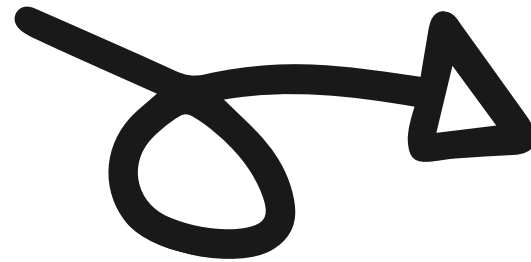




CLUB PROMOTION
VIUSU
AND
MARKETING



**IF NO ONE
KNOWS
WHAT YOUR
CLUB IS DOING
DID IT REALLY HAPPEN?**



A lot of the great work that clubs and course unions do flies under the radar or is only seen by your immediate circles.

It can be hard to recruit new members or maybe even engage current ones if your club is not taking advantage of all the opportunities for promoting and marketing your club.

PLUS, people want to know what you are up to!



OVERVIEW



POSTERS

CLUB FAIR



VIUSU APP

TABLING

INSTAGRAM

CLUB LOGO

PHOTOS

SOCIAL

VIUSU WEBSITE

EMAIL

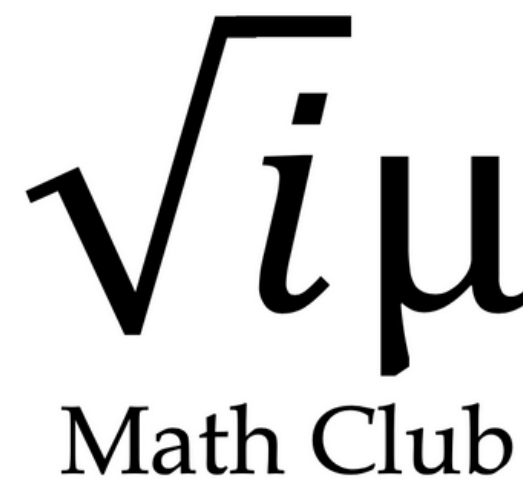
Choose which methods make most sense for what you are trying to communicate... is it a large scale event? You will likely need many of these ways to spread word about your event. A volunteer call out or member recruitment message might be more targetted.

CLUB FAIR TIPS



- Have your join a club form available (either on laptop or QR code)
- Have large signage with your club name
- Use trifold poster board to display photos or information about past activities / events
- Be ready to talk about why you are excited about what your club does (ie. why would a student want to join your club?) if you are excited, they will be excited
- Stand at the table (if you are able) and invite students in to talk to you... have a "hook" line that will attract their attention
- Giveaways or contests are effective
- Have candy or treats on the table





CREATE RECOGNITION

CLUB LOGO

- Club name is obvious in design
- Use on all social accounts and posters
- Save design with transparent png background so it can be used on background of any colour without the white box behind
- Make sure it communicates that you are a club or course union (not representing yourselves as a faculty of the university or another organization entirely).
- Include that you are from VIU (but don't use VIU's official logos or department logos)... same goes for external organizations or associations

TABLING + CLASS TALKS



Allows for direct delivery of specific message. Reach is limited and subject to students' presence on campus. Big effort to prep messages, materials, reserving space and scheduling. It can be difficult to find club members to volunteer at the tables, and also to draw students in when they are walking to/from class.


Typically used for introduction, or time-sensitive issues, to ask for immediate engagement or action eg.

- Recruit new club members
- Sell event tickets
- Promote your AGM + chance to vote for new execs
- Good visibility for clubs, especially course unions
- Networking opportunity



POSTERS

i just spent
CENSORED on
textbooks!?!



**Saving students money,
one class at a time.**

BC's open textbook program has saved students almost \$5 million in textbook costs in just 5 years!

wearebcstudents.ca/textbooks bcfs | british columbia
Federation of Students

VIUSU
VANCOUVER ISLAND UNIVERSITY
STUDENTS' UNION
LOCAL 13 BC FEDERATION OF STUDENTS

This board is for VIU
Students' Union
postings only

All other posters will
be removed

The Deals App

**Download
The Deals App!**

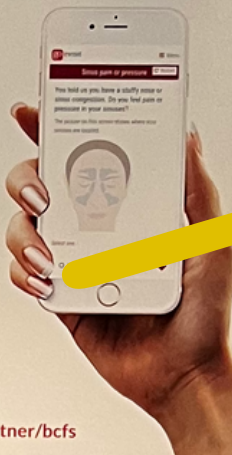
Available on the iPhone **App Store** | **ANDROID APP ON Google play**

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Federation of Students

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Federation of Students

Visit hertz.ca or call
1-800-263-0600 and
use CDP# 2157906

benefit of membership in the BC Federation of Students

**What should I do if I experience
sexual misconduct at VIU?**

A sexual experience is never consensual, but that doesn't mean you're responsible for the incident. Making a disclosure to any member of the VIU community with whom you feel comfortable. Making a disclosure does not require an investigation, but it can help you access support services.

WHAT IS A REPORT?
A report submitted to VIU is a request for action by VIU that may include the respondent and may include an investigation.

You can make a Report to:

On-Campus (Nanaimo)	Off-Campus
Sexual Misconduct Support Centre Coordinating Bldg. 205 Health and Wellness Centre 250-742-6410	RCMP 911 250-742-2343 (non-emergency)
Services for Aboriginal Students Bldg. 170 250-742-6410	RCMP Victim Services 250-755-3146
Office of Student Conduct Support Bldg. 205 250-742-6410	Vanuair Services Crisis Line 1-888-514-3888 (24 hours)
Nanaimo Rights and Respectful Workplace Office Bldg. 300 250-742-6410	Heaven Community Victim Services 250-762-2463 ext. 224
	Nanaimo Women's Centre 250-743-0633
	Fraser Valley Community (Rural Emergency) 250-743-7691
	Vanuair Island Men's Trauma Centre nanaimo.ca/men

VIU know more. VIUSU

**THE VOICE OF
CHLY 101.7
FM
NANAIMO BC**



**Join our
Music Collective.**

Love music? Cohost the VIU Meter, our student-driven music show. We're looking for students that are musically obsessed with an eclectic taste in new and interesting in independent music from Canada and abroad! A mix of indie rock, pop, hiphop, electronic and more, this is the ideal show for students to get their feet wet as at CHLY. Learn to conduct interviews with local and touring musicians, edit and produce pre-recorded segments, and help with keeping our music library up to date with the best new independent music!

All VIU students welcomed.
No experience is necessary.
Training included.

www.chly.ca/volunteer

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Funded by the
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**DO YOU HAVE
QUESTIONS REGARDING:**

- LEARNING CONTRACTS • ADMISSIONS
- LEARNING PLANS • MEETING NOTES

**VANCOUVER ISLAND
UNIVERSITY**

**CAMPUS
WIRELESS**

viu-secure | viu-guest | eduroam

- Our campus wireless network (viu-secure) is available for current VIU employees and students.
- Connect with your active VIU computer accounts.
- Are you a guest and need...
- Visitors can connect to viu-guest wireless for Internet access.
- Internet access only (no printers or network resources).
- Are you a guest and need...
- Visiting from another institution? Log in to our eduroam wireless with your own school credentials.
- Visit www.eduroam.org for a list of participating universities.

**VANCOUVER ISLAND
UNIVERSITY**

**F1
Help**

**PASSWORDS
@ VIU**



- You don't need to be artistic to make a good poster, there are lots of good templates online, eg. canva
- Clubs have access to convenient colour or black and white poster printing or document copying in the VIUSU office (b. 193)
- Bring a thumb drive with a PDF of poster; or email admin@viusu.ca with printing requests
- Printing and copying charges can be billed directly to your club account without need for reimbursement
- All posters on VIU bulletin board must be stamped in VIUSU office and can be up for two (2) weeks. Clubs are responsible for removing their own posters. A maximum of 50 posters may be put up on campus at one time.

Eco Club

Campus: Nanaimo

Who we are: VIU Eco club is a group of environmentally concerned students working hard to live in balance with the natural world. We promote environmental education within the school and surrounding communities and strive to lead lifestyles that reflect our values of creating a sustainable culture.

What we do: The purpose of VIU Eco Club is to increase VIU's positive impact on the environment and encourage more sustainable behaviours in everyday life by actively improving our campus through campaigns and initiatives. We discuss current ecological challenges that affect us globally as well as locally and promote positive change at VIU and in the surrounding communities. This club is open to all students who wish to take an active role in making the world we live in a better place through organized events, volunteer work, and activism.

Email



Clubs 6/18/21

Community Garden Club wins People's Choice Award!

With your support, the VIU Community Peace Garden can grow from its roots to become a more inclusive space that celebrates Indigenous knowledge and will continue to benefit students in the future.

[Read More](#)

WEBSITE

[VIUSU.CA/CLUBS](https://viusu.ca/clubs) + [VIUSU.CA/NEWS](https://viusu.ca/news)

This information is gathered from what is submitted by clubs in your registration or renewal forms. If you want to add to the information here, or add photos of activities this year to be displayed, just get in touch with your Director of Internal Relations internal@viusu.ca.

Additionally, if there is the opportunity to share club news on our website about new initiatives or engagement opportunities please let us know! We are proud of the work of clubs and want to help to amplify your voices on campus.

CLUB@VIUSU.CA GSUITE

● WHAT

All VIUSU clubs are provided a gmail account for their club under the @viusu.ca domain. This also gives you access to your club google drive and gsuite apps with unlimited storage for club purposes. This account is where all club communications from VIUSU will be sent.

● HOW

We recommend having at least three members of your executive team add the club email to their mail application on phone/laptop to be able to check regularly. Use the provided google drive to store club documentation, logos, photos, posters, planning ideas, budgets, and minutes.

● WHERE

When students ask about how to join a club, or community members ask how to get in touch, they are given the club@viusu.ca email address or directed to the VIUSU app to access your "join a club form"... so check your membership list regularly.

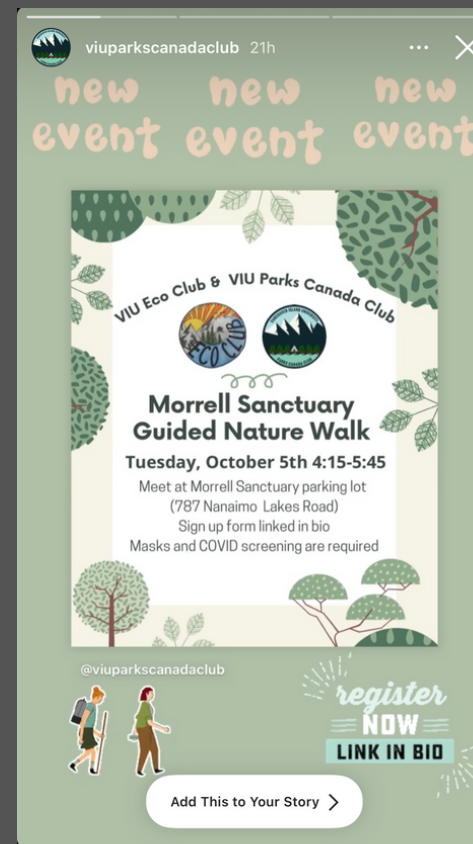
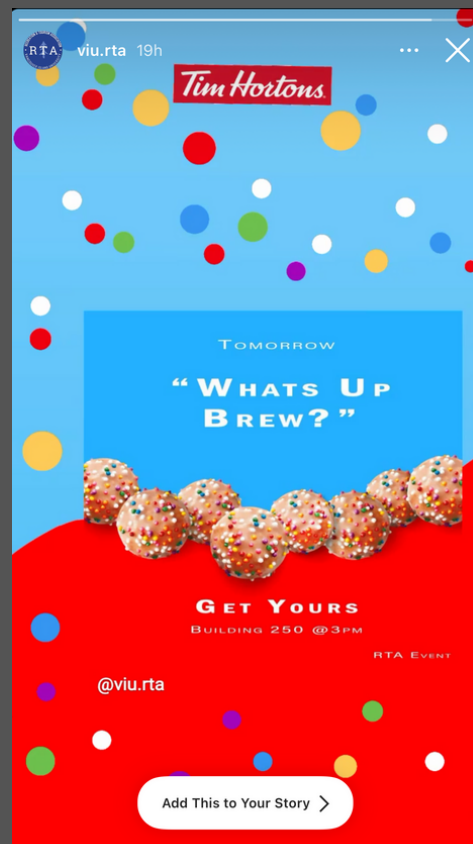
● WHY

Clubs are provided with the email address and drive so that continuity can be ensured when executives move on from VIU. If succession planning hasn't happened, and club members want to renew the club status it is easy to provide access to old files and resources.

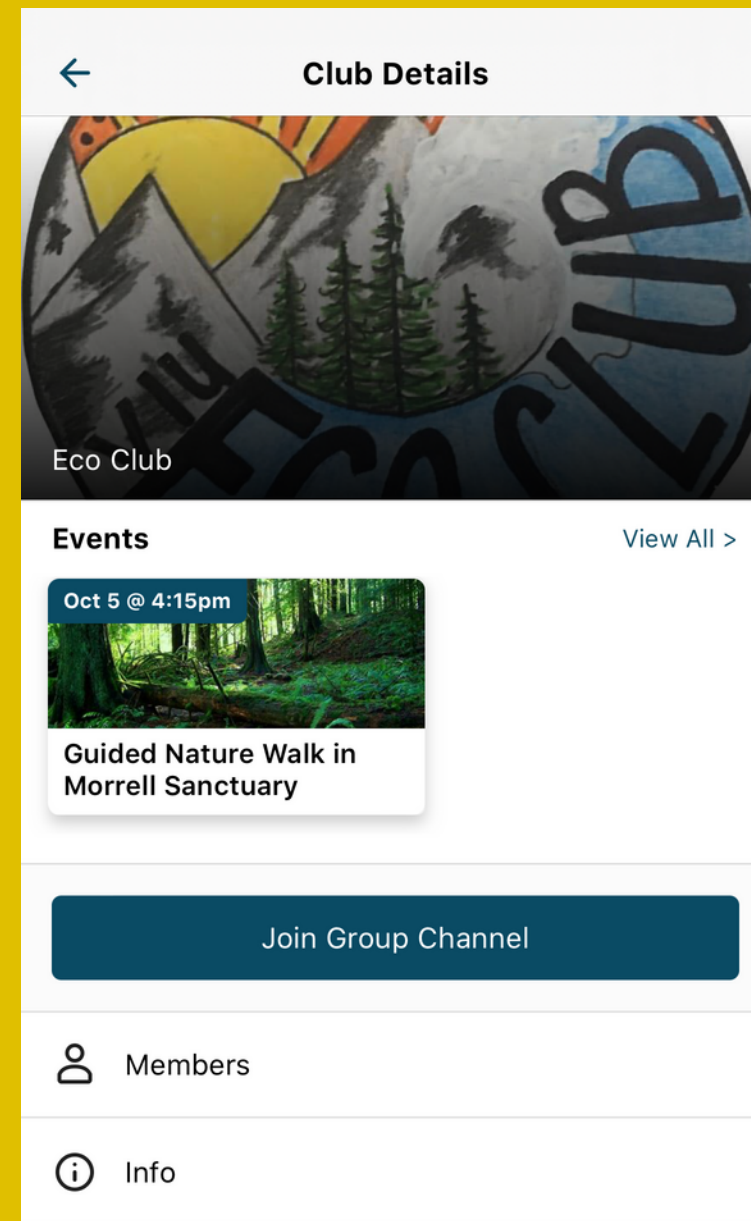
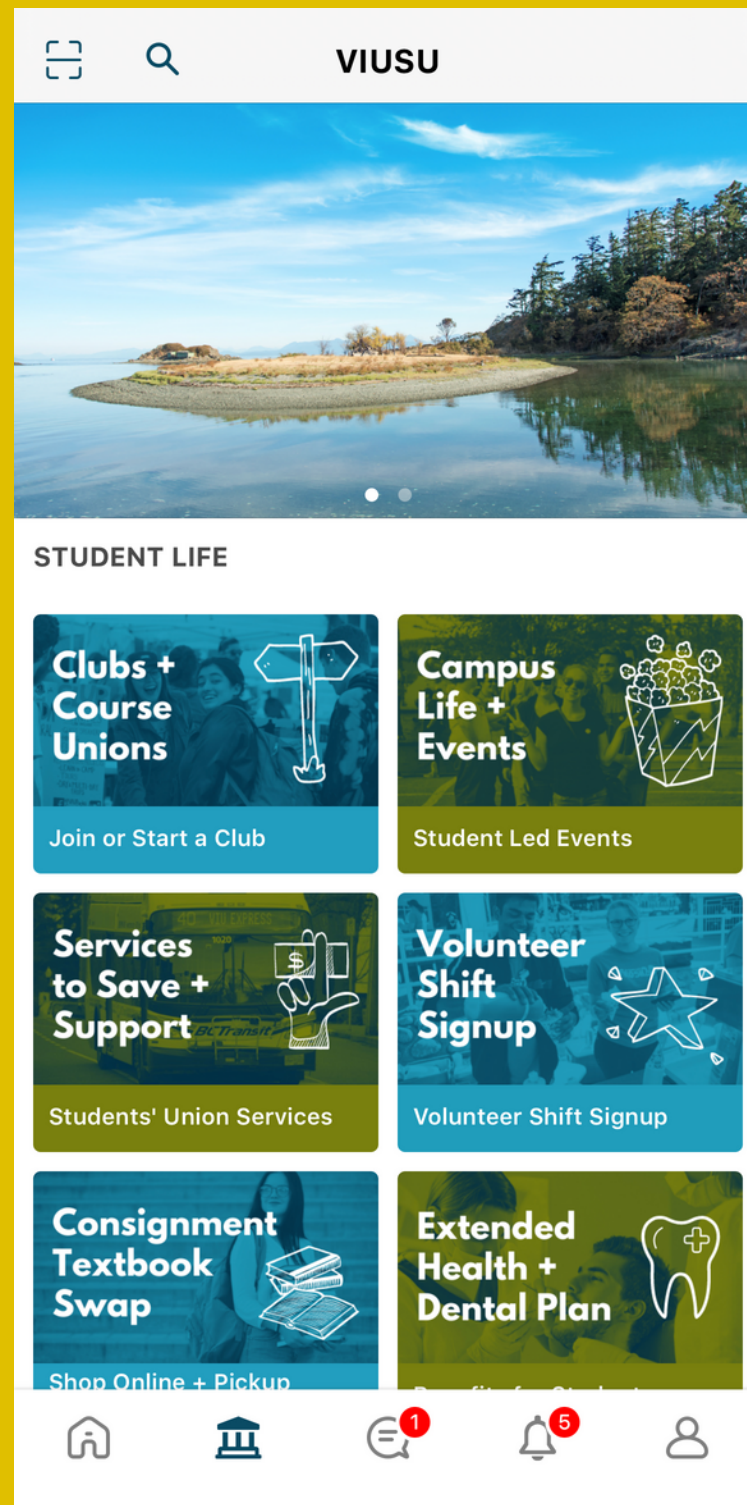
INSTAGRAM

TAG @VIUSTUDENTSUNION

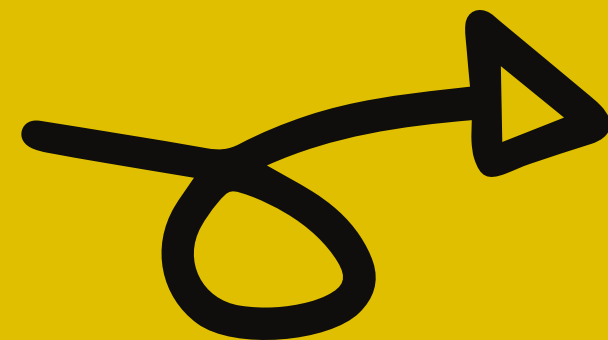
- Include the what/where/when/why/how
- Tag @viustudentsunion if you want us to share your post/story
- Is the event for club members only? or open to all students? or the general public? is signup required?
- Use your logo as your profile image



VIUSU APP



- Post club events, meetings, and election dates in the Campus Life + Events area
- Keep club description up to date + ensure join a club form is available
- Share updates to campus community feed
- Track attendance at events
- **Access all club forms** (room booking, equipment rentals, signing offers, cheque requisitions etc.)
- To edit your club info you will need to log in using your club@viusu.ca email address on a web browser. All clubs have access to do so, and if you are unsure of your password please use the "forgot your password" function before reaching out for help.



Questions? Help?

Director of Internal Relations

claire@viusu.ca

Organizer Campaigns + Communications

jessica.orcutt@viusu.ca

