Marketing your campaign

Developing key messages

Key messages is about working out what you want people to know about the campaign. Campaigning is all about mobilising people, getting them invested and interested in the cause, so it’s really important to be able to communicate the campaign.

You never know when the opportunity will arise when you have the chance to speak to someone who could bring about the change you want. Make sure you think about all the different people who you might meet as you campaign.

Remember you might want to change what you say according to who you are speaking to.

People have different motivations so try and think about how you can talk about your campaign with each of the different stakeholders you have identified.

A good way of testing your messages is to see if they passes the TEA test;

- Does what you say touch people? Will people be moved by what you’re saying? Will it strike a chord and make them take notice? Personal stories and strong statistics can really help here.
- Does what you say enthuse people? Are you describing what the solution is to the problem you have highlighted? People want to feel like if they get involved, they can actually make a difference.
- Are you giving people an action? It’s great to get people interested and excited but if you don’t give them anything to do, their interest will be lost.
How to communicate your campaign

There are lots of ways to get your campaign messages out there. Here are a few ideas to get you started:

Social media

There are lots of social media platforms available i.e. Twitter, Facebook, Snapchat and Instagram. These are all used by people for different reasons. Facebook is still the most popular so is often a good place to start.

Think about which platforms you want to use and why, which platforms do your target audience use? Whilst there are lots to choose from, you don't want to spread yourself too thinly. Posting once a week on lots of different channels won't be as effective as posting regularly on one or two.

Also, think about what time you post. Think about when most lectures are held, because people are likely to check social media between classes. We know from our own social media channels that more people at King’s are online after 10am and the busiest time is between 9pm and 10pm. Make sure you use your campaign’s social media accounts for stuff that’s relevant to what you do – you don’t want your followers to lose interest.

Don't forget to mention @kclsu in your posts so our marketing team can support you in sharing your message with our members.

Student Media

Our student media groups have a big following amongst our members. They might not be able to publicly support and back your campaign but they could be a great way to get the message out about the campaign. You can find out their details at kclsu.org/studentmedia

Activity groups and student led events

We have hundreds of activity groups who might be interested in your campaign and be able to share it with their networks. There are also lots of events our student groups put on that you could speak at- but make sure you contact the organiser first. You can find out about them at kclsu.org/events

Officers

Our officer team might be able to share your campaign through their networks or on their social media channels. They are all experienced campaigners so might be able to provide some tips and support. You can find out their contact details at kclsu.org/ourpeople.

Posters and Flyers

Posters and flyers are a tried and tested way to get your message out there. Think about the footfall in our student spaces and where might be best to flyer or put up posters.

Screens in KCLSU spaces

Please email any requests to the marketing inbox: marketing@kclsu.org with a week’s notice specifying location (Guy’s, Strand or both) and duration (when needs to be up and when needs to be down).

You will need to provide artwork or video in the following format: aspect ratio of 16:9 and a resolution of 3840 x 2160 pixels.
Designing campaign materials

Think carefully about what content you need to include. You want to avoid writing an essay on flyers and posters. Before you start designing anything you need to know exactly what it is that you want to say.

The key information to include on posters and flyers is a summary of the ‘what’, ‘when’, ‘where’ and ‘why’ of your campaign. Identify the most important things your campaign needs to communicate and what the order of importance is.

Layout

Once you’ve decided the priorities of what you’re trying to communicate, you can think about the layout of your materials. You can make the most important information stand out by considering how you align and size the text.

You may want to give the most important point the most space, but make sure it works together with the rest of the information you’re communicating and that everything looks in proportion.

Make sure you know what size you need your design to be, otherwise essential information may get cropped off when you print or upload it.

Commonly used sizes

Making sure there’s white space can improve readability and helps guide the viewer’s eyes to focus on what’s important, so try not to overfill the page with information (this includes pictures, graphs, logos etc).

<table>
<thead>
<tr>
<th>Digital</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook cover photo: 851px x 315px</td>
<td>A2: 420mm x 594mm</td>
</tr>
<tr>
<td>Facebook profile picture: 160px x 160px</td>
<td>A3: 297mm x 420mm</td>
</tr>
<tr>
<td>Facebook event image: 248px x 295px</td>
<td>A4: 210mm x 297mm</td>
</tr>
<tr>
<td>Twitter profile picture: 400px x 400px</td>
<td>A5: 148mm x 210mm</td>
</tr>
<tr>
<td>Twitter header photo: 1500px x 500px</td>
<td>A6: 105mm x 148mm</td>
</tr>
<tr>
<td>Instagram photo: 612px x 612px</td>
<td></td>
</tr>
</tbody>
</table>
Text

San Serif fonts (e.g. Arial, Veranda and Helvetica) are clearer to read from a distance and on screen and are also more accessible for those with reading difficulties or visual impairments.

Serif fonts (e.g. Times New Roman) are said to work better in print but are not as accessible so try to avoid this.

Font size 12 is acceptable for A6 flyers and a good minimum to ensure accessibility. The size of the font may reflect the importance of the information and is also a way to make the focus of your message stand out.

Stick to a maximum of two fonts to a page. If you have too many typefaces on one document, it can start to look messy and make text hard to differentiate. You may want to use one font for the body of the text and another for headings to give them a little more impact.

Images

Be aware that images pulled from the web may turn out pixelated on a print document – try to go for 300 dpi and set your file to CMYK for print.

If you’re going to be printing or photocopying flyers or posters, make sure the images you use have some contrast and are clearly defined otherwise you may not be able to make out the image.

Make sure you test out what your printed materials look like before doing a large print run, or you might end up with posters you can’t use.

Banners, posters and flyers

Banner, posters and flyers shouldn’t be underestimated for reaching large audiences. Social media is great, but it’s becoming increasingly difficult to market campaigns with complex algorithms preventing audiences from seeing things they aren’t already actively engaged in. This shouldn’t put you off, but it’s worth considering utilising print to compliment digital campaigns. Posters, flyers and banners enable you to reach huge audiences who may not otherwise see or hear about your campaign.

When is it best to use each one?

Posters – these are great for reaching the masses. They need to be eye-catching, simple and have a clear message. Posters are to drive audiences to your online content where they can learn more about what it is you’re trying to achieve.

Flyers – these can be more informative. They still need to be eye-catching but this is where you can divulge a little more information if you wish. They are also a good opportunity for one-to-one interaction; if you’re distributing them yourself, you can talk to people about the campaign and therefore have more meaningful conversations with audiences.

Banner – these should sit somewhere between posters and flyers. You have more room for text on these than posters but not too much as people are unlikely to stop and read. Banners are a good way to display several key messages but again, make sure there is a clear, direct message with a call to action to get online and learn more.

Top tips

Banners

Banners vary a lot – you could have anything roller banners or hanging PVC banners. The best way to go about designing a banner is finding out where you want it and deciding which banner suits best; for example, roller banners work best indoors and hanging PVC banners are good if you have railings you can hang things from or wish to carry in a demonstration. Once you know which banner you want to design, any good supplier will be able to give you a design template or dimensions to work with.
- Make sure your banner is simple, easy to read and sits within your brand. The biggest mistake often made with banners is assuming you can fit loads on just because they are big, this isn’t the case and if there’s too much going on, people will just ignore the important stuff.

- Always seek permission from the right people before putting a banner up – banners are more expensive than flyer and leaflets so if someone takes your banner down and throws it away, it can be a costly error.

**Posters**

Posters are one of the easiest ways to spread a message. Unfortunately, everyone else knows that too so there are posters everywhere about a whole host of different things. Therefore, it is vital that yours stands out.

- Make it impactful and punchy – use as little text as possible whilst being clear about your campaign and the call-to-action.

- Make it visual – make sure any writing is supported with eye-catching imagery so it really stands out.

- Posters can come in a range of sizing from A4 – A1. A2 is usually the best as it’s large and eye-catching but not too big. A4 posters are probably a bit too small to pack a punch.

- If you’re distributing on campus – do bear in mind that we will not be able to put posters up in Bush House once we move so don’t order huge amounts. 30 posters should be enough to cover Guy’s, Waterloo and Denmark Hill KCLSU spaces.

**Flyers**

Flyers work best when they go hand-in-hand with direct interaction so try to distribute these personally and catch people to chat whilst doing so to really sell your campaign.

- The best size for flyers in A6 (if you’re not including a huge amount of written content and just direct to your online platform) or A5 (if you plan for it to be a little more informative).

- Make it clear what the campaign is. While you can be more descriptive with flyers, try not to use a huge amount of text as this can alienate people.

- Orders can be anything from 100 to 1,000 – just make sure you have the capacity to distribute the amount you order. Leaving large stacks of flyers on reception desks and shelves is very ineffective and people are unlikely to pick them up out of their own free will.

**Good examples of posters, flyers and banners**

**Poster:**

![Poster Example](image-url)
Using our venues and spaces

We have a number of KCLSU venues and spaces you can utilise including screens in our venues, stickers on coffee cups and even staff t-shirts or lanyards. Your campaign will automatically be advertised on screens in our venues but if you have other ideas about how we might use our spaces, contact campaign@kclsu.org.

If you would like to hold an event in one of our spaces, you can check out the group activities and events section of the campaigns handbook.

Badges

If you would like to make badges for your campaign, we have two badge makers – one at our Strand campus and one at our Guy’s campus. You just need to let the campaigns coordinator know how many you would like to make.

If you print out the badge images yourself, you can claim this printing credit back. You just need to fill in a payment request form and include a screen shot of your printing credit showing the printing job of the badges.

If you haven’t used a badge maker before, there are a number of videos which explain how to do it on the buttonfab website.
Using the Media

Why would you use the media as part of a campaign?

Successful campaigning is about getting people and institutions to change. This often depends on mobilising people and getting their support to persuade decision-makers to change their policies and practices. The media are critical in getting your campaign message out and getting people on side as part of your campaign.

You can always use social media channels to multiple the impact of your media coverage. Check out the ‘Using social media’ tactics sheet for more information.

What kinds of media could you use?

‘The media’ can cover all sorts of different things, including all our KCLSU student media groups which you can find on our website kclsu.org/getinvolved/studentmedia

- Press releases – this often cover news events or campaign developments that you can write and then send out to media outlets so that they have all the essential information.
- Letters to editor – Letter pages are some of the most read in newspapers, particularly local and national papers, and can be a great way to succinctly get your campaigns message across.
- Blogs – these are often written from a personal perspective and can share personal stories of those that are campaigning.
- Radio and television interviews – A personal interview with a campaigner can be a great way to get a personal take on a campaign and share a personal story. Having people who are comfortable to share their stories are key to this.
- Taking part in a radio show or phone in – This can be a great opportunity for campaigners to speak directly with members of the public and potential supporters of the campaign.
- Inviting members of the media to events – These could be open meetings, stunts or to see what is happening in one of the communities or areas impacted by your campaign.
- Getting your campaign featured in articles for existing newsletters or publication

What should you think about when working with the media?

Your key messages - The key thing you need to keep in mind when working with the media is the messages about the campaign that you want to communicate to your audiences. There is more information about key messages in the ‘Developing Key Messages’ handout but it’s best to have three key things that you want to get across about your campaign in each media interaction. Ideally, they would be one or two lines each and avoid using jargon.

Your target media – If you are trying to reach a particular audience, it’s key to think about what which media source your audience will be using.

Your ‘hook’ – the media tend to be interested in timely and relevant things. What are the hooks that you can use to get the media interested in your campaign? Do you have a student event coming up? Has there been a policy change they should know about?

Top tips for press releases

Press releases can be brilliant for getting your story out there. The better the press release is, the easier it is for the newspaper to print immediately meaning you can get your campaign message straight out there.

Make sure you include:

1) A short snappy headline

2) Who, where, when and what is happening – keep it brief and to the point
3) How it is effecting people

4) A quote from a spokesperson

5) A call to action – this could be attending an event or signing a petition but be sure to give people something to do to be involved

6) Good photographs – this will increase the chances of your story being featured. For print, any photos should be around 1-2MB

7) Follow up with a phone call – once you have sent your press release, make sure you contact the newspaper and make sure they have received it

**Top tips for blogs**

Blogs are a great chance to share a personal perspective on an issue. Make sure you:

1) Think about your audience and do your research

2) Keep it an appropriate length – Blogs do give you the freedom to include more information but it can be hard for people to read huge sections of text so keep that in mind when you’re writing it

3) Include photos and links

**Top tips for interviews**

Whether it’s a TV, radio or print interview there are a few key things to remember:

1) Be clear about what your key messages are. Write them down if that’s helpful

2) Use case studies to illustrate your points if you have them. It’s always good to share a personal story.

3) Pre-empt any questions, particularly any difficult ones and have some good counter points.

4) Do your research on your interviewer and media source. Will they be hostile or supportive of your campaign?

5) Find out if it will be live or pre-recorded and edited. It might also be good to know who else might be interviewed.

6) Practice with a friend if you are feeling unconfident

7) Don’t use jargon and try and be relaxed and conversational. Often media sources want to use your information and knowledge so people buy or listen to their material so feel confident that you will probably know more about the issue than they do!

**Top tips for features and articles**

1) Research their audience – make sure you do your research on who reads the publication you are pitching to. If you don’t think there will be immediate interest from their target audience, you could try linking it to other news stories or recent events that might interest them.

2) Have strong case studies – ‘Case study’ basically means someone who is impacted by your campaign issue. It’s really important to have people who can speak about the personal impact of the campaign and who feel comfortable doing so. It’s worth thinking about the fact that not everyone involved in the campaign would feel comfortable talking openly about their story, perhaps for fears over safety and privacy, so it’s worth asking if the reporter will use a different name or keeping them anonymous.

3) Keep your key messages in mind – Feeling comfortable and confident in your key messages is vital. Good key messages make the aim and intention of the campaign really clear and sets out the issue the campaign is trying to rectify.
This general rules are true for trying to get your campaign featured in a national newspaper or even a KCLSU society newsletter.