

# Clubs & Societies

## Digital Advertisement & Promotion Channels

There are numerous ways you can promote your club or society. This document explains the various digital options available to you, ranging from the TUU website to our Social Media channels. These resources are free to use and we encourage you to make the most of them.



# TUU Website

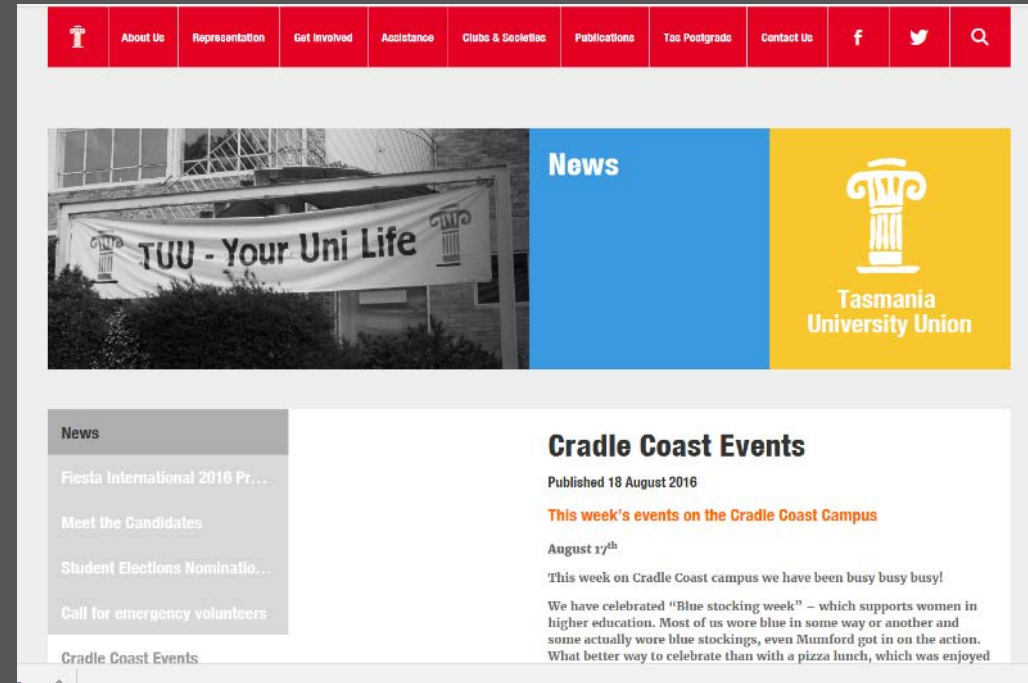
- Event Listings
  - Promote your club or society events on the TUU website. Include posters or other artwork as well as links to Facebook event pages or online ticket locations.

The screenshot shows the TUU website interface. At the top is a red navigation bar with links: About Us, Representation, Get Involved, Audience, Clubs & Societies, Publications, The Pathways, Contact Us, and social media icons for Facebook, Twitter, and a search icon. Below the navigation bar is a header section with a black and white photo of two women in traditional dance attire on the left, a blue 'Events' button in the middle, and the TUU logo on the right. A sidebar on the left contains a 'News' section with links to 'Student Diary Design Competition', 'Events', 'International Day of Peace', and 'Outdoor Cinema Real Food Night'. Below this is a 'Fiesta International 2016' section with links to 'S.O. Cocktail Party 2016', 'Ride/Work Day UTAS', 'UTAS TUI Spring Ball 2016 (Syl...', and 'National Initiatives'. The main content area features the event title 'Fiesta International 2016' in bold, followed by the date and time: '4.30pm — 9pm Saturday, September 24 2016 Activities Centre, TUU TUU Inc.'. A short description follows: 'A fun and special evening full of international food, cultural dances and festival celebration.' Below this is a paragraph of text: 'Fiesta International is an annual event that celebrates the diversity and multiculturalism of our international community in Tasmania. This unique annual celebration is loved by people from all walks of life. A variety of performances from multicultural talents combined with a range of traditional food from around the world are sure to make this night a great one to remember!' Another paragraph states: 'This celebration is one of the biggest events for all students at UTAS, aiming to bridge the gap between international students and local communities through the exchange of cultures and individual experiences in a fun and interactive way. This event is an excellent way to enhance and build friendships with people from all over the world.' A large, colorful poster for the event is displayed, featuring the text 'FIESTA INTERNATIONAL 24/9/16', '4.30PM-9PM', 'ACTIVITIES CENTRE, TUU', 'STUDENTS: \$5 FAMILY: \$15', and 'VISIT WWW.TUUFIESTAINTERNATIONAL.COM FOR MORE INFO!'. The poster also includes the TUU logo and the text 'Another SSAF Funded Project'. At the bottom of the poster are social media sharing buttons for Facebook and Twitter. The footer of the website is red and contains copyright information: '© Copyright 2014-2016 Tasmania University Union Inc. Design — Chris Herman / B&B — Westside', along with links for 'Sitemap', 'Privacy', and 'Contact Us'.



## TUU Website

- News articles
  - Share your society success stories with news articles detailing recent events or news within your society. Share photos and videos and let everyone know what you're up to.

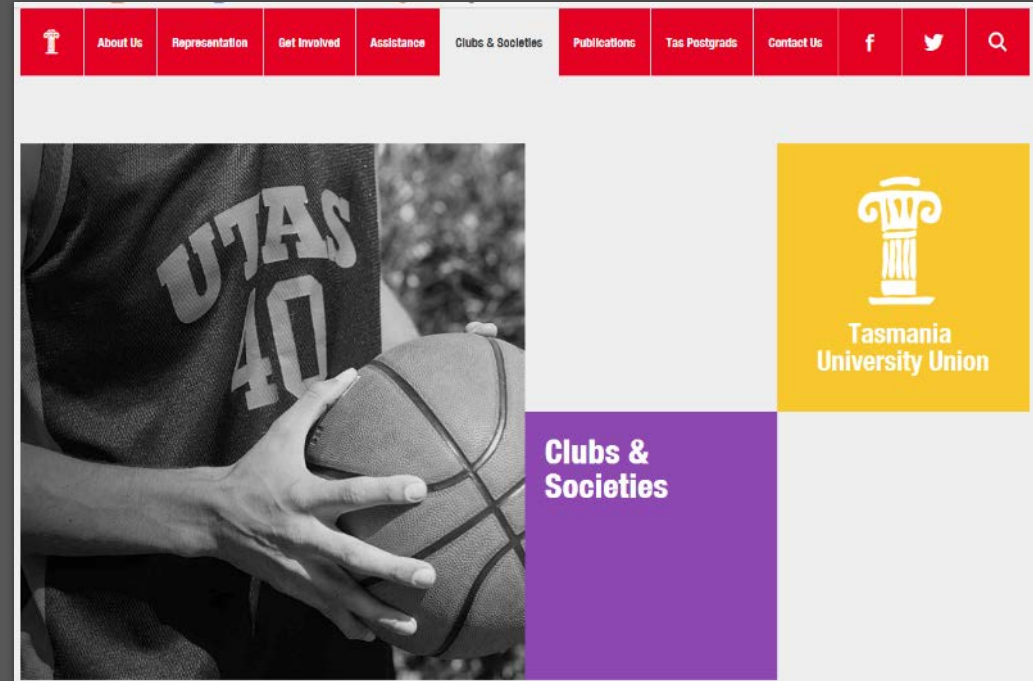


The screenshot displays the TUU website interface. At the top, a red navigation bar contains links for 'About Us', 'Representation', 'Get Involved', 'Assistance', 'Clubs & Societies', 'Publications', 'Tas Postgraduate', 'Contact Us', and social media icons for Facebook, Twitter, and a search icon. Below the navigation bar is a banner featuring a photo of a building with a 'TUU - Your Uni Life' banner, a blue 'News' button, and the yellow TUU logo with the text 'Tasmania University Union'. The main content area shows a 'News' sidebar with links to 'Fiesta International 2016 Pr...', 'Meet the Candidates', 'Student Elections Nominatio...', 'Call for emergency volunteers', and 'Cradle Coast Events'. The main article, 'Cradle Coast Events', is published on 18 August 2016 and discusses 'Blue stocking week' on the Cradle Coast campus, mentioning a pizza lunch.



## TUU Website

- Clubs & Societies Listings
  - List your Club or Society with links to your website or Facebook page and e-mail address.



## TUU Facebook Pages

- Promote events
- Advertise clubs/societies to get new members
- Share photos & videos of events

facebook

Email or Phone Password Log In

Forgotten account?

WIN AN iPad PRO

Another CSAF Funded Project

Tasmania University Union

DESIGN THE COVER OF THE 2017 STUDENT DIARY AND YOU COULD WIN AN iPad PRO!

See [tuu.com.au/get-involved](http://tuu.com.au/get-involved) for more information

Entries close at 4pm on Friday 23rd September

Like Message Share More

Sign Up

Tasmania University Union - TUU

Fiesta International 2016 is this weekend and we're really looking forward to another fantastic event filled with multicultural performances and delicious foods from all over the world. Check out the program details below and get your ticket today!

PIESTA INTERNATIONAL PROGRAM

400 - 4:30PM SOCIAL DANCE FOR DIVERSITY  
4:30 - 6:00PM ALL OF THEM! SONG INSTRUMENTALS  
6:00 - 8:00PM INCLUDING THE COVER BY ADDITIONAL SONGS  
8:00 - 11:00PM INCLUDING DANCE BY THE ORGANISATION OF FIESTA INTERNATIONAL  
OPENING SPOKE BY GUEST OF HONOUR AND FACULTY  
PROCEEDS OF THE PERFORMANCE GO TO THE SUPPORT OF DIVERSITY  
OPENING SPOKE BY UNIVERSITY OF TASMANIA AND CHAIRMAN, DIVERSITY  
SUPPORTING BY THE ALL FORMED DIVERSITY

Non-Profit Organization

Search for posts on this Page

PEOPLE 1,906 likes

ABOUT 62282595 <http://tuu.com.au/>

APPS TUU Mail



## Display Screens in TUU Building (Sandy Bay)

- Promote upcoming events
- Advertise your club/society to get more members
- Share photos & videos of past events

