

RUSU
CLUBS

10 TIPS TO ENHANCE CLUBS COMMS



1

Know your audience

First thing's first...

- Who are you trying to speak to?
- How do they communicate?
- What kind of language do they use?
Casual / Formal

2

Know your platform



3

Know your purpose

Why are you doing comms?

- General promo – get to know the club
- Event promotion – selling tickets
- Membership drive - join now get...

4

Instagram is the answer

Why Insta?

- Quickest / easiest way to reach your audience
- Build your community
- Set it up NOW – so people can add you during the first few weeks of semester
- Not as scary as it seems

4

Instagram is the answer

How?

- Do you have personal Instagram? You can do a clubs Instagram (*treat club like a person*)
- Take photos all the time!
- Make content!
- Students want to get to know you / your club

4

Instagram is the answer

What do I post?

- Photo of events, meet ups, members:
 - ✓ Help people get to know your club
 - ✓ Help people see what you do and who you are
- Give fun facts about your club
- Give helpful tips relating to your club
- People love to see themselves

4

Instagram is the answer

What do I post?



INSTAGRAM POSTS EXPLAINED

REELS

Entertaining content to attract new followers

CAROUSELS

Nurturing & educating your audience

STORIES

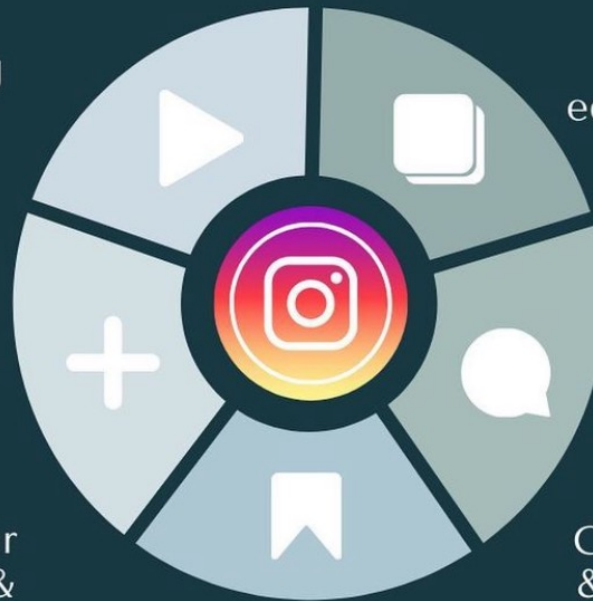
Building your community & making sales

LIVES

Conversations & conversions

SINGLE-SLIDE POSTS

Quotes, lists, & saveable /sharable content



5

Timing is everything

- Be prepared!
- Set up a calendar / spreadsheet – important dates relating to your club or uni
- The day of the week and the time matters
- For events - you want plenty of time to build hype
- Post as events happen



6

Be authentic

- People see through the fakes
- Builds a sense of trust
- Students want to see what you are about

Post...

- photos from events + behind the scenes
- bios about the leaders and members (help your audience get to know you)

6

Be authentic



7

Engage with your audience

- Make your audience feel part of the conversation
- Answer questions in your inbox
- Reply to the comments (sounds scary – isn't!)
- Do polls and quizzes
- Do 'ask me anything'

... and tag RUSU / RUSU clubs so we can share.

8

Perfection not required

... but effort is!

- Don't leave your Instagram dormant
- Posting anything is better than nothing
- Don't be scared to post (edit and delete exist)
- Have fun with it!!!



9

...and word of mouth!

Get off the Instagram and talk

- Quick to build trust (we trust our friends)
- Build personal relationships
- Huge driver of membership
- Easy form of communication (and free)

10

Shortcut ahead

Life is busy, social media isn't always priority.

So...

- Share other people's posts (other clubs – spread the love!)
- Save time and use these sites for templates



10

Shortcut ahead

FREEP!K

Freepik.com

Posters, images, templates

 **Unsplash**

Unsplash.com

Stock photography

Canva

Canva.com

Design tool, templates

Recap

1. know your audience
2. know your platform
3. know your purpose
4. Instagram is the answer
5. timing is everything
6. be authentic
7. engage with your audience
8. perfection not required
9. ... and word of mouth
10. shortcuts ahead