



**Liverpool
Guild of
Students**

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Liverpool Guild of Students
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Society Media Pack

2022/23

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We have a team of professional marketing staff available to offer advice and guidance.

While we don't have the capacity to actually do the work, we can signpost and offer tips on pulling together a marketing plan, helping to craft a message or call to action, and offering guidance on creative design.

We've included just some of the marketing opportunities available to Guild Societies. We will need at least 48 hours notice to offer support with any of the options below.

For questions or to request any opportunities, email us at Guildweb@liverpool.ac.uk

Please note: Due to high demand we unfortunately cannot guarantee that we can support all requests

Opportunity	Detail	How	Tips
News article	<p>For pre, post or both coverage of an event or activity we can upload a news article</p>	<p>Email detail of activity or draft content of your event which we can edit to use across the homepage news</p>	<p>Think of the impact – do you want attendees, to increase members or just celebrate your success? Try and include a call to action – a link to tickets or more society info</p>
Social Media	<p>We have a combined following of over 27000 across Facebook, Twitter and Instagram</p>	<p>@/tag us in your posts and we will RT/ Share</p>	<p>Feel free to message us directly on social media as a reminder!</p>
Digital Screens	<p>We have 10 screens on the ground floor in the Street, Courtyard and Reception</p>	<p>Email your society coordinator your artwork in the following format; 1080 x1920 pixels / jpeg</p>	<p>Send us the artwork well in advance of the event so we can plan it in. These screens are heavily used so we can't guarantee we can use.</p>
Web Banner	<p>We can include a web banner on our homepage</p>	<p>Email us your artwork in the following format; 296x296 pixels / jpeg</p>	<p>Keep the artwork simple and make sure you send a link for more info.</p>
Promotional Stands	<p>Book a space in our building to raise awareness of an event or activity</p>	<p>Email your society coordinator to arrange</p>	<p>Bookings are limited and made on a first come first served basis.</p>
Print Distribution	<p>We have space for A3 and A4 posters in a number of places - including poster frames and space on the Society wall in the Courtyard. Flyers can also be handed out in our building and left at Reception.</p>	<p>Feel free to put posters up or distribute flyers yourself on behalf of a Society, or drop them off at Marketing and we will arrange distribution along with our own publicity.</p>	<p>Posters/flyers alone aren't effective but if they are done alongside other publicity, they can be a really helpful reminder and reinforcement.</p>