

Promotion & Advertising Guide

UMSU Clubs and Societies
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How to Advertise Your Club: A Guide to What's Available

Email: clubs@union.unimelb.edu.au

Website: union.unimelb.edu.au/clubs

Attend C&S Orientation Expos

This is very important; the C&S Orientation Expo is your biggest and best chance to recruit new members. Clubs who do not attend often struggle with recruitment and frequently do not survive the year.

Tips: Don't miss the November deadline for the following February Orientation. Plan a colourful, interesting stall with something to grab attention like food or gifts for new members. Apply for grants to help cover your costs.

Send out emails to club members

Make sure you tell your members about events, meetings and anything else relevant to them. Even if your club is really small, sending out emails makes your club look very active and thus more inviting to attend. However, this can backfire on you. Do not send out millions of emails a week. People tend not to pay attention to these and may block you, resulting in all that hard work for nothing.

Tips: Don't spam your members; they will begin to ignore your emails. Use Blind Carbon Copy (BCC) so that you do not get angry club members contacting you about breaches of their privacy.

Facebook/Club website

Facebook is a brilliant way to advertise your club. You can keep members informed/let them talk to each other/post photos/talk about the club. C&S also has a Facebook page where you can post links and photos of your club. Your own website is also a great way to advertise your club. Some clubs are more naturally inclined towards having their own website, especially if your members are computer programmers.

Tips: Post a link on the C&S Facebook page (<https://www.facebook.com/UMSUClubs>).

Maintain your website to maintain interest. Don't waste time building a site you won't update.

Student Union Website

Every club has an **information page on the C&S website**. We get a lot of visitors during Orientation so please make sure you have an up-to-date blurb and email address.

Tip: Email any changes to C&S and we'll update your club listing.

You can also **advertise your events on the website**. Listings go into the Student Union Calendar and appear on the front page in the 'What's On This Week' section.

Use the 'Make a Website Calendar Submission' function on the C&S page (it's near the 'Resources' and 'Events' links).

Tip: The website gets heaps of hits and is a good place to advertise your events. Submit your listing a week in advance of your event to ensure timely display of the details.

Talk to your Faculty

Faculty clubs will find talking to and maintaining good relations with your faculty very important. Faculties that like their club(s) tend to assist, give money to, and generally make life a bit easier for the club. They may even do a large amount of advertising for you in ways only they can.

Tip: Get the Education Officer talking to someone in the faculty so there is exchange of information. Be nice and they'll likely be nice back.

Lecture Bash

Lecture bashing (speaking at lectures before the lecturer begins) is a great way of telling people about events and your club. There are some rules:

- Ask permission from the lecturer before you begin. If they say no, walk away.
- Don't go on an angry rant and never pause for breath. This scares the average student.
- Do be prepared and precise. Have all your details prepared in a 30 second speech.
- Prepare an overhead slide to put up when you speak.
- Do your research. If your club is about medieval history, go lecture bash the medieval history lessons. You'll have a lot more luck than random selection.
- And finally, don't be afraid.

Tip: Courtesy and respect will get you a long way.

Chalking

Chalking is only allowed on uncovered, open roads and paths. Don't use any adhesives that will make the chalking last longer and please, whatever you do, it's called 'chalking' for a reason, don't use anything permanent. Spray chalk is also not permitted.

Tip: Clear, concise messages will be most impacting.

Posters

Posters on the many poster kiosks (bollards) and public notice-boards around uni can be a great way to advertise important club events or just your club. Colour will make your poster stand out from all the others.

C&S has a pinboard exclusively for club events. Refer to the Policy at the end of this Guide and bring your poster in to C&S for approval.

Tip: Don't waste your resources poster illegally. The Uni hates this and will promptly remove them and sometimes charge your club for the costs of removal. Refer to the end of this Guide for details on illegal promotional activities.

Student Portal

You can post notices about up coming events on the Student Portal. Surprisingly, it is a rather simple process that only requires someone in your club to have access to the portal (which should be almost all of you).

To access the Portal;

- Log on to your Student Portal
- Click on the Notice tab
- Go to Manage
- Click on Submit new notice
- Fill in your details and message and then click on Preview & Submit

Advertising in Farrago

Any affiliated club can advertise free of cost in Farrago, up to a half-page ad, subject to availability of space. Email farrago.ads@union.unimelb.edu.au. Free advertising is Black & White. **Refer to the Farrago policy later in this Guide.**

Tip: Club events are better than club profiles. Farrago loves reciprocation; free advertising can be exchanged for a club performance at a launch party, for example.

Tables and Stalls in Union House and around campus

A lot of clubs have stalls at Union House during lunch time in order to advertise events, competitions or to raise the club profile. Tables can be booked at the Information Centre on the ground floor of Union House. That said, you can bring your own table and set up anywhere on campus (South Lawn is a favourite) if you want.

Tip: OHS is a big consideration around the Uni and in Union House. Around Uni, make sure you don't set up in a walkway and you'll most likely be fine. In Union House set up in your designated spot. Always comply with directions from a security person.

Events such as BBQs

Everyone loves a BBQ, and students especially seem to love free food. Even if you charge a few dollars for membership in order to get a sausage/vegiburger/some other treat, you'll attract many people to your club. BBQs give people the impression that you are a good club to join, not to mention that the smell of cooking food attracts people like a magnet.

Tip: Plan ahead to apply for a C&S Grant and to make all the arrangements. Consider your Safe Food Handling obligations. Disorganisation and/or food poisoning will seriously disillusion all of those excited new club members.

Staff News

If you think your activity or event is of interest to staff members you can get it included in the Staff News weekly email Bulletin. Submit at <http://cms.unimelb.edu.au/staffnews/> by 5pm Wednesday for inclusion Friday the same week.

Tip: Think about your submission carefully and only use this resource for things that will really be of interest to staff. Please don't become a serial submitter to the Staff News. Staff don't care that much about club events.

Union House Banners

Banners are very expensive and as such are only recommended for a club's premium events, i.e. a yearly ball or such like. To get a Union House banner you need to contact Communications. Their email is communications@union.unimelb.edu.au.

Tip: This is fabulously high profile advertising, but comes at a cost.

Twitter

If this style suits your club you can sign up for a twitter account at <http://twitter.com/> and just click on 'Sign Up'.

Free Online Texting Service

This can be a good way to communicate important events to your club members such as camps or balls. As with any direct contact, don't send a whole heap of messages, as people will not take kindly to having multiple text messages about your ball if they don't intend to go. To access a service provider do a Google search for 'free online texting service'. You'll get a few options – take your time to read the terms & conditions, and their privacy policies. If in doubt, don't do it.

Tip: It's easy to use once you set it up. But be careful of hidden costs and potential breaches of members' privacy. DO NOT give your club members' details to any non-secure site that will sell them to a marketing company. Also, to use this method remember to collect mobile phone numbers when you sign up members.

Advertising Opportunities through MUOSS

The Melbourne University overseas Students Service (MUOSS) has a number of advertising options available for clubs. Whether it's online, paper or in person they have a mode of advertising that you can use. When considering advertising through MUOSS keep in mind that a lot of the students involved in MUOSS are international students so try and ensure that the event you are advertising would interest and cater to international students.

Accent

MUOSS has a fortnightly e-newsletter called Accent. This is sent out to subscribers every second Monday. The submission deadline for advertising an event is by the Wednesday prior and it must be no more than 30 words and include the date, time, venue and event description. This mode of advertising is best suited to events that are planned well in advance. Please send all submissions to the MUOSS Project & Admin Officer at muoss@union.unimelb.edu.au.

MUOSS Lounge

Should you have a small poster (no bigger than A4) or flyers you can put them in the MUOSS Lounge. Posters can be displayed on one of their pinboards and flyers can be put on their lounge tables. Make your submission at the MUOSS Office located in the MUOSS lounge and pass it to the Administrator or MUOSS EXCO so they can stamp it for you. Only once it's been stamped can you put it on display.

MUOSS Events

Clubs who wish to showcase their skills and talents through a performance should consider talking to MUOSS about having a performance at one of their major events. Just speak to one of the office bearers at MUOSS or email muoss@union.unimelb.edu.au for further information.

Clubs are invited to participate in the MUOSS events (Night Market, Festival of Nations, etc) through the MUOSS Heads of Clubs, and sometimes by email invitation from the C&S Office.

Complete your MUOSS International Student Club Contact Advice in your IGM/AGM pack to keep your details up-to-date directly with MUOSS.

Grants, UMSU Logo and University Rules

Applying for Grants for Promotional Materials & Events

Grants can help cover the cost of promotional materials such as website hosting, posters, banners and printing and also club events like BBQs. Come to Applying for Grants training to find out about all of the funding available to clubs.

During Orientation and Welcome Back we have special 100% funding to help you promote your club and the C&S Department by running well-funded events. Early deadlines apply for this funding so please read your emails from us.

Display of the UMSU logo

UMSU must be acknowledged as a sponsor of the club, and display of the logo is a condition for getting grants.

On printing: the 'Affiliated to UMSU' logo must be clearly visible. It must be displayed according to the Logo Usage Guidelines, which is a Policy of the C&S Committee. Do not use any other version of the logo apart from 'Affiliated to UMSU', or use it in any way that contravenes the Guide.

At events: the UMSU logo must be displayed either on the club banner, or by putting up a C&S-supplied poster that can be collected from the office.

The logo and usage policy are available on the Resources page of the website (union.unimelb.edu.au/clubs/club-resources) and posters can be collected from the C&S Office.

Unauthorised Activities

- DO NOT graffiti or vandalise University property.
- DO NOT chalk on vertical or undercover surfaces.
- DO NOT use any fixative or waterproofing when chalking.
- DO NOT glue posters to anything other than bollards.
- DO NOT put posters on external walls of buildings, pathways, roads, the ground, light poles, rubbish bins, trees or windows.
- DO NOT put stickers (or anything else) on the ground, art-works, buildings, signage or any other public or university property. Removal may be very costly for your club.
- You MUST NOT approach students for surveys, questionnaires, recruitment or any other purpose during the Enrolment period and prior to Orientation. You MAY approach students during Orientation, as long as club members state their name, the name of the club and the purpose of the approach. Club members must wear identification labels, which include their name and club.
- DO NOT distribute contact details of your club members or use them for anything other than club promotions. When emailing do not use 'To' or 'CC'. You MUST ONLY use 'BCC'.

Refer to the University Signage Policy Brief in this Guide for more information about the University’s rules for promotional activity on campus.

Pinboard Use Policy

C&S Policy

Pinboard Use

Adopted 31/1/2011

Amended 16/2/2012

All items displayed on the pinboard shall be referred to as posters.

1. All posters must be no bigger than an A4 sheet (except for the condition outlined at 2.) and must be stamped by C&S prior to placement on the pinboard.
2. During non-peak times and if space permits, clubs may place an A3 poster. Should the pinboard become full, the C&S Officers and Administrator will ask those clubs displaying A3 posters to replace it with an A4 version. Failure to do so by the given deadline will result in the poster being removed.
3. A club may only display one poster per upcoming event. Clubs are encouraged to minimise the number of posters they have on the board at any time to allow use by other clubs.
4. Only pins may be used to attach posters to the pinboard, which C&S can provide.
5. No poster may be placed on top of another or in any way that impedes access to the pinboard space for other clubs. C&S may rearrange the posters to maximise use of the pinboard area at their discretion.
6. All posters must have the correct UMSU logo, whether or not a printing grant is applied for.
7. If the pinboard is at capacity, posters with the latest future event date will be removed, and will be replaced when there is room on the board. Clubs are encouraged to put up posters only a reasonable time before the event to allow for use by other clubs.
8. Should the club wish to keep their poster after use, they must write a note requesting it on the back of the poster, including their mailbox number or internal mail address. If no request is made the poster will be recycled.
9. C&S reserves the right to remove posters in any of the following cases:
 - Once the advertised event has been held
 - If it has not be authorised by C&S prior to placement
 - If the content contravenes one or more of: C&S regulations, the UMSU constitution, Union House Rules or directives by the C&S Committee
 - If the display of the poster does not meet with the stipulations of this policy.

Farrago: policy on free ads, giveaways and contra-deals

Free ads

- Paid ads have priority placement over non-paid ads.
- All non-paid ads must comply with Farrago's specifications and deadlines, and be approved by all Farrago editors and the UMSU Communications & Research Officer.
- Ads are free of charge for Student Union units or departments.
- Ads are free of charge for UMSU-affiliated clubs but cannot be bigger than a quarter of a page size. A maximum of four UMSU-affiliated clubs per edition will be accepted, with first in best-dressed conditions.
- Any other requests for free ad placement shall not be entertained.

Freebies, giveaways and contra-deals

- Paid ads have priority placement over freebies, giveaways and contra-deals.
- All freebies, giveaways and contra-deals must comply with Farrago's specifications, deadlines, policies, and be approved by all Farrago editors and the UMSU Communications & Research Officer.
- Free product giveaways (or 'freebies') can be in lieu of payment for an ad if they are to be used as prizes for a planned Farrago competition, quiz or survey.
- No freebies or giveaways shall be accepted from:
 - Political parties,
 - Cigarette/tobacco companies,
 - Alcoholic beverage companies,
 - Gambling services or venues,
 - Sexual services or sex industry venues,
 - Military organisations, and
 - Any affiliates of the above organisations
- Contra-deals must only be in exchange for free advertising.
- Contra-deals must include an immediate and tangible benefit for Farrago and/or the Student Union, preferably through the gain of something that is *needed*. For example, for a free ad in four editions of Farrago the other party provides the major prize for Farrago's creative writing competition.
- Contra-deals should also:
 - help promote Farrago on campus and beyond,
 - not be similar to a previous one entered into during the year,
 - suit Farrago's standing as the independent student voice on campus.

Signage Policy Brief

Prepared by the Clubs & Societies Department as a guide for clubs only. Refer to the University's Property & Campus Services department for further information.

Introduction

The University has over many years established a landscape appropriate to a major center of learning and research. The visual image is one of tranquility and tradition, portraying the fundamental values of the University. Modern advertising standards seen in most business centers are therefore almost in direct contrast to the long established University policy on signage.

The University policy on signage states that building names are to be displayed in subdued small bronze lettering. Directional signs are extensive and should be sufficient to direct those unfamiliar with the campus to their intended destination.

The Signage Policy is designed to create a restrained yet diverse advertising environment.

Banners

Temporary banners advertising forthcoming student activities may be displayed on the front of Union House or in North Court by arrangement with the Student Union.

Posters

Posters are to be placed only on the bollards provided around the University or official notice boards inside buildings. DO NOT put posters on:

- External walls of Buildings
- Pathways
- Roads
- The ground
- Light poles
- Rubbish bins
- Trees
- Windows

Chalking

Chalking is only allowed on uncovered, open roads and paths. DO NOT:

- Make chalk water-resistant
- Chalk buildings or walls
- Chalk construction site facades
- Chalk anywhere other than uncovered roads and paths
- Use any fixative or waterproofing
- Use spray chalk

Graffiti & Vandalism

Posters and chalking placed in unauthorised areas will be classified as graffiti and will be removed immediately. Stickers are vandalism when stuck on the ground, art-works, buildings, signage or any other public or university property. Any organisation responsible for placing posters, chalking or stickers in unauthorised places will be asked to pay for the cost of removal.

Sculptures

Posters or flyers may not be placed on sculptures, nor may chalk graffiti or any other kind be inscribed on them. It may be worth noting that the façade of the Asialink building on Swanston St, is also classified as a sculpture, similarly the so called “rusty” works, on the ERC plaza, all of which have been damaged in recent years.

WARNING !

Any person caught defacing buildings or other University equipment will be handed to the Police and may be subject to prosecution.

Ideas for Events and Activities

Have you ever considered...

- Inviting speakers
- Holding a forum
- Running a concert or doing a performance in North Court
- Making club T-shirts or badges
- Running a social event, ball or camp
- Screening movies, having a slide show or a video night
- Running a competition or holding a trivia night
- Having a barbeque
- Coordinating a cultural event or awareness festival
- Seeking support or involvement with external/community groups
- Putting together a publication
- Co-ordinating skilling workshops
- Designing a logo
- Getting your club involved in theme weeks
- Working with MUOSS for Night Market or Festival of Nations
- Getting involved in Student Union campaigns
- Writing articles about your club for Farrago
- Contacting similar clubs on other campuses to hold a joint event
- Running fund-raiser events for a great cause
- Researching your group's history in the Rowden White archives

...if you want to help planning or resourcing these activities, feel free to come to talk to your Clubs and Societies Officers.

email: clubs@union.unimelb.edu.au phone: 8344 9768