Society Training: Communications

What is the Communications Team?

Societies have special access to the Edge Hill Students' Union communications team.

We run the EHSU social media, website, and offer press, photography and videography opportunities.

We work with societies and officers to tell the world about the amazing things you do.

Oliver Adams

Communications Coordinator
adamsol@edgehill.ac.uk
Website, press, articles

Emma Burnie

Social Media Content Creator
burniee@edgehill.ac.uk
Social media, photography, videography

EHSU SOCIETY

What we can do

- Professional photography and videography sessions
- Share good news stories with local and national press
- Provide official EHSU assets for you to use in your own content
- Shoutouts in weekly newsletters (4,000+ student audience)
- Offer writing opportunities through EHSU Blogs
- Promote events on social media (stories/retweets only)*

EDGE HILL STUDENTS' UNION

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What we CAN'T do

- Create posters for your events
- Main feed posts to promote your events
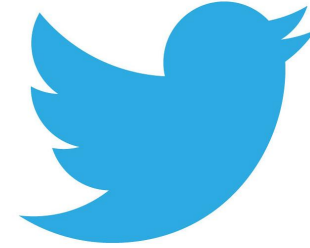- Promote external services and products
- Mass email communications

EDGE HILL STUDENTS' UNION

EHSU SOCIETY

EHSU **SOCIETY**

Social Media
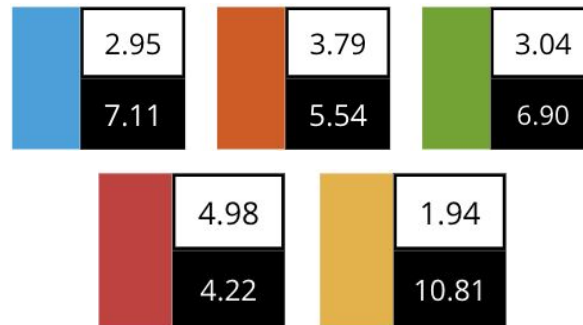
Tag us @edgehillsu

Message us! Sometimes posts can be missed. If you have a post about an event that you're hosting, you can always message us to ask if we miss it.

EHSU reserves the right to not share society posts.

Social Media - Accessibility

- **Captions**

- **#HashtagsRules**

- **Busy backgrounds**

- **Colour Contrast -** The suggested contrasts for text on coloured background requires text to have a minimum contrast ratio of 4.5 (and 3 for large text)

- **ALT Text/Image description -** When possible, add ALT text ASAP after a scheduled post goes out, or add Image Description to the bottom of a post or in a comment (pinned when possible). Use [ ] to indicate the start and end of the image description. If there is text on the image, put this at the start of the description in speech marks. **Image description is more detailed and alt text. ALT text should be kept within 10-15 words max where possible.** Never start with "Photo of" or "Image of".

EHSU SOCIETY

Branding

Societies are part of Edge Hill Students' Union.

Please do not use EHU in your social media handles. If you need to use an acronym, please use EHSU.

Please do not use the University logo. All societies will receive a graphics pack to help build their brand.

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Edge Hill University Example Society
@ehu_examplesoc

Edge Hill Students' Union Example Society
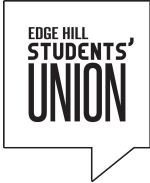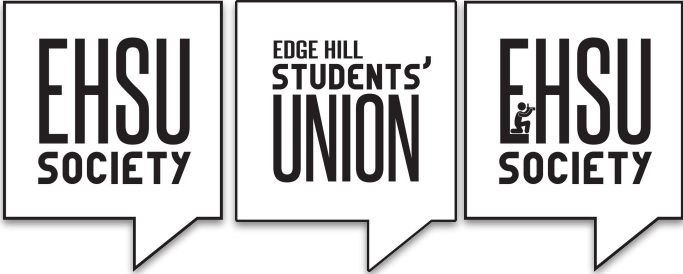@examplesoc_ehsu

EHSU SOCIETY

Graphics Pack

You can use this graphics pack to design your society logo, posters, and graphics for any events you plan.

The graphics pack can be found on the Committee Zone section of the EHSU website.

EHSU SOCIETY

Remember

Any content published on online or in-person channels under your society's name must uphold the values of EHSU and its Equality and Diversity policy.

Press Releases

A press release is a comms package sent out to news outlets.

Good society news stories may be sent to **local and national press.** The press may feature the story in their coverage.

Keep us in the loop - tell us about your stories and events!

ECHO

Transgender student hosts prom for LGBTQ+ young people who 'missed out' on experience

The event saw more than 100 LGBTQ+ students and allies party in style

SHARE

▸ Enter your **postcode** for **local news** and **info**

Enter your postcode   Go

In YourArea

Students at Edge Hill Students Union Queer Prom (Image: Emma Burnie/Edge Hill Students Union)
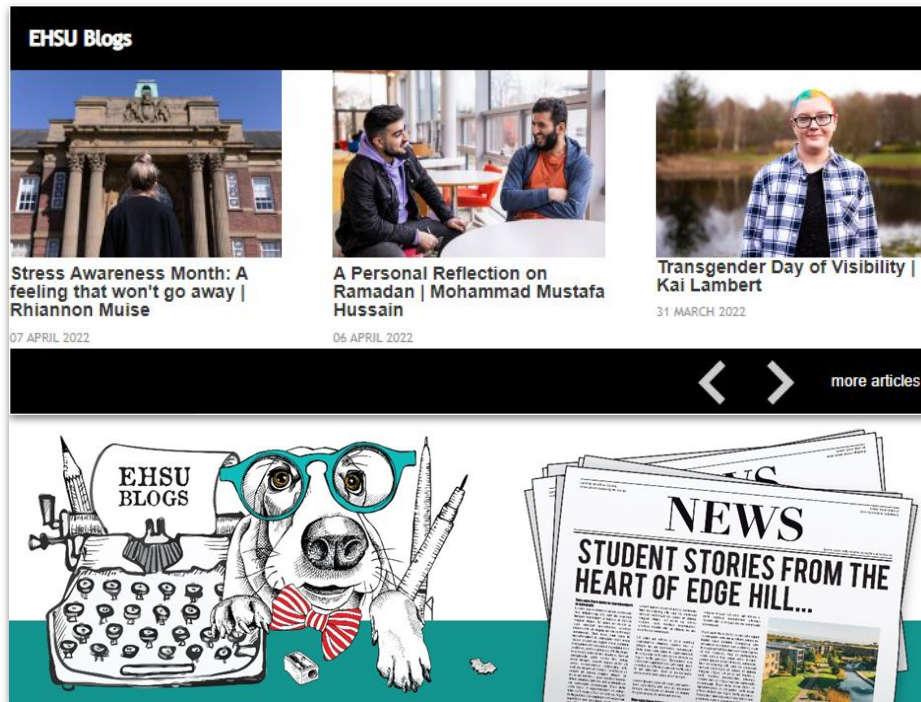
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EHSU Blogs

Blogging through the EHSU website.

Ideal for creative writers, journalists, storytellers, campaigners.

- 'Day in the Life'
- Call to arms
- Opinion pieces
- Historic accounts

Pitch ideas via the Comms Form.

Other University departments

EHSU is **independent** from the University and not directly affiliated with any other EHU departments.

For data protection purposes and to ensure we give you the correct support, all communications and collaborations should be facilitated by EHSU. **You are welcome to work with other departments, but you must let us know ahead of time.**

If EHU staff contact you, please let us know via email: sucomms@edgehill.ac.uk.

EHSU SOCIETY

Communications Request Form

Use the Communications Request Form to ask for:

- Videography and Photography sessions
- Content for newsletters

EHSU SOCIETY

Questions?

Email us: sucomms@edgehill.ac.uk

Twitter, Instagram, Facebook, Tiktok: @edgehillsu