

What we're doing to help promote your group

We're going to be doing lots of extra things to ensure new and returning students know about Societies, Sports Clubs, Student Media outlets and Volunteering groups

Introduction

Due to the ongoing Covid-19 pandemic, current government guidance and our desire to keep all students and staff safe, the traditional Welcome Fair event we all know and love will not take place this semester. It is simply not possible to put on a large-scale event that normally attracts over 10,000 students and has over 300 stalls. We know this is disappointing for all of you, and we share your frustration and disappointment about this.

However, we know how important all of your groups are to new and returning students and the Queen Mary experience. We also recognise that lots of you are trying to run online activities and in-person events where permitted, and without the Fair you need our help to increase the marketing and visibility of your group to ensure people know who you are.

Our key messages about student-led groups

Joining student-led groups is a key part of our messaging to new students. For example, our new student website at www.qmsu.org/welcome encourages new students to join groups. We've focussed on the following key messages;

- We have over 250 diverse Sports Clubs, Societies, Student Media outlets and Volunteering groups for you to get involved in.
- It's a great way of meeting new people, making friends, sparking new interests and gain new skills and experiences.
- Our student groups are still going to be really active this year, and they cannot wait to get started and meet you. Groups will be running a mix of activities online and in-person on campus, so wherever you are you will still be able to get involved.

We are also working with the University to ensure Clubs and Societies are promoted centrally, and via schools.

How we'll be promoting student-led groups

In addition to featuring student-led groups throughout our Welcome messaging we will also be introducing the following to help increase promotion:

Students' Union website / events

- For the first time, all student-led group events will now feature on the main Students' Union events page on our new website (going live very soon) at www.qmsu.org/events. This will really increase the visibility of your activities & events throughout the year.
- The new Students' Union website groups all student groups into one place under 'Clubs & Societies', with an improved look and feel, navigation, search options and filtering- making it easier for students to find out about all groups.

- We will feature Excellence Award groups initially via news stories on our website, and look to expand this to other student-led groups as soon as possible (i.e. feature articles about Student Media, Sport and Volunteering groups). These news features will also be shared via our social media pages.
- Please ensure your minisite is up to date with the correct information about your group, information about what you'll be providing in Semester 1 (i.e. online activities) and any event information – the more info the better as most of our marketing will direct students to your groups minisites.

Additional Email Marketing

- 2 dedicated all-student emails (to 23,000 students) will be sent out in the first 2 weeks focussing on student-led groups.
- Student-led groups featured in emails to new and returning students, going out from 10th September.
- Student-led groups featured in Your Union email each Monday from 14th September.

Additional Social Media

- Additional posts on all Students' Union social media channels about student-led groups, including in the new Freshers' Facebook group (6,500 members).
- Please tag @QMSU on social media and we will try to share as many posts from student-led groups as possible. We've been doing this over the summer but it would be great to see more groups tagging us! We love video content and image-led posts 😊
- We'll try and accept as many posts as we can in the Official Freshers Facebook group, but we'll need to cap these on a daily basis depending on how many other posts are in the group to ensure new students / the group isn't overwhelmed by posts.

Welcome Market

- The University and Students' Union are delivering two Welcome Market events during Welcome Week. The Students' Union's opportunities and services are being featured on Tuesday 15th September. We will have dedicated stalls about Societies, Sports Clubs, Student Media outlets and Volunteering groups. These will be run by Students' Union staff, and we'll be inviting your elected officers to be on the stalls as well. The stalls will feature prominent signage about student-led groups and a handout with the full listing for students to take away. Due to current government guidance and University guidelines we're still unable to offer stalls out to student groups themselves at this stage.

Extra on-campus visibility

- New signage / banners / displays on-campus indoors and outdoors that detail all the student-led groups available to join. These will be displayed in prominent areas of campus such as Library Square and Geography Square.
- Posters will also continue to be displayed in Students' Union areas.
- Student-led groups are welcome to put up posters in the designated Clubs & Societies areas in the Students' Union Hub building, Ground Café and the BLSA Building. Groups can also display posters in other academic buildings but need to request permission from the building owners.

Additional Library Square stalls

- We're still working on a plan to allow student groups to have stalls on campus. We are currently reviewing the revised government guidance on social gatherings and events. We are working with the University, and will update groups as soon as an update is available.

Online Welcome Fair alternative event – latest update

The Students' Union submitted a funding request to the University to support the costs of hosting an online Welcome Fair experience. To provide a good experience we needed to invest in a platform that could meet several requirements for us. The platform needed to provide the following;

- The ability to handle thousands of student attendees at any one time.
- An interactive platform that allowed new students and groups to talk via video chat and/or live chat messaging.
- A platform that could showcase all student-led groups and activities.

Unfortunately, the University rejected this funding request and the Students' Union cannot in the current circumstances invest in a new platform itself. Following this disappointing news, we are working on an alternative utilising our current website. We need to create something that allows students to chat to you, and for you to showcase what you do as a group.

We hope to provide an update to all of you about this as soon as possible. This event is due to take place in early October.

Your Ideas and feedback

We welcome your ideas and feedback and would love to hear from you if you have further ideas or feedback about how we can promote student-led groups! We may not be able to implement all of your ideas however we will review all of the feedback given by student groups and consider implementing your ideas wherever possible.

You may fill this form in anonymously. Leaving your name and contact details is optional- it means we may contact you in case we need more information about the idea that you're proposing or to respond to the feedback you're providing.

[Click here](#) to provide your feedback or ideas.

Thank you for all your hard work so far promoting your groups online and for getting ready for the new year!

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