



**LEVEL UP YOUR
SOCIAL MEDIA GAME!**

BENEFITS



Understand how your Club/Society can leverage social media

Establish a strong and cohesive digital identity

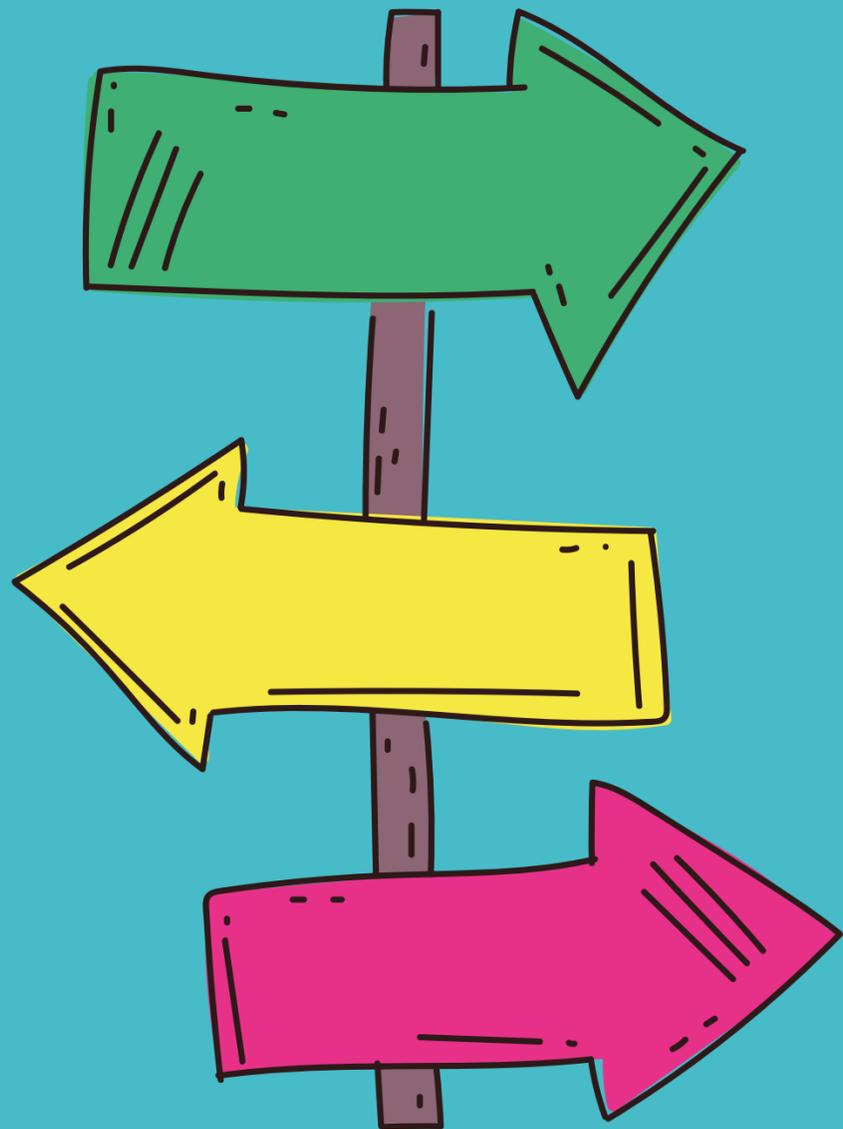
Create a memorable profile

Understand your audience's interests and preferences better

COMMUNITY ENGAGEMENT

- Respond to comments and direct messages in a timely manner
- Escalate complaints to relevant staff members

BRAND GUIDELINES



LOGO PLACEMENT



LOGO PLACEMENT



LOGO

COLOURS



LOGO

COLOURS



LOGO COLOURS



WRITTEN CONTENT



Centre-aligned

Highlight key figures
with a lighter colours

Wide tracking,
set here at 100pt

WRITING COMMS

Aston Students' Union	NOT	aston students union
Aston SU	NOT	aston su
the SU	NOT	the su or SU
the Students' Union	NOT	the students union

WRITING COMMS

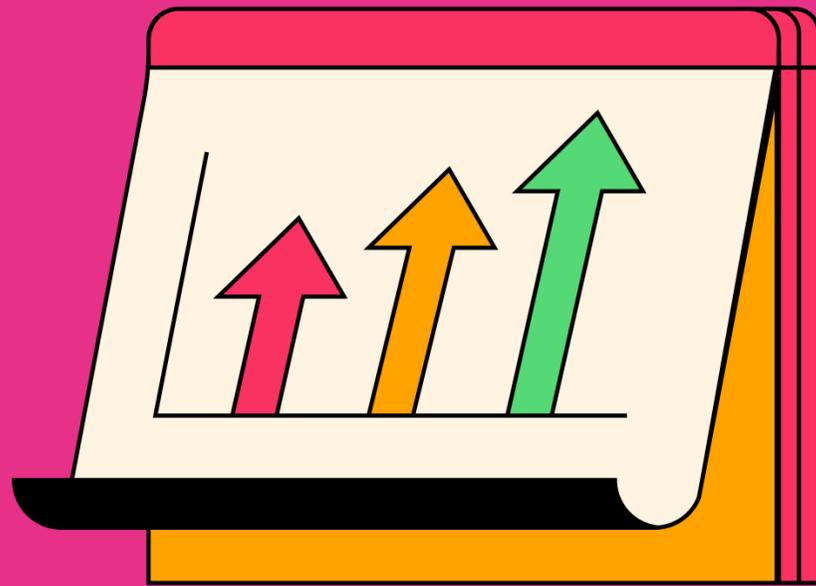
Keep It Professional!

- No profanity
- Do not bring the club or society into disrepute
- Use language that suits your audience

CREATING YOUR OWN ASSETS



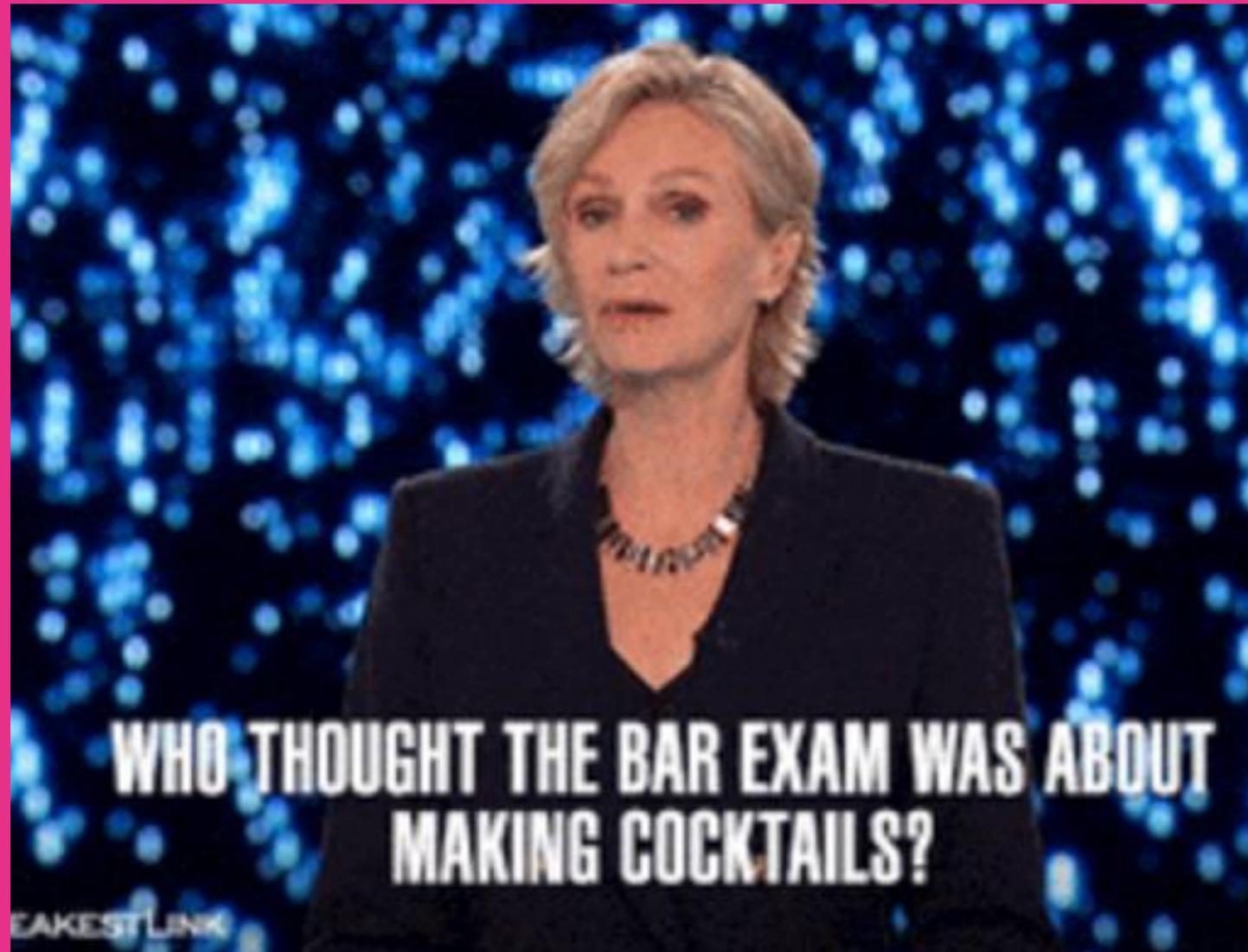
2 THINGS



Jump on latest trends and memes!



Use engaging captions and visuals!



Consistency is very important! stick to one font style!



We all have to deal with various struggles and challenges in life.

And sometimes it's easier to only showcase the good times on social media, which is what leads many people to criticize it for its lack of authenticity.

Having so many people follow me on Instagram and read my posts is both incredibly humbling and hugely uplifting. The support and affection that so many of you show me lifts me up during even my darkest days, one of which happened last year after I miscarried and lost the child of my hopes and dreams.

In the spirit of the new year, I think that we need to remember that we are all on this journey together--in good times and in bad--and to remind ourselves that we seldom really know or understand the struggles and hardships that other people are going through.

So, for 2019, let's all try to be a little more compassionate, empathetic, patient and thoughtful with each other.

This sounds like a great resolution to me. I hope that you agree.

Happy New Year everyone!

Keep it simple!

- ① write morning pages
- ② get into a good read
- ③ morning fuel
- ④ have a solo dance
- ⑤ get into fabric that you feel cute in

@miksjae

See More

We all have to deal with various struggles and challenges in life.

And sometimes it's easier to only showcase the good times on social media, which is what leads many people to criticize it for its lack of authenticity.

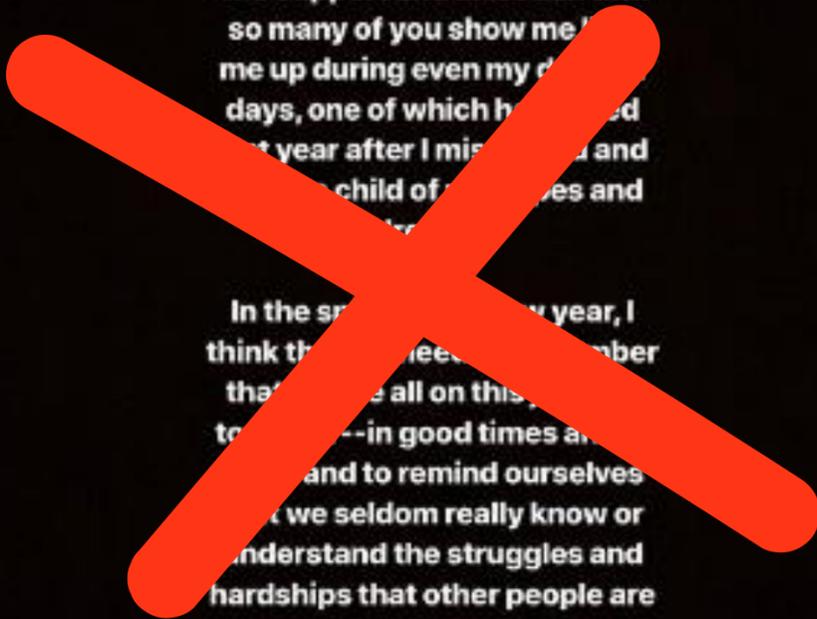
Having so many people follow me on Instagram and read my posts is both incredibly humbling and hugely uplifting. The support and affection that so many of you show me helps me get me up during even my darkest days, one of which happened last year after I miscarried and became a single parent to a child of 10 months and a 2-year-old.

In the span of a few years, I think that I've learned that it's not all on this side of the coin -- in good times and bad -- and to remind ourselves that we seldom really know or understand the struggles and hardships that other people are going through.

So, for 2019, let's all try to be a little more compassionate, empathetic, patient and thoughtful with each other.

This sounds like a great resolution to me. I hope that you agree.

Happy New Year everyone!



Keep it simple!

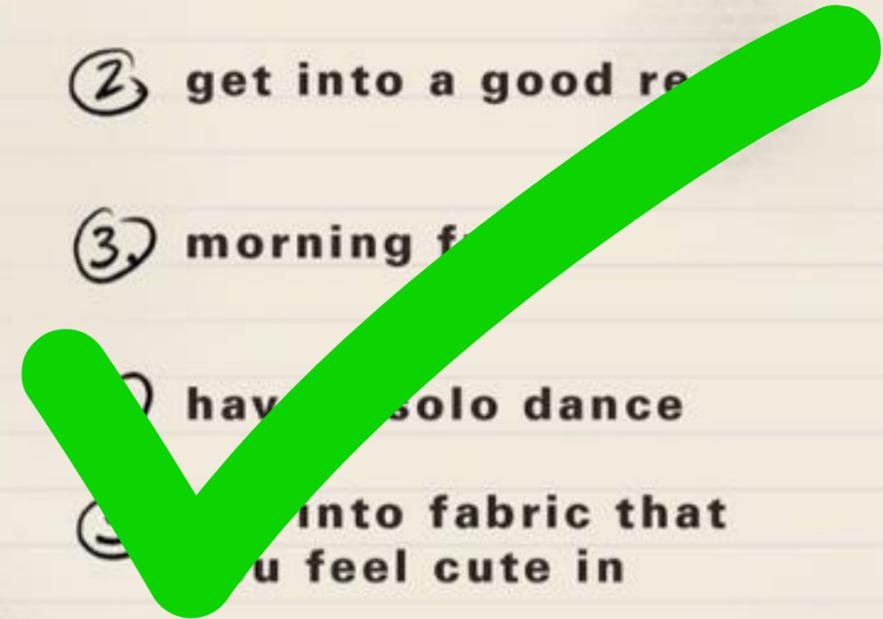
① write morning pages

② get into a good routine

③ morning affirmations

④ have a solo dance

⑤ get into fabric that you feel cute in



@miksjae

See More

ABOUT THE FONT

[Click here to
join our event](#)

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ABOUT THE FONT

YOU CAN ALSO USE FREE SOFTWARES
AND RESOURCES TO HELP YOU!

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Dragonfly AI

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Dragonfly AI

Colour Contrast Checker [Buy me a coffee.](#) [Available in the Chrome Web Store](#)

Aa 12.72 Pass ✓ AA Large Pass ✓ AAA Large Pass ✓ AA Normal Pass ✓ AAA Normal

Background Colour: #ffe66b

Foreground Colour: #222222

Hue 50°

Saturation 1

Lightness 0.71

Hue 0°

Saturation 0

Lightness 0.13

[Reverse Colours](#) [Save Colours](#)

BREAK TIME!





SOCIAL MEDIA CHANNELS



How do you utilise your platforms?



Shar
e

Laug
h

Connec
t

Infor
m

Interac
t



**BUT HOW TO DO THIS
EFFECTIVELY ON SOCIAL MEDIA?**



Use high-quality visuals (photos, videos, graphics)

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Incorporate storytelling techniques to capture attention

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Encourage interaction through polls, questions, and contests

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Incorporate storytelling techniques to capture attention

Encourage interaction through polls, questions, and contests

Connect with other student organisations or influencers

**ANY
QUESTIONS?**



AND THAT'S IT!

**NOW YOU ARE READY TO ROCK
YOUR SOCIAL MEDIA GAME!**

