AT THE RIGHT TIME

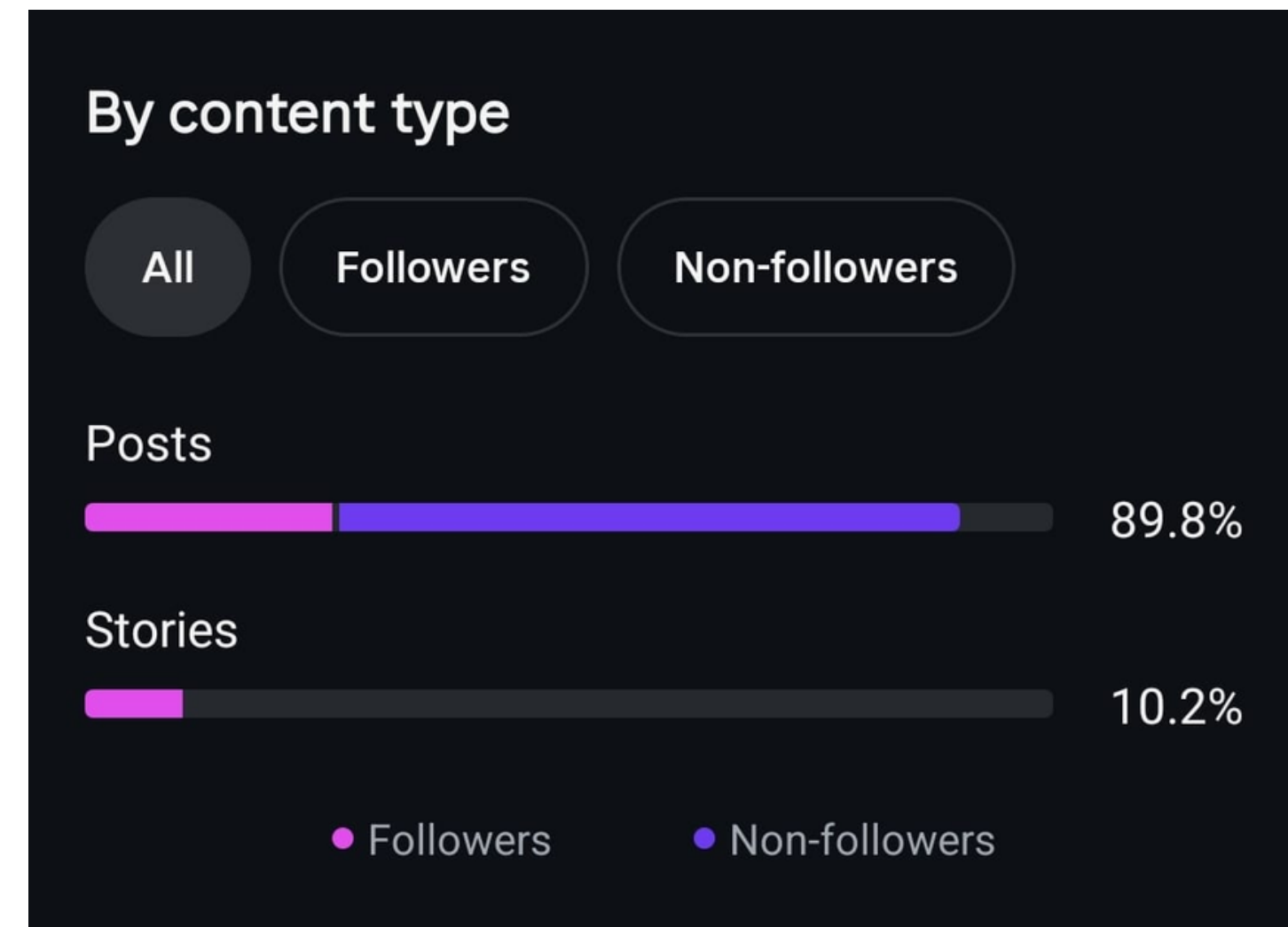
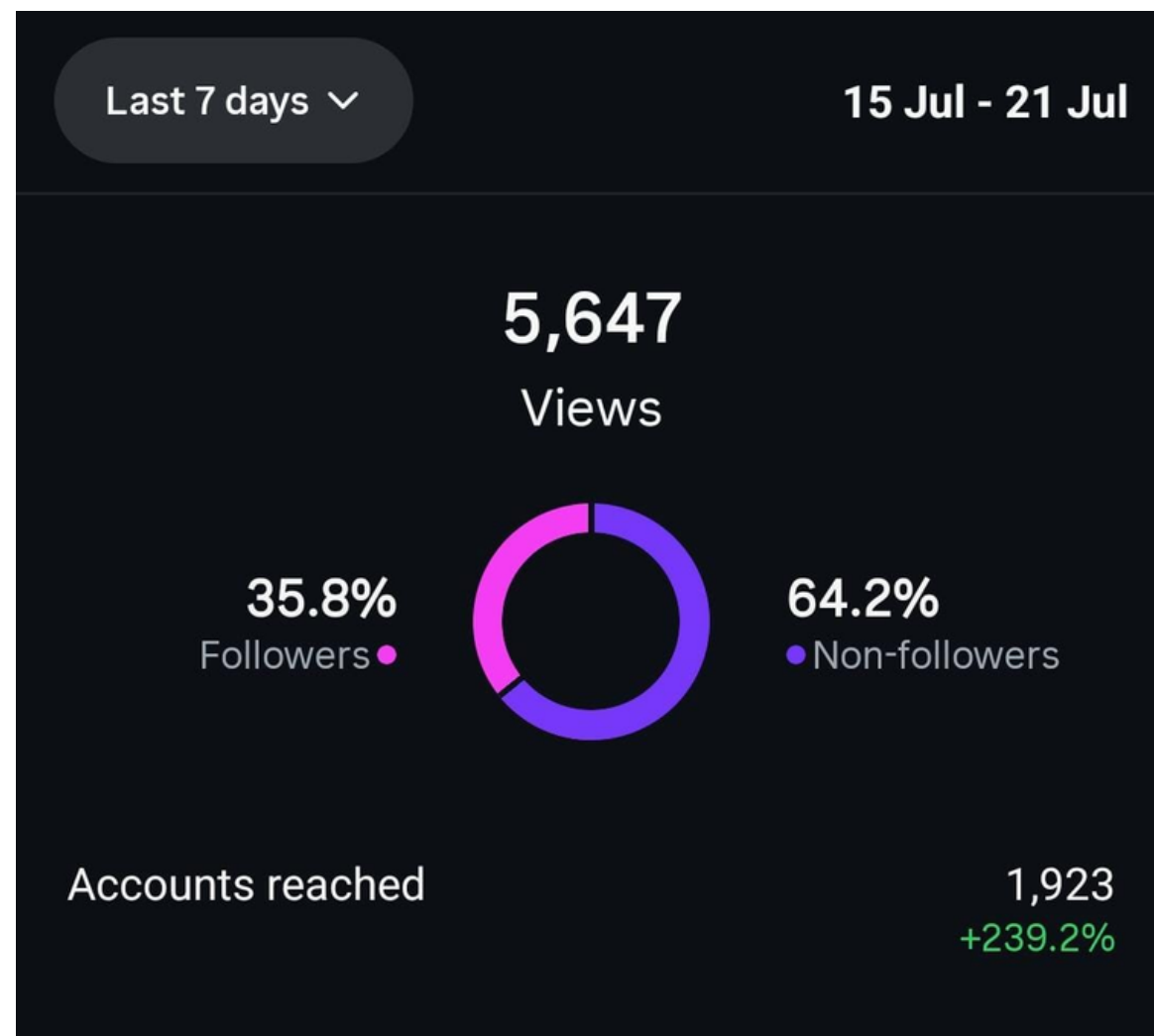
- **Post reminders in group chats leading up to events to keep it on your members' minds**
- **Post after events to thank people for coming and ask members to share pictures - give people FOMO so they come to your next event**

POST CONTENT TO ENGAGE

- Use interactive features on your channels
 - Questions, polls, ratings
- Post photos, not just graphics
- Take advantage of memes/trends, even if they're a bit embarrassing
- Repost each other's events
 - and tag @dusa.societies and we'll repost!

USING ANALYTICS

- Set up your profiles as 'business accounts' to see your reach and engagement



TOP TIPS

- **Be consistent, not perfect - post 1-3 times a week**
- **Social media is about PEOPLE - not just events!**
- **Don't be afraid to experiment**
- **Always check grammar, spelling, and all information is correct before you post**
- **Celebrate your wins!**