Marketing and Comms - KCLSU

Working with us, good practice and guides for campaigns
are only
logos?
Themes of the day

Creating strong student communities

- The importance of building community
- Understanding role and responsibilities as a leader of developing communities
- Mobilising your community to make change
- How to work together to make change happen
Who are we?

• Lisa McCabe – Head of brand, marketing and PR
• Coco Garcia Acevedo – marketing coordinator
• Gamel Oki – Digital lead
• Kyle Robinson – web and digital
• Sharyse Barnes – social media
Why is communication important?

• It gets your story out there!
• Brand building helps build communities
• Is a tool to keep your supporters engaged: calls to action
• Allows you to tell your story in your own way: shape your messaging, control its output
• Information and updates sharing
• Adds value and essentially can help lead to your success!
• Each KCLSU backed campaign, network and academic association can have its own page on the website.
• This needs to include info about your campaign, network or association, updates on how things are progressing and clear call to actions about how students can get involved.
• Think about visuals and how they engage people with your activity.
• Updates: We are looking at adding a new functionality so that campaigns and other groups can add in their own updates.
• Think about how your content and copy tells the story of the campaign – bringing it up to where you are now, showing impact of your work.
Social Media

• Quality not quantity!
• Use images and think about how you can put student images and voice at the heart of your content
• Quick and easy way to show supporters impact they can have and general updates
• Calls to action – make them clear and simple in language
• Tag relevant accounts, people and content/issues, use #
• We can re-tweet
• Think about engaging them in conversation, not just broadcasting at followers
Events listings

- For any events you are putting on, associated with your campaign, you can get them listed on the KCLSU events listings page.
- You need to fill out an event form and provide an image
- Make sure you include all details – date, time, venue, what it’s about
- There are many things going on at the same time at KCLSU – what’s your USP?
- Who is your audience? Think about how the copy and call to action may engage usual followers and also those that may not know much about the campaign
Emails, print and screens

• At Guy’s and Strand campus, we have screens around the KCLSU buildings which you can provide artwork for, to promote your campaign and events. Again make sure there is a clear call to action
• Great way to reach the mass student population and then drive them to your page to find out more/get involved
• Print – there are posters sites around the campuses. Think about strategic positions.
• Emails – GDPR is now an important thing to consider.
• You can set up your own email lists and communicate with supporters via Mailchimp (you need to set up your own) but make sure you manage lists and data correctly
• When emailing lists – don’t forget to BCC!
• Make sure your subject lines help lead people in and tell the story
GDPR – General Data Protection Regulation

• What is personal and sensitive information?
Personal information is defined as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’. What this basically means is any information that is clearly about a particular person and could identify a person out of a group of people for instance.

Examples would include biographical information such as name, date of birth, phone number and email address. It can also extend to things like political opinions, student numbers and even their appearance or behaviour.

Sensitive information is personal data relating to an individual’s race, political opinions, health, religious or other beliefs, trade union records, sex life, biometric data and genetic data.

• Why it’s important to know this?
You might take part in activities that will mean you collect and store personal and sensitive information of other KCLSU members. This means that your group becomes the “data controller” for this data.
What are your responsibilities when it comes to data?

Collecting data

- If you are collecting data, you need to make sure you are open and transparent with the people whose data you are collecting. There are some four key things you need to make sure people know when collecting their data:

1) Why you are collecting the data – Try and be as specific as possible with people as to why you are collecting their data.

2) What you are going to do with it – Where you can, give examples of what you are going to do with it – is it to help come up with campaign asks, improve services or design policies. You need to stick to using the data for these purposes, you can’t think of new uses once people have submitted their details to you.

3) If you plan to share it with others – We would recommend that you only share data with KCLSU departments and if you do share it you will have to make people aware of who you are sharing it with. This doesn’t apply to if data is anonymous which is discussed below.

4) How long you will keep it for – It is important to state how long you will keep the raw data for and stick to this timeframe. Six months to a year is a good timeframe. Put a reminder in your calendar to make sure you don’t forget to delete it.
Any data that you collect must be stored securely. Ideally, this would mean:

- Storing data within password protected documents.
- Only one or two students (President and Treasurer or their equivalent) involved in the campaign should have access to the password and data.
- Changing the password every time a new student takes over the responsibility of looking after the data.
- Shredding or destroying any paper documents with personal details on.
- Make it easy for people to ask for their data to be removed from any lists or files you have.
- Keep up to date records on how people want to be contacted as people have a right to ask not to be contacted by certain methods such as email or phone.
General advice

• Use KCLSU tools where you can – campaign through KCLSU website, send emails to supporters through KCLSU website rather than having multiple email lists.

• Be careful when using WhatsApp – You might not think adding people to a group counts as sharing data but everyone in the group can see other group members phone numbers so make sure you have their consent first. Alternatively, you can set up broadcast lists on WhatsApp.

• We would advise against using google docs and forms, particularly when collecting personal data as it is all too easy to accidentally make that data public.
So you 😐 you are a campaigner?

• 10 minutes to pitch your own marketing campaign
• You have 3 emojis that you need to use in your campaign as product or service, your audience, design, channels etc.
• 2 min to pitch your idea to your campaign funders: why are you doing this, who is your audience, which platforms you’re going to use and the activities for it.

Good luck! And don’t ...

http://byrdseed.com/emoji/
How to make your campaign heard and not to die in the attempt 😎

Pre-The Promotion
1. Define your WHAT/WHO: CTA
2. Prepare a plan with your goals and platforms to use
3. Design your artwork and messages

During- Keep the “momentum”
1. Keep an eye on your platforms/channels and the interactions on them.
2. Be consistent.

Post-feedback and content collection
1. Check results and make your own study on what worked and what didn’t.
2. If you have a team, organize a wash up session.
3. Keep your audience informed about what is happening.
4. When possible, ask for feedback (how did we do? How do you feel about..?)
How to reach your goals with social media
Let’s start with the basics!
What makes a good social media post?

- Caption
- Picture
- Hashtag
- Link
- Audience
- Conversation
What is a good social media campaign?

A social media campaign is the organised use of one or more social networks to promote yourself / an activity or a business.
Why incorporate social media into your campaign?

Raise awareness
Get your audience familiar with what your campaign is about and why it is significant

Share your message
Communicate with your audience about campaign updates, peer involvement (signing petitions, etc.) and campaign events

Recruit supporters
You can use social platforms to engage with students who will benefit from your campaign aims (e.g. more alcohol-free events for students who do not drink.)
What are Petitions & Campaigns?

“A petition is an idea that has been submitted by a student. If this idea gets support from 150 students or 75 network members it’ll become a KCLSU supported campaign”
How can you use social media to support your project?

Choose your Goals
Choose your Message
Choose your platform
Schedule
How can you use social media to boost your campaign?

Choose your goals
What do you want to achieve? (Increase in follows, signatures on a petition etc.)

Choose your message
Think about why your campaign is important, who it will be relevant to and how you want to present it to your audience

Choose your platform
Know the difference between each and what they’re best used for

Schedule
Scheduling tools are great for keeping your posts pre-planned and organised (check out Tweetdeck, Hootsuite and Later)
How can you use social media to boost your campaign?

Create unique content
Try your hand at making fun content (like videos and GIFs) on your mobile to elevate your campaign

Engage with your followers
Be active during your campaign (like, comment, re-post and use relevant hashtags)

Go Live
Create a livestream to update your audience on your campaign, cover a major event or share information about the campaign

Analyse your success
Look at how effective your campaign is (how many likes or shares received, how much conversation built from campaign, etc.)
Great social campaign examples

**Nike ‘Colin Kaepernick – Just Do It’ campaign**

Aim: To support race equality/to protest against police brutality in the US.

**The fight against plastic**

Aim: To raise awareness and inform consumers about the dangers of wasting plastic materials.
Billie – Project Body Hair

Aim: To promote body hair positivity for women

Lloyds Bank - #GetInsideOut

Aim: To remove the stigma of mental health by creating a safe community for discussion.
Networks
What is a network?

KCLSU Networks are student communities who work within the Union to identify challenges faced by key minorities and celebrate various cultures that make up the King’s community.
How can you use social media to support your project?

| Celebrate your community | Raise awareness | Plan a social campaign | Build community |
How can you use social media to promote your Network?

Networks aim to combat oppression, discrimination and inequality faced by students on a local and national level. Here are a few ways you can use social media to accomplish this:

Celebrate your Network
Get peers involved in Liberation History Months by sharing coverage of events and activities on social media. By doing this you can create a buzz and educate students on the importance of celebrating LHMs.

Raise awareness about your Network
You can use social media to inform peers about your Network and its importance by sharing interviews from members of your Network on Facebook, sparking discussions on Twitter and creating threads, and using Instagram to share pictures of your events and activities and InstaStories to share information in a light-hearted but effective way.
How can you use social media to promote your Network?

Plan a social media campaign

If you want to garner support for an issue or have a meeting/event coming up, you can create videos and image posts to promote them and get students aware.

Build community

You can communicate with members of your Network through social media. Whether you create a group on Facebook to share thoughts and brainstorm or share content from the Network on Twitter and Instagram.
Social media examples for your Networks

Lucky Charms cereal – #luckytobe campaign

Aim: To empower LGBTQ consumers to share a photo of how they make the world “colourful” to celebrate Pride.

PBS – #myblackhistory campaign

Aim: To encourage people of colour to discuss how Black History & Culture influences their lives and what it means to them throughout Black History Month.