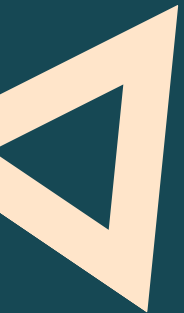
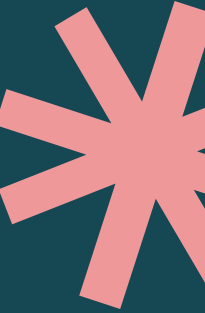


The background is a blue-tinted photograph of a crowded student event, possibly a fair or festival. In the foreground, a young woman with long blonde hair tied back is seen from the side, wearing a black and white checkered shirt and carrying a black backpack. Next to her, a young man with short dark hair is looking off to the side. Other students are visible in the background, some sitting at tables. Four large, stylized geometric shapes are overlaid on the image: a pink asterisk-like shape in the top left, a yellow triangle in the top right, a teal 'X' shape in the bottom left, and an orange circle in the bottom right.

solent students' union

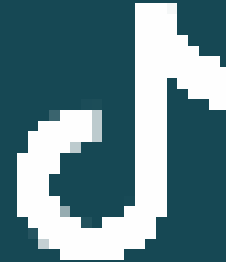
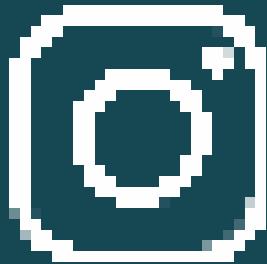
How to run a social media account

- Use a simple, easy to remember, social media handle
- Brand identity is important
- Be consistent in your posting
- Have conversations
- Use a variety of different medias



Platform

What platform is best for you?



TIP: Pick one as your main platform – this will depend on what your target audience uses most and put most of your focus into this.

What not to do!

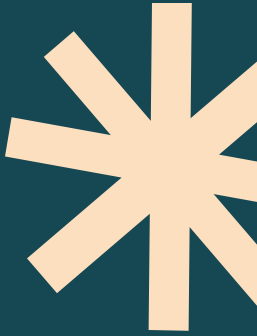
Here is an example of social media that has gone very, very wrong...

<https://www.bbc.co.uk/news/uk-england-lancashire-53056407>

REMEMBER: everything is accessible by the public and the media. You are not only representing yourself online, but also your university, your Students' Union and any other connections you have.

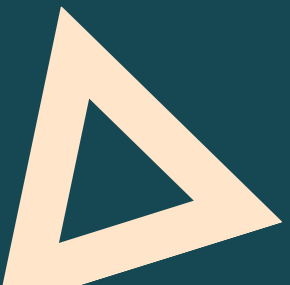


PROMOTION



How to promote yourself on social media

- Get creative with your content
- Have a personality
- Plug your social pages (not personal) as much as possible
- Collaborations
- Tags and signposting



How to promote events

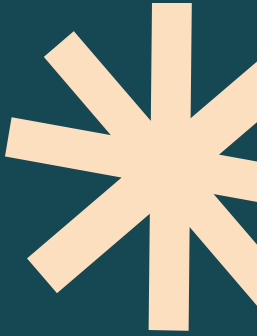


- Post teasers with relevant information
- Post countdowns
- If it is ticketed, make sure the ticket link is easy to find
- Create an event page on Facebook
- After the event, post a round up

TIP: Add a linktree to your bio to collate all your relevant links.



OPERATION




Scheduling content



There's two main ways you can do this:

1. **Use a scheduling app** such as Later, Hootsuite or Buffer.
2. **Draft posts manually** and save them to the app

This depends on what platform you choose to use. Not all allow you to schedule posts.



Our social media

@solentsu

(Instagram, Twitter, Facebook and TikTok)

Give us a follow and when you post, please make sure to tag us as we love to see your content and want to share it on our page.



Media



- Anything you post on social media can be used by media outlets
- Be sensible and careful - they can quote a tweet, a photo, a comment, anything.
- If in doubt, leave it out or speak to our SU communications team for advice.

REMEMBER: If the media approach you, which can be done via email, phone or on social media, flag this to the SU communications team as soon as possible and don't comment until you have spoken to the communications manager.





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union**

never miss out...

follow us on socials!



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