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Social media

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13/02/2024



What is the most important asset of a swinburne's student club?

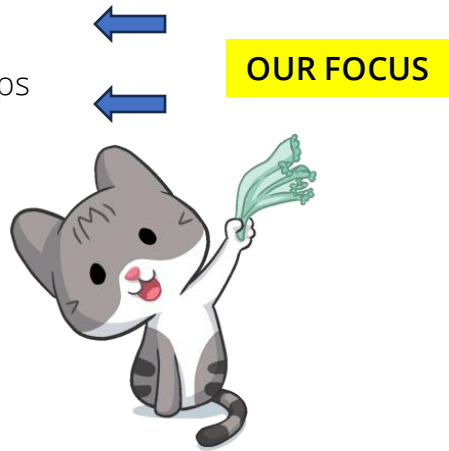


YOUR MEMBERS



What are the ways we can use to keep our members active and engage?

- Club events
- Swinburne events
- Social media
- Discord / Facebook groups



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Why social media?

- Accessible to all members
- Free
- Multiple tools to help showcase your club's differentiation
- **Authenticity**



This workshop will help you...

- Slay your social media starting from scratch!



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Let's get into
work!



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PROCESS



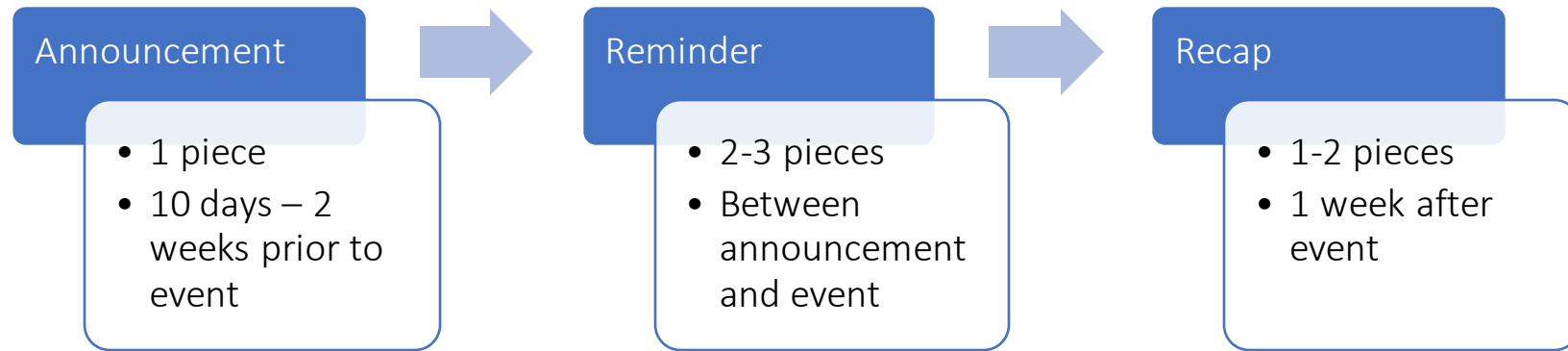
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Plan content calendar



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The frame

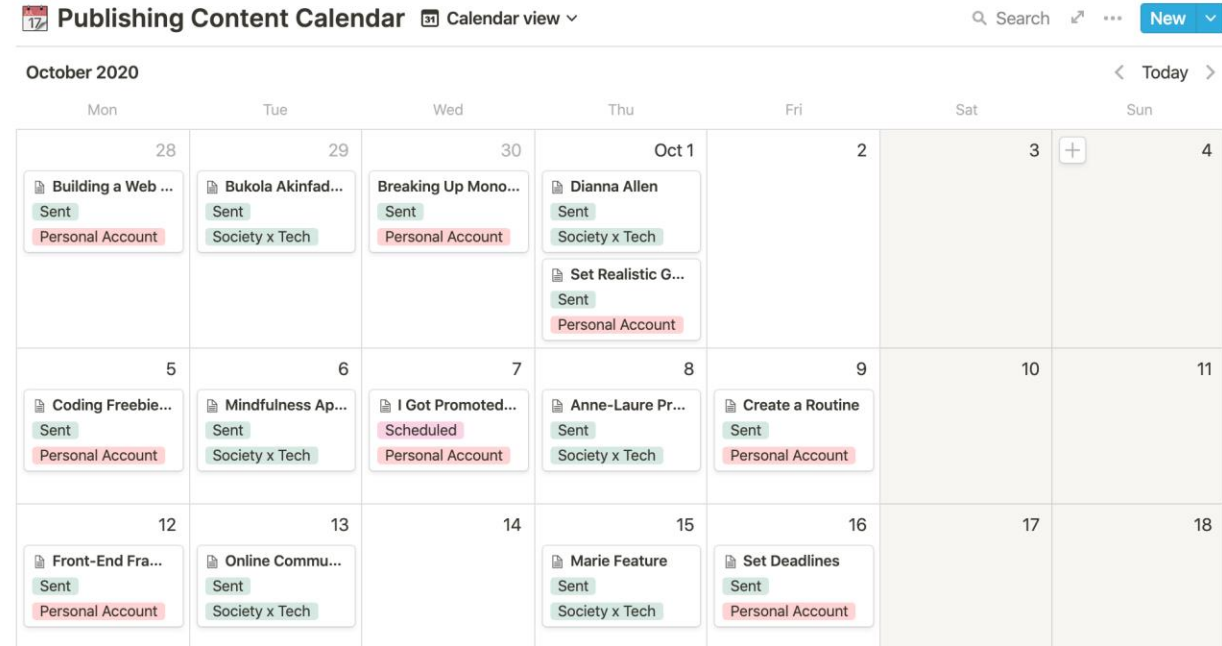


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Content calendar

- A calendar to organise all your contents waiting to be published
- Log in all the event dates
 - > Work backward to identify dates for event announcement, reminder and recap
- Fill in blank dates / weeks with filler posts e.g. meme, member's posts or stories, cross promotions, holidays, etc.

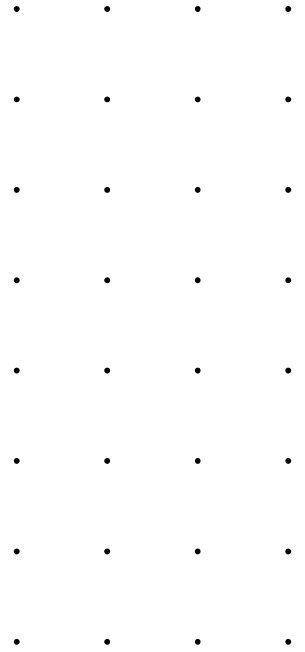


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Example: Baking club

- What are some events they can have?
- Let's do the content calendar together!



Content calendar

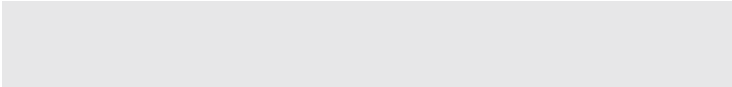
	MON	TUE	WED	THU	FRI
Week -2					Event announcement
Week -1	Reminder		Reminder		Reminder
Week 1		Reminder		Final reminder	EVENT
Week 2			Throwback photos		Throwback photos

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Brainstorm content format



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Content Format



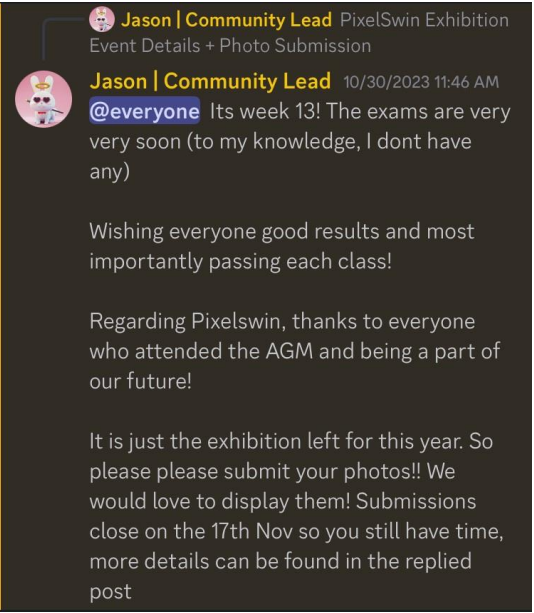
Image + text



Story



Short-form video



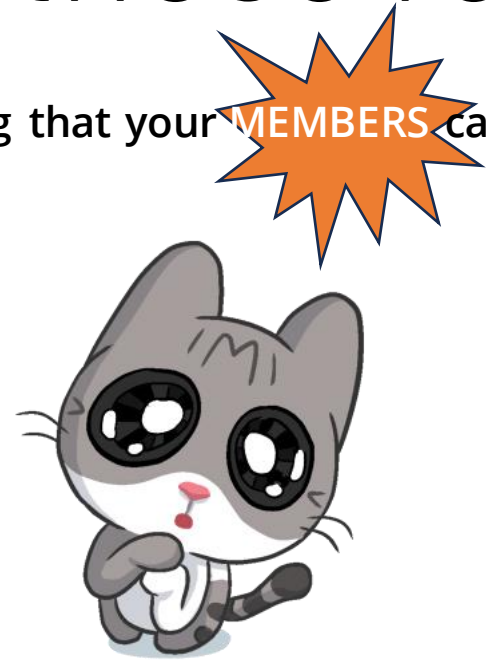
Text only

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Customise these formats into

Anything that your **MEMBERS** care!!



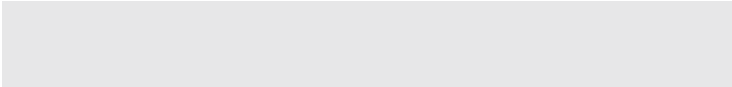
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Design and caption



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Design

- Inform your designer about graphics / assets you need from them
 - If you don't have a designer, just use a Canva template
- If you're at a club event, take photos / videos



Example: Design Brief

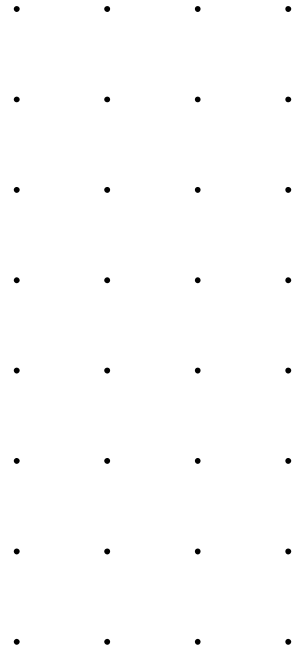
BRIEF: WBW announcement

- Purpose:
 - To promote WBW stall
 - Attract students to come and sign up for club
- Detail:
 - Include relevant graphics of cake, baking, and students
 - Title: Come to our stall!
 - Use pastel colours
 - Include the following details:
 - Date:
 - Time:
 - Location:
- Size:
 - Instagram post
 - Instagram story
- Due date:
 - (3 days before the post goes up)



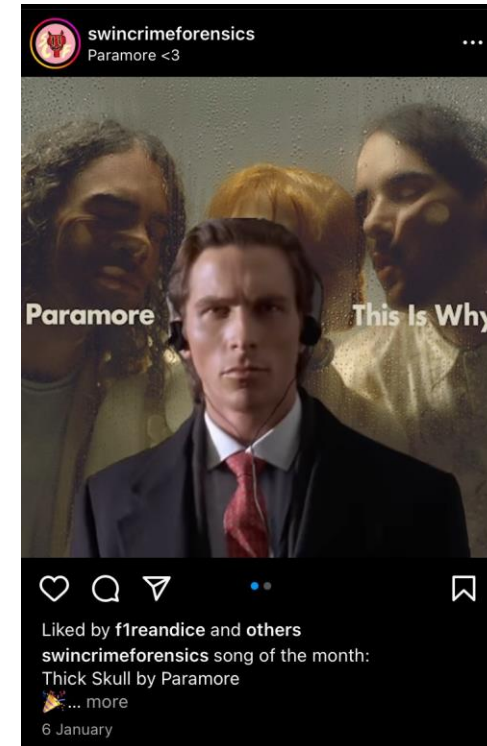
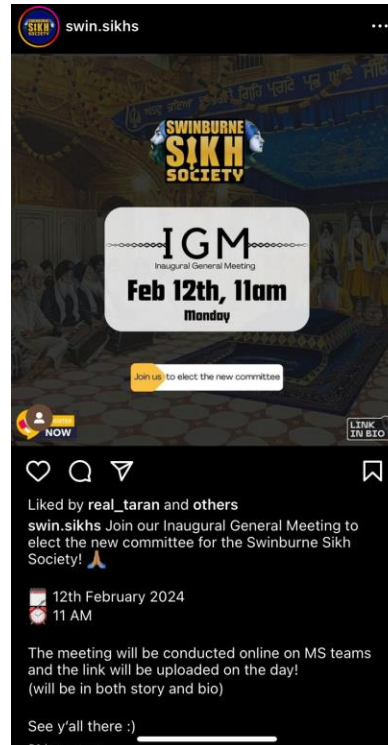
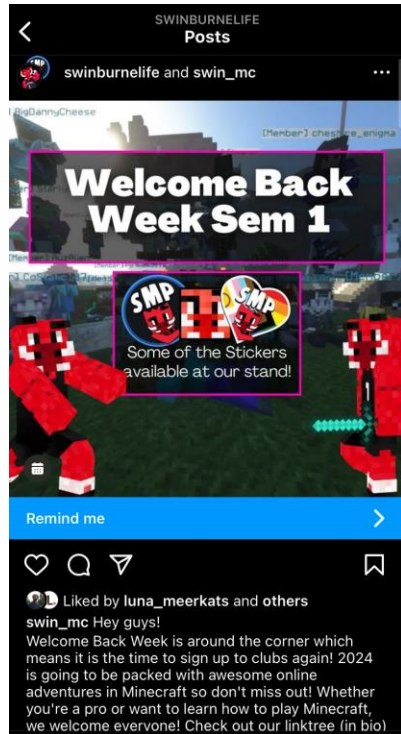
Caption

- Write up caption (give example):
 - What the event is
 - Why it is here
 - Why your member should come
 - Event details
 - Call to action



Publish your post

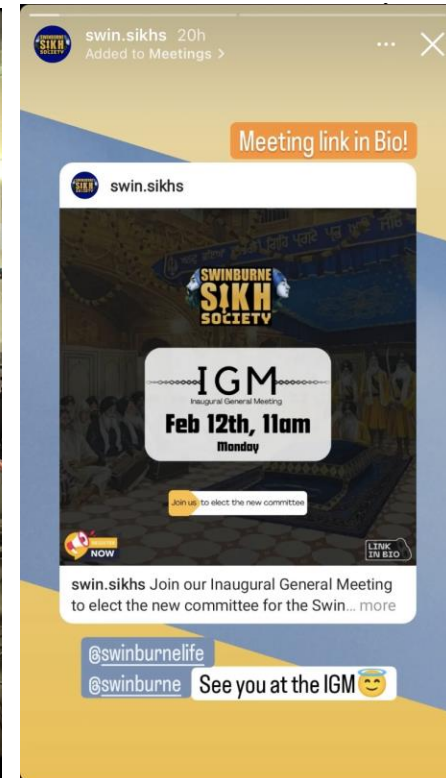
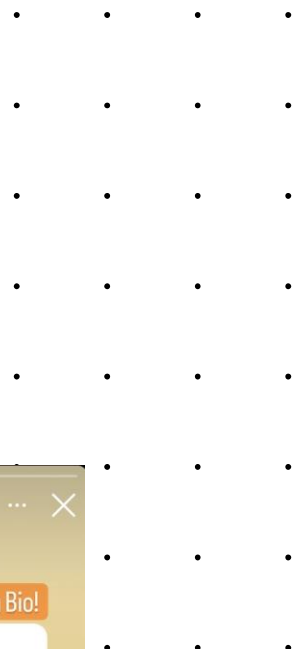
- Schedule posts (Instagram scheduling)
- Tag or collaborate with **@swinburnlife!!**



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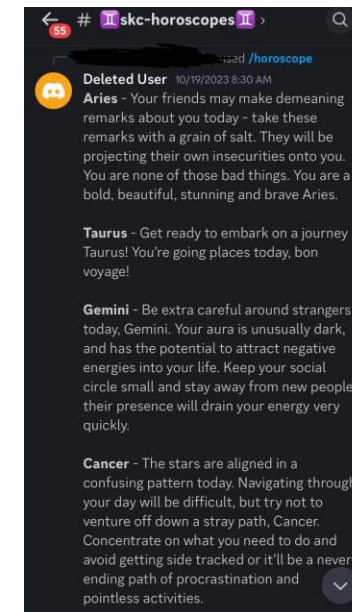
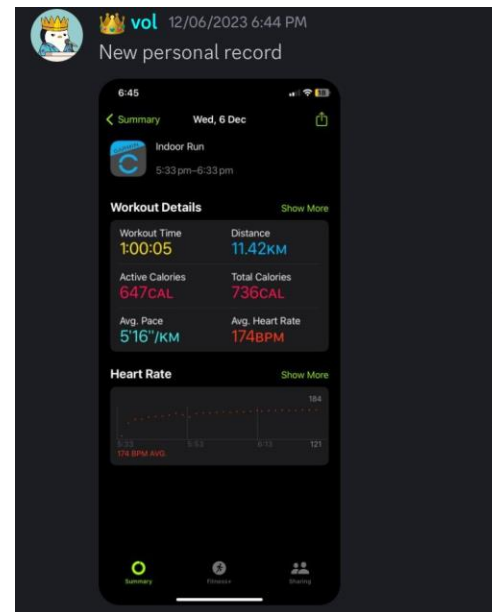
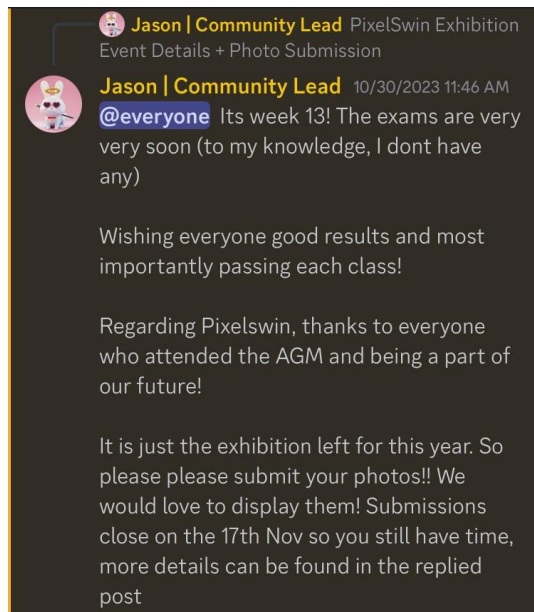
Tips for stories

- Reshare all the posts
- Have story templates that you can just slap texts / image on and post
- Reshare memes / videos
- Utilise Instagram tools: ratings, polls, quizzes, music, etc.



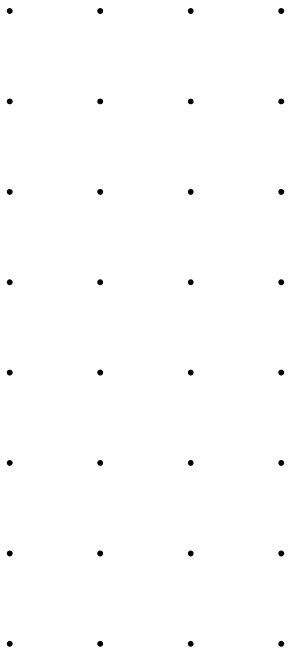
What about text-only platforms?

- The content can be similar
- Generate more casual discussion topics
- Allow members to share contents
- Utilise the bots on Discord



Useful tools

Tool	Use for
Notion	Content planning
Canva	Graphic design
ChatGPT	Generate caption
CapCut	Video editing
Adobe Rush	Video editing



Club Hub



- Starting in Week 2 Sem 1 2024
- Located in The Junction – Level 1 (JN110) Next to the Node
- Running 4 days a week (Mondays, Tuesdays, Wednesdays and Thursdays)
- From 1pm to 4 pm
- Thursday – Sophie
- No previous appointment needed. Just come and say Hi!

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Thank you!

Any questions?

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Menti – ask anything!

