

# RUSU CLUBS

## Promotional Support for Virtual Events

### 1. Promotion Design

The RUSU Comms Team can still help you with designing your promotional material for your social media channels. As usual, send us the event details at least two weeks in advance: title, date, time, virtual/registration location, any images you wish to include. If you want something specific (sizes, colours etc) include this detail, and email your request to:

[rusu.clubs@rmit.edu.au](mailto:rusu.clubs@rmit.edu.au)

### 2. Promotion Boost: RUSU Instagram

- Have your Club Instagram account follow the RUSU Instagram page [@armit\\_rusu](https://www.instagram.com/armit_rusu)
  - Post your club events on Instagram stories & tag [@armit\\_rusu](https://www.instagram.com/armit_rusu) and [@armit](https://www.instagram.com/armit) so RUSU can share it on their story\*
  - Include the hashtags: **#rusuclubs #rusu #rmit** on your club's Instagram posts - this will make it easier for RUSU (and others) to find them.
- \*The Clubs Department can't guarantee that every event/activity will get shared or re-shared.

### 3. Promotion Boost: RMIT Student Events & RUSU Newsletter

- To register your events, use the form at: [bit.ly/clubsevents](https://bit.ly/clubsevents)
- Please note the following deadlines to submit:
  - » The RUSU Newsletter is distributed start of week. Please submit by the Wednesday prior
  - » For Student Events on the RMIT webpage, submit at least 2 weeks before your event.

\*Note: The RUSU Clubs Department can't guarantee your events will be included in either of these channels.



### 4. Upload the “We’re Still Here” Image to Your Social Media

Available from the Promotions section on the Clubs Resources page:

[www.rusu.rmit.edu.au/club-resources](http://www.rusu.rmit.edu.au/club-resources)

### 5. Use the Hashtag!

Use the hashtag **#rusuclubs** in your social media posts, so that RUSU Clubs can find your events and promote them.

### 6. Support Yourself:

- Keep your club's social media channels active - post regularly.
- Check that your club's page on the RUSU website has the correct social media links. Most clubs have access to the back end of the RUSU website to update their own club page. Check with your team to see who has that access and ask them to update your page. If your club does not have access, please contact us.

**Didn't know your club had a page on the RUSU website?  
Find it at: [www.rusu.rmit.edu.au/clubs/search](http://www.rusu.rmit.edu.au/clubs/search)**