ESSEX BLADES · UNIVERSITY OF ESSEX STUDENTS' UNION

SOCIAL MEDIA & EVENTS TRAINING

2026/27

INTRODUCTION

Session format & aims

- **Take notes.**
- **Ask questions as we go**, or at the end.
- **Complete the Moodle test** afterwards to mark your training as done.
- **Available on the Sports Toolkit** afterwards, so you can revisit it any time.

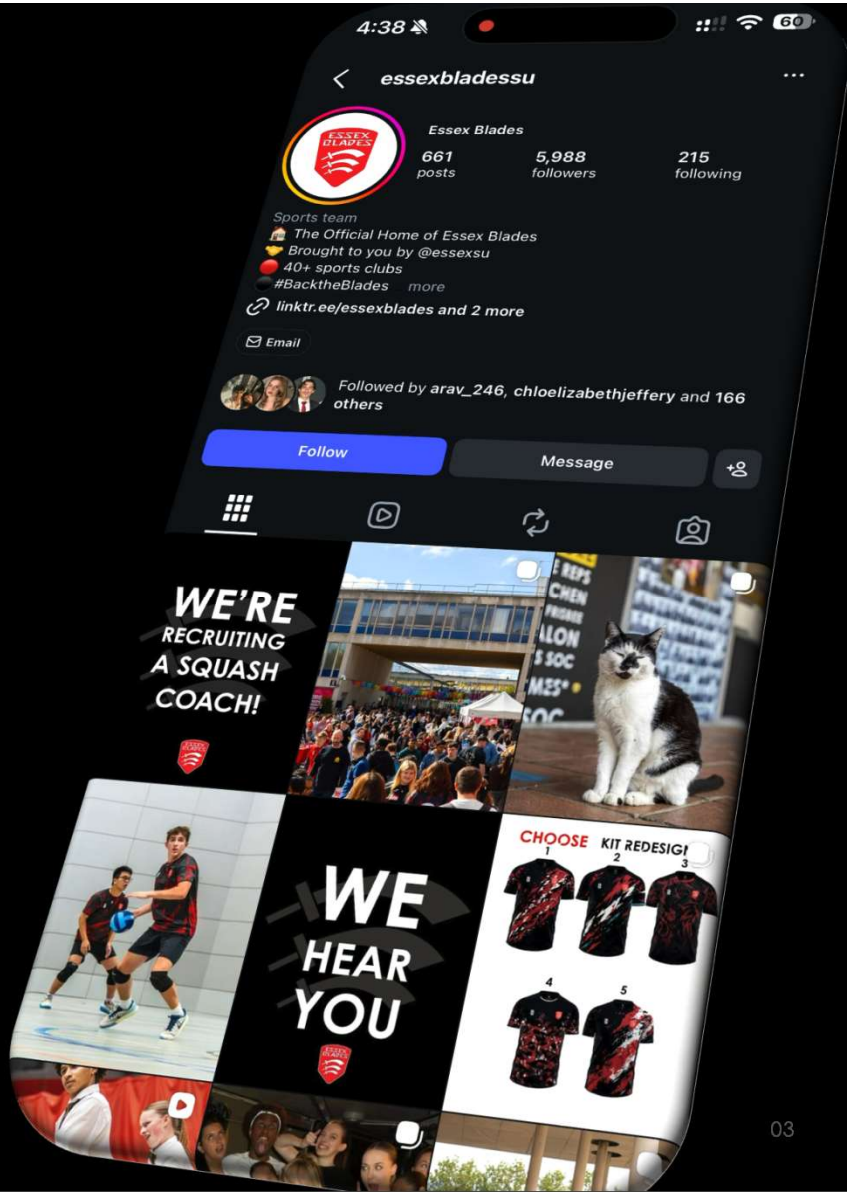
The aim:

Equip you to communicate with members, run social channels, keep your webpage current, organise and promote events (including Movember), and build the Blades brand and supporters culture at Essex.

SOCIAL MEDIA

Building your brand

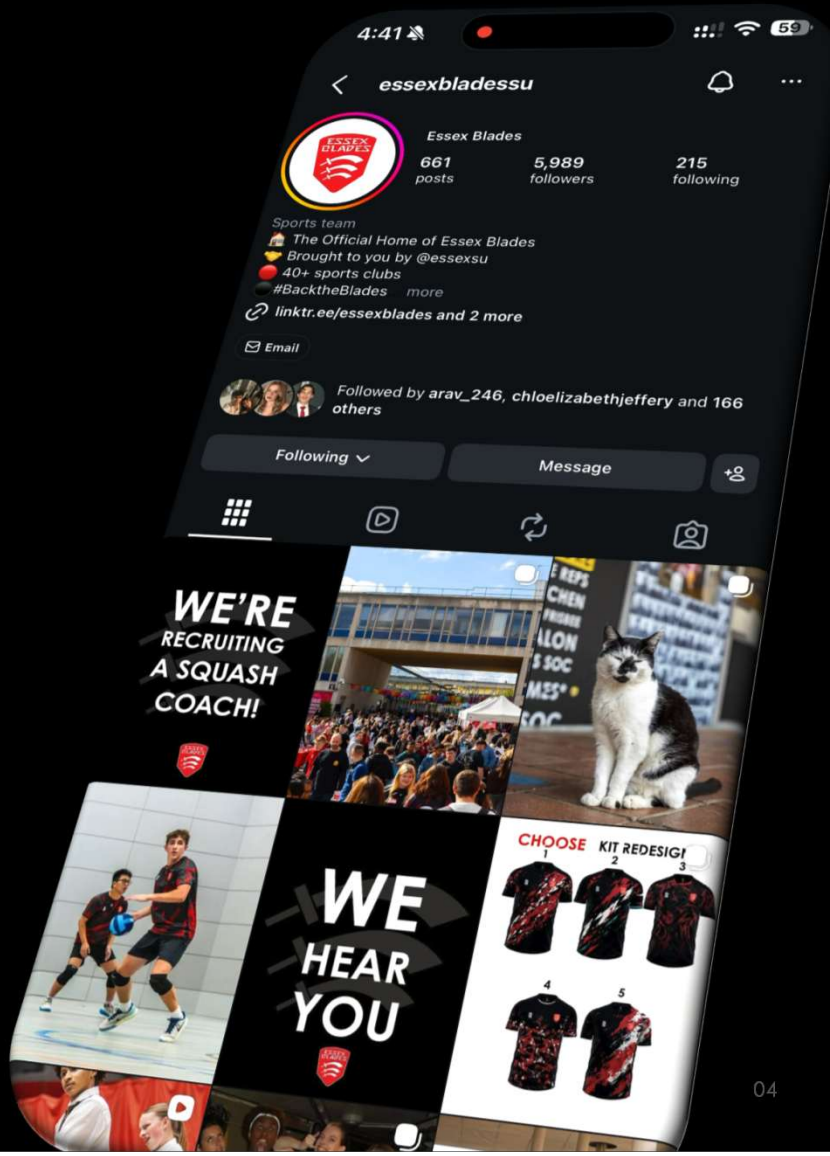
- **Font:** the SU uses Century Gothic across every platform. One font keeps you recognisable.
- **Logo:** how old is your club logo? Does it still look clean?
- **Colours:** keep the same scheme across social media, or it starts to look disjointed.
- **Use the Blades and SU brand** as much as you can.



SOCIAL MEDIA

Top tips: running your socials

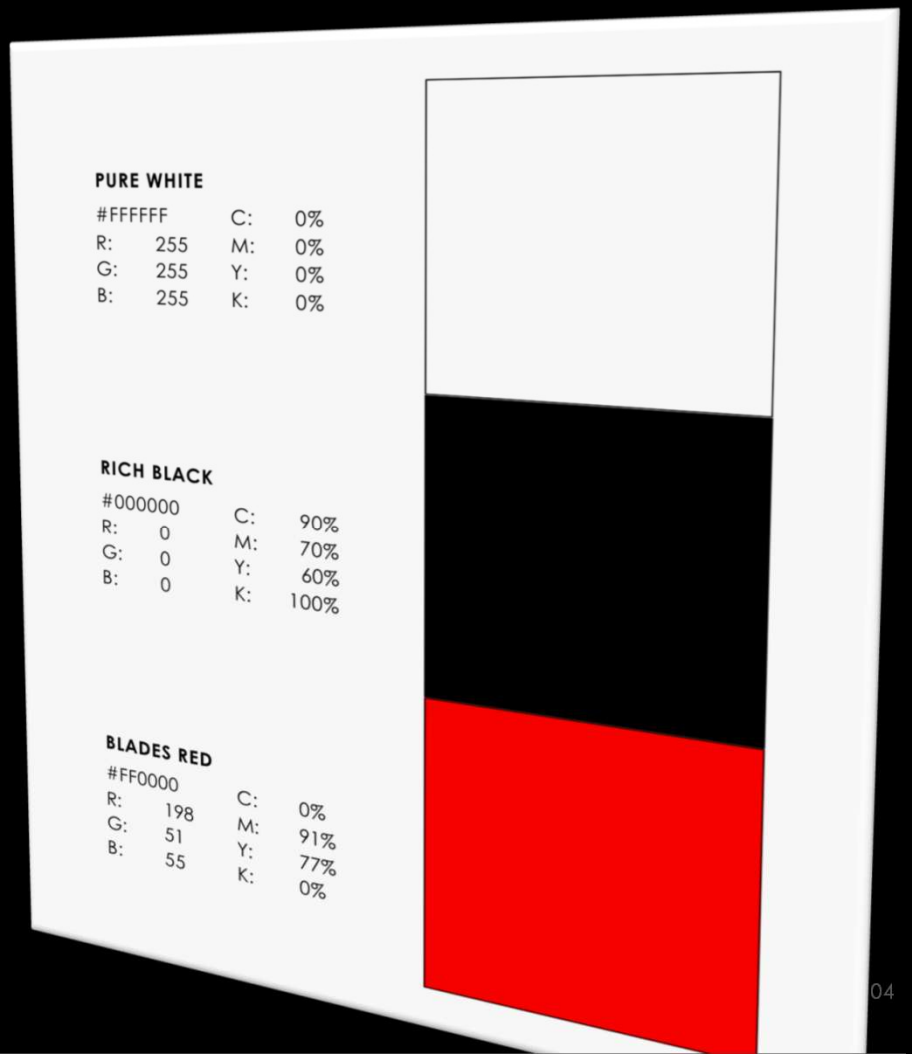
- **Keep profiles current,** exciting and engaging.
- **Link your socials together** with a Linktree.
- **Send links to members** via essexstudent.com messaging or your group chats.
- **Mind your timing,** 2am is not your best posting slot.



SOCIAL MEDIA

Top tips: running your socials

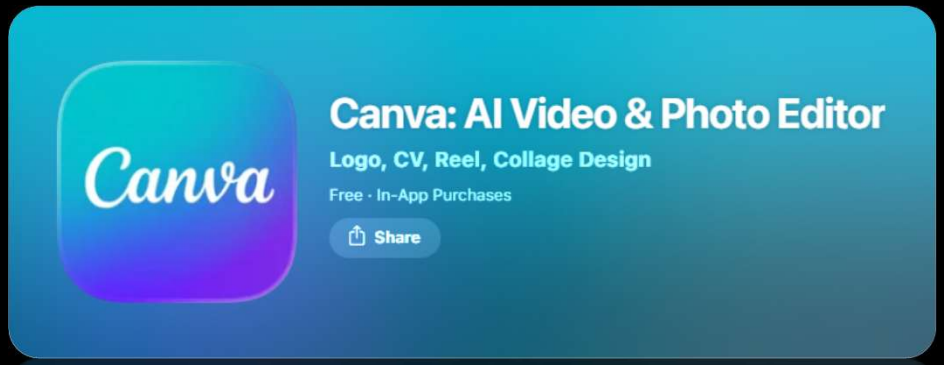
- **Keep colours consistent** across every platform.
- **Use hashtags** to reach further, especially on TikTok.
- **Run what you can manage.** One active account beats three dead ones.
- **Keep up with social trends.**



SOCIAL MEDIA

Apps/websites to assist you

- **Canva:** great for social content, posters, and anything else your club needs designed.
- **CapCut:** free, and good for video editing, Reels and TikToks.

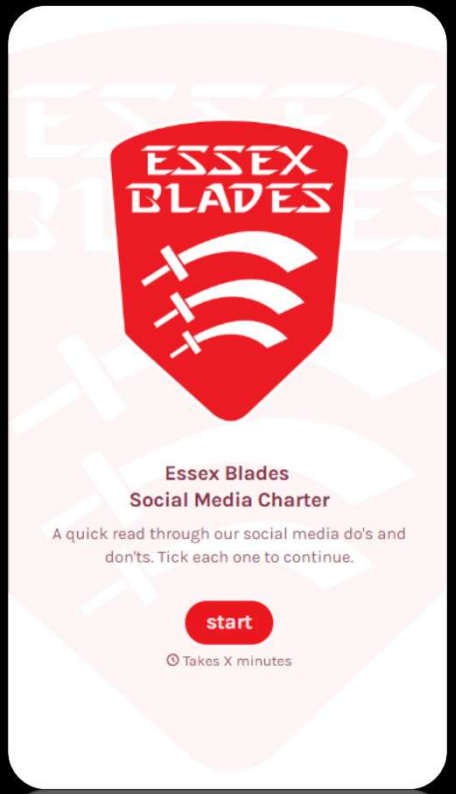




SOCIAL MEDIA

Social Media charter

- **Signed by every President,** at the start of the academic year.
- **A guide of do's and don'ts** for sports clubs to follow.
- **We don't monitor constantly,** but will step in and ask for removal if needed.
- **Remember:** you represent your club, the SU, and the University at all times.
- **Please note:** there is a Social Media Policy for Volunteers to follow



Sign the charter (Typeform)

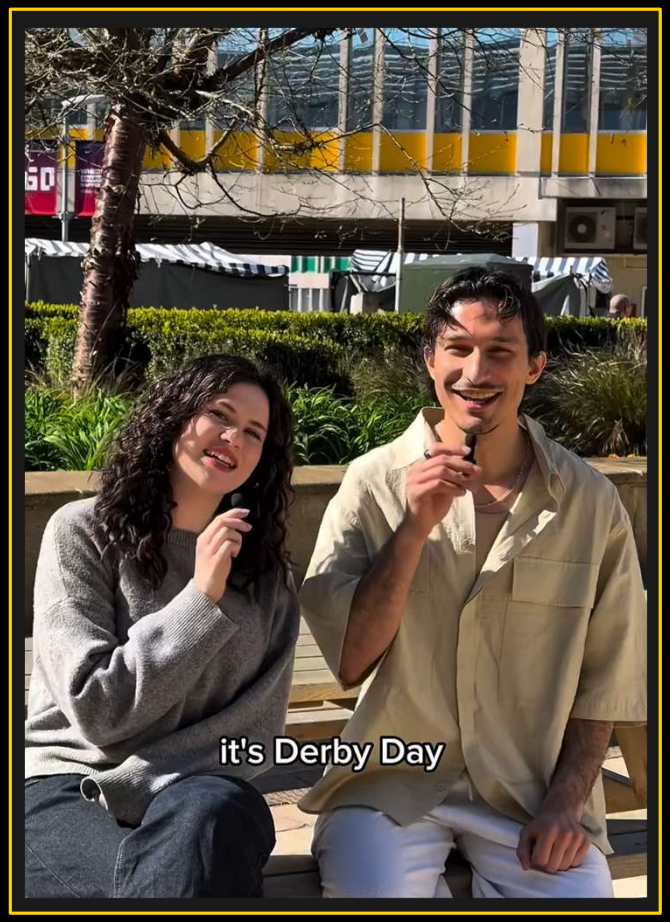
Sign it now: scan the code and complete the Typeform before you leave.

SOCIAL MEDIA

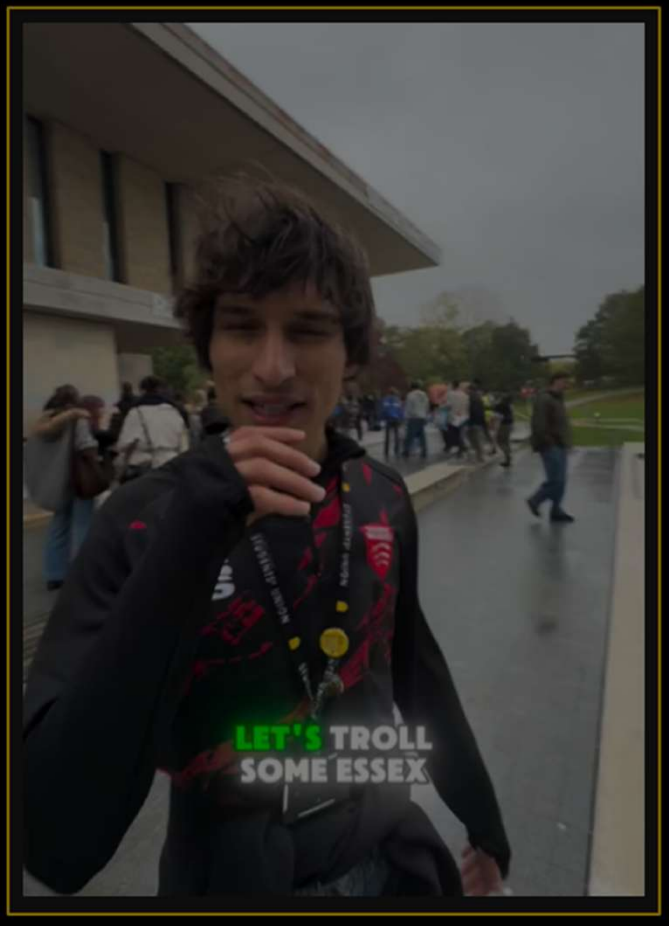
Ata's guide to reels.

A real example from Blades content, hook, captions, one look, end card.

BIG ANNOUNCEMENT + TALKING



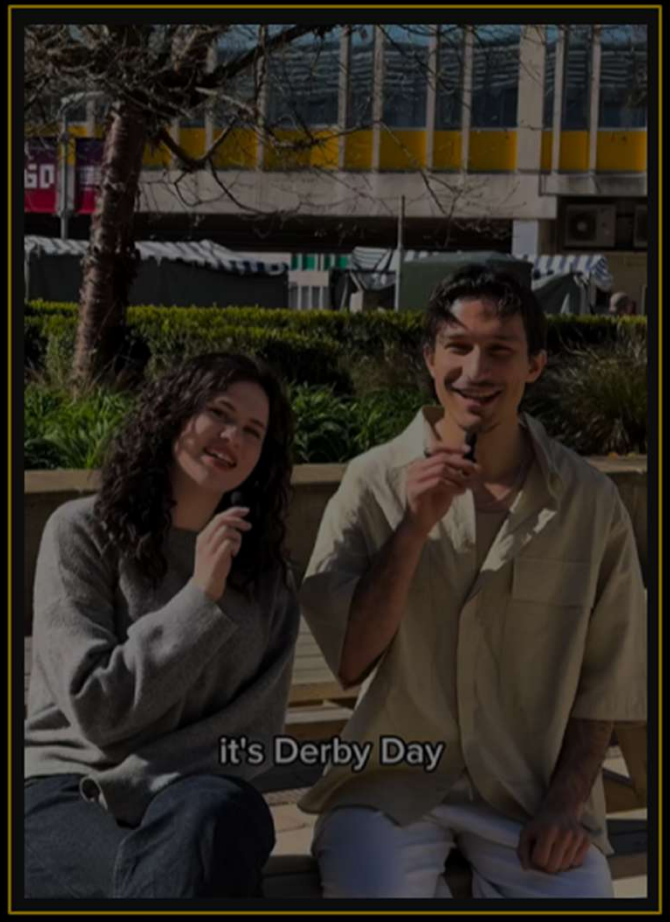
ENGAGEMENT BAIT + PROMOTE SOMETHING



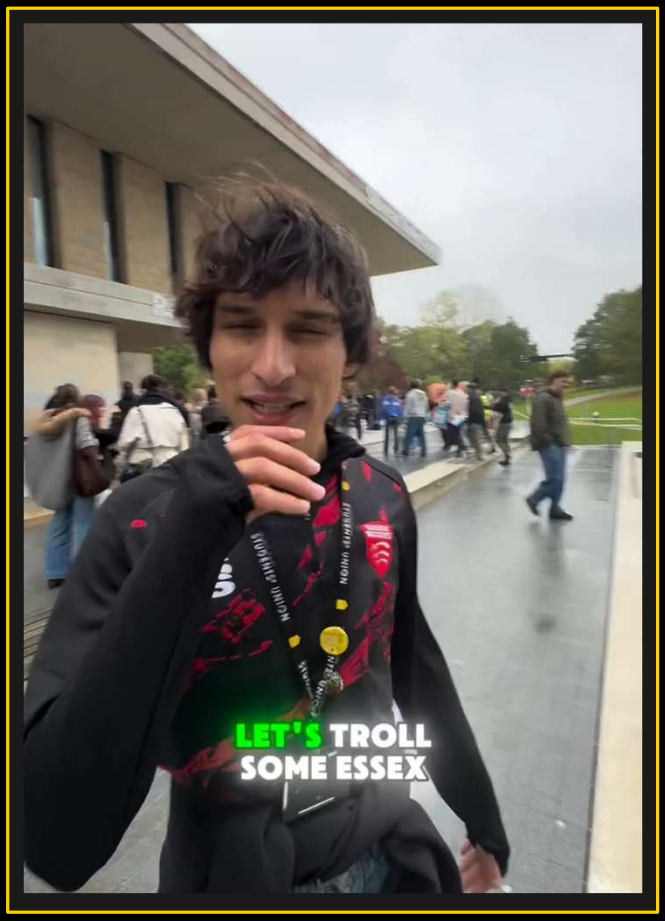
PROMOTE NIGHT EVENT



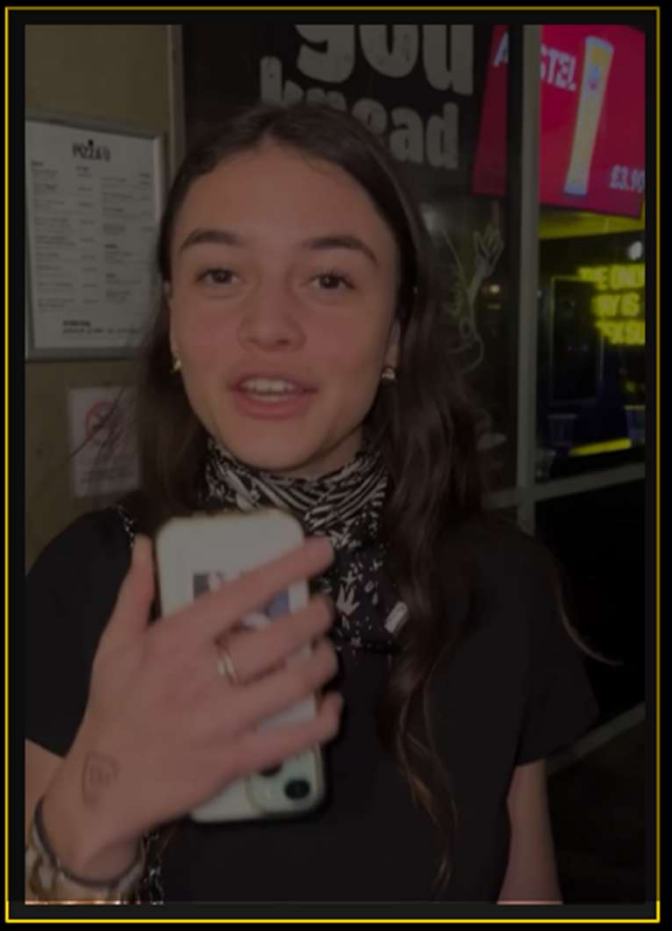
BIG ANNOUNCEMENT
+ TALKING



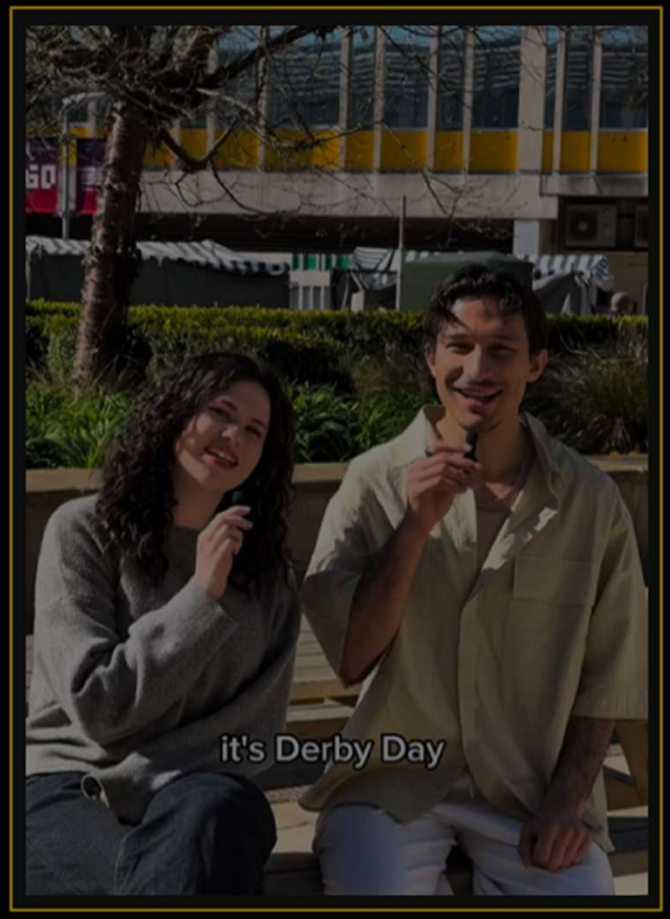
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PROMOTE SOMETHING



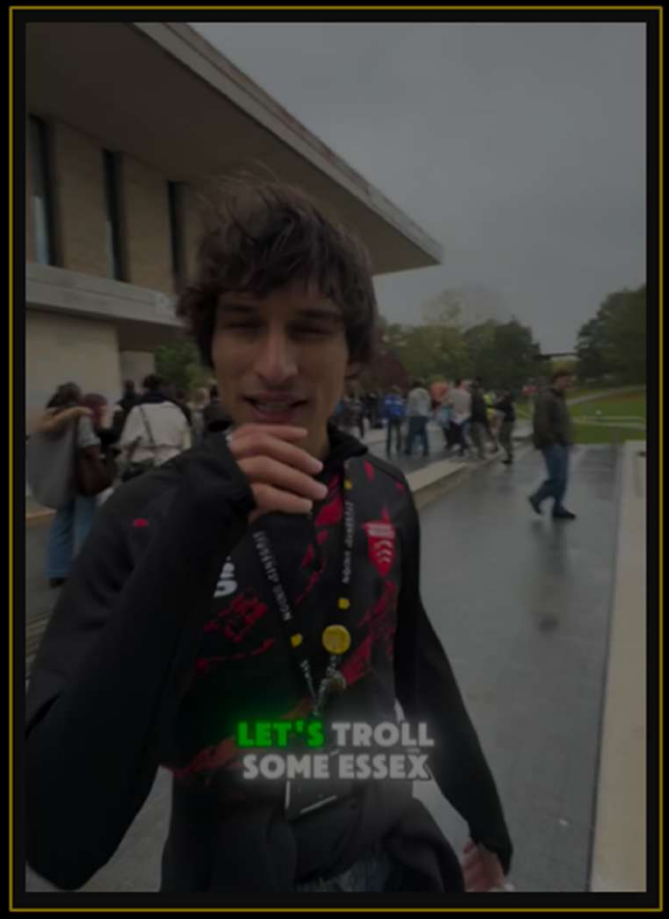
PROMOTE NIGHT EVENT



BIG ANNOUNCEMENT
+ TALKING



ENGAGEMENT BAIT +
PROMOTE SOMETHING



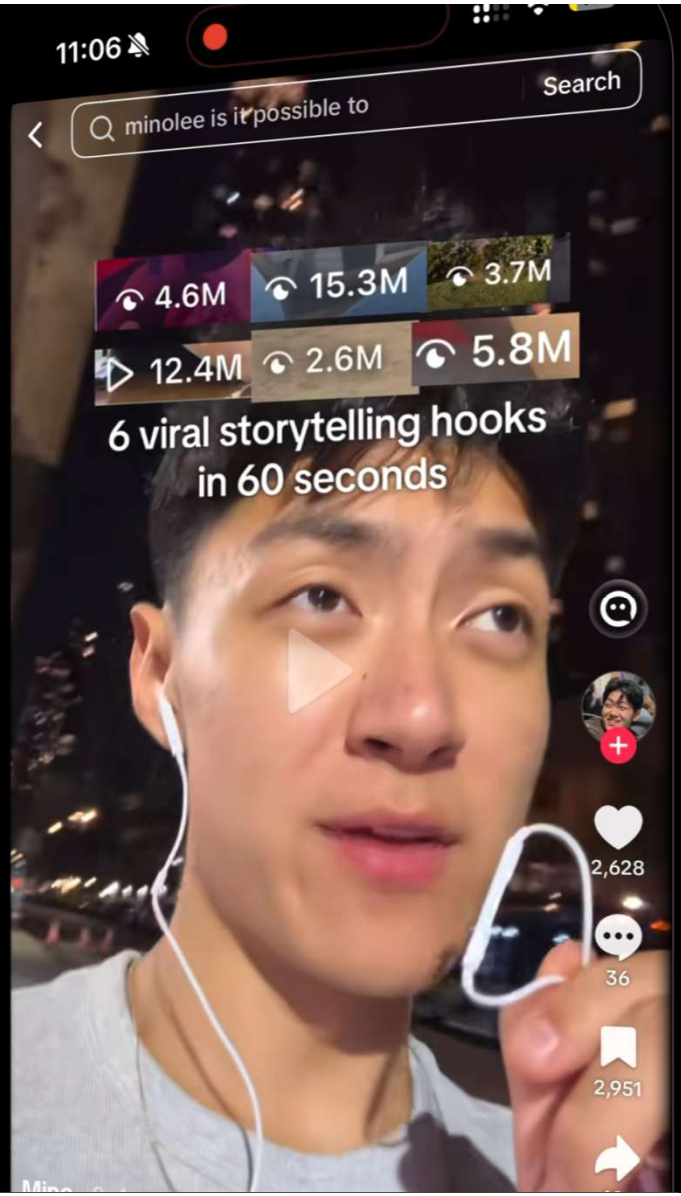
PROMOTE NIGHT EVENT



SOCIAL MEDIA

The Hook: You Have One Second

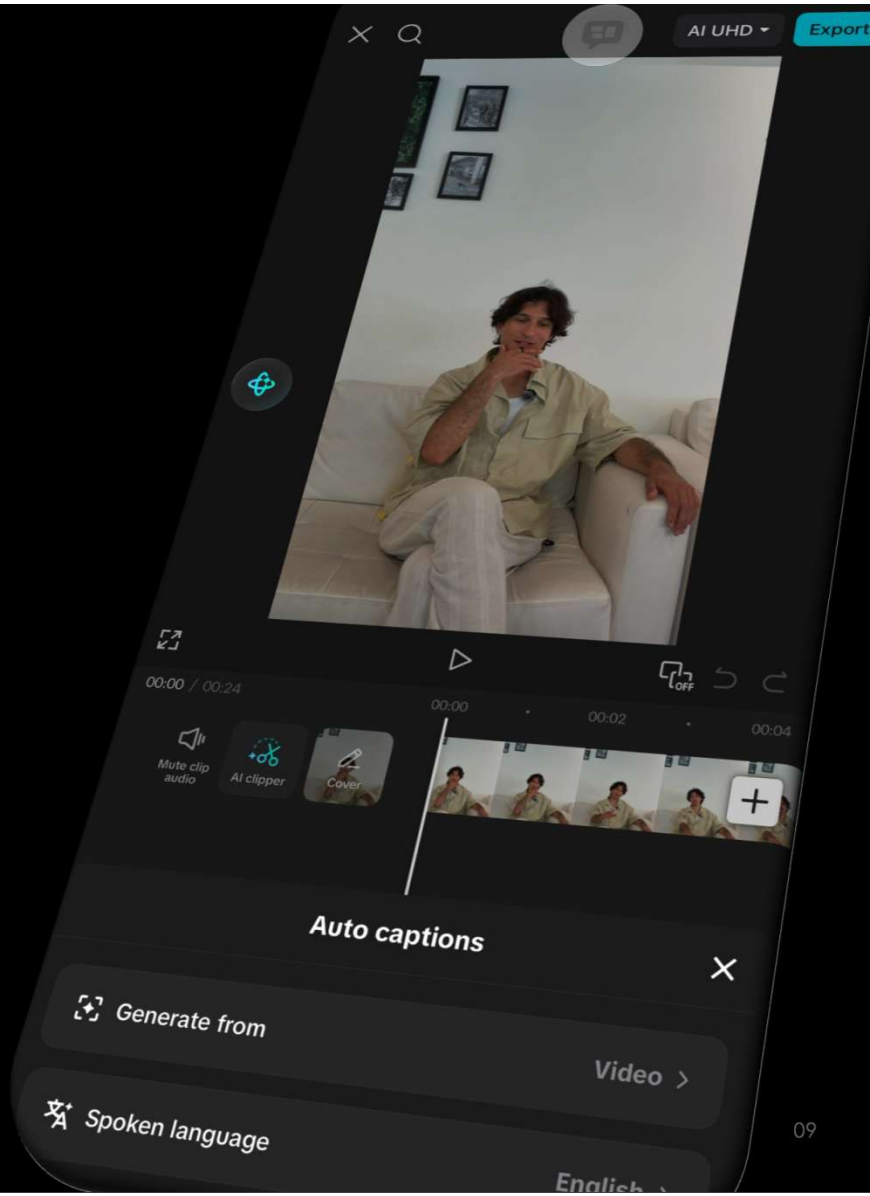
- **No logos. No intros.** Start mid sentence, already moving.
- **Confusion beats polish.** A surprising object or a half finished sentence stops the scroll.
- **Have a look at what this TikToker says**



SOCIAL MEDIA

Captions That Finish The Thought

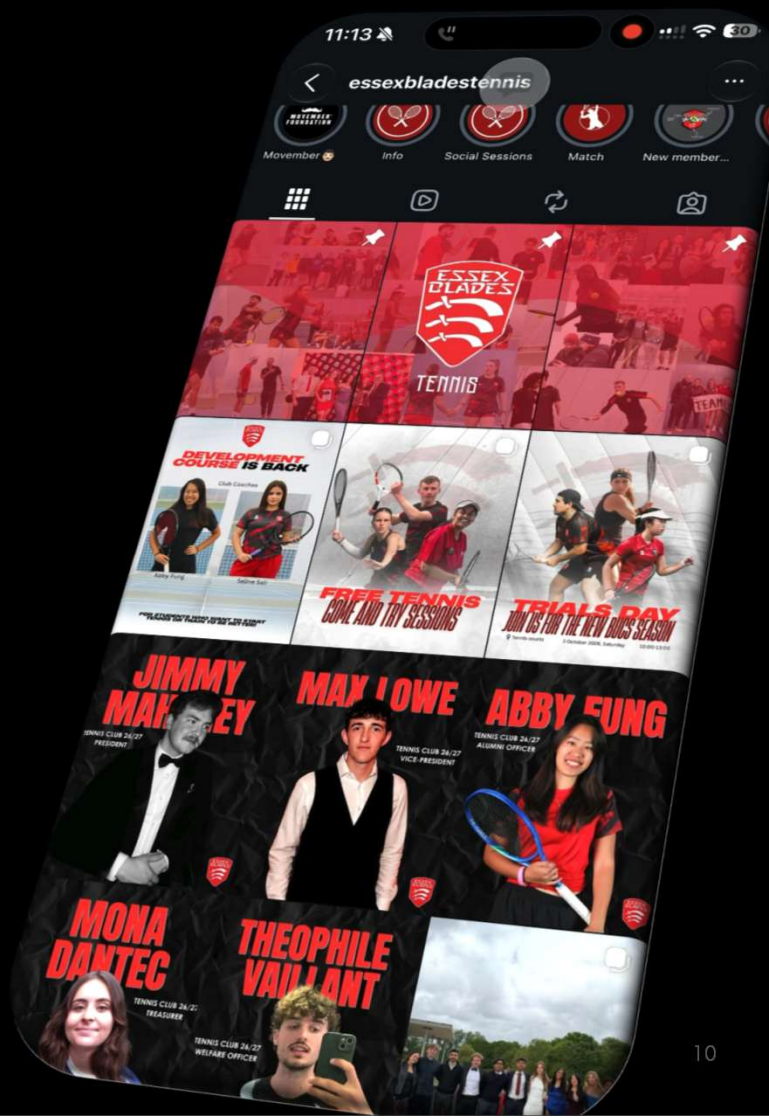
- **Split the sentence.** Two or three words per cut, building one line across the video. This is done for accessibility reasons.
- **Bold text cards.** A black screen with a few bold words resets attention.
- **Use the default font:** That's the SU standard.



SOCIAL MEDIA

One Look, Every Time

- **Same colours, same font, every post.** People should recognise the page before reading the caption.
- **Film where your members actually are.** SU Bar, training, match locations. Real spaces feel like an insider look, not an advert.
- **A running joke or bit helps.** It gives people a reason to check the next one.



SOCIAL MEDIA

End On Something Screenshot-Worthy

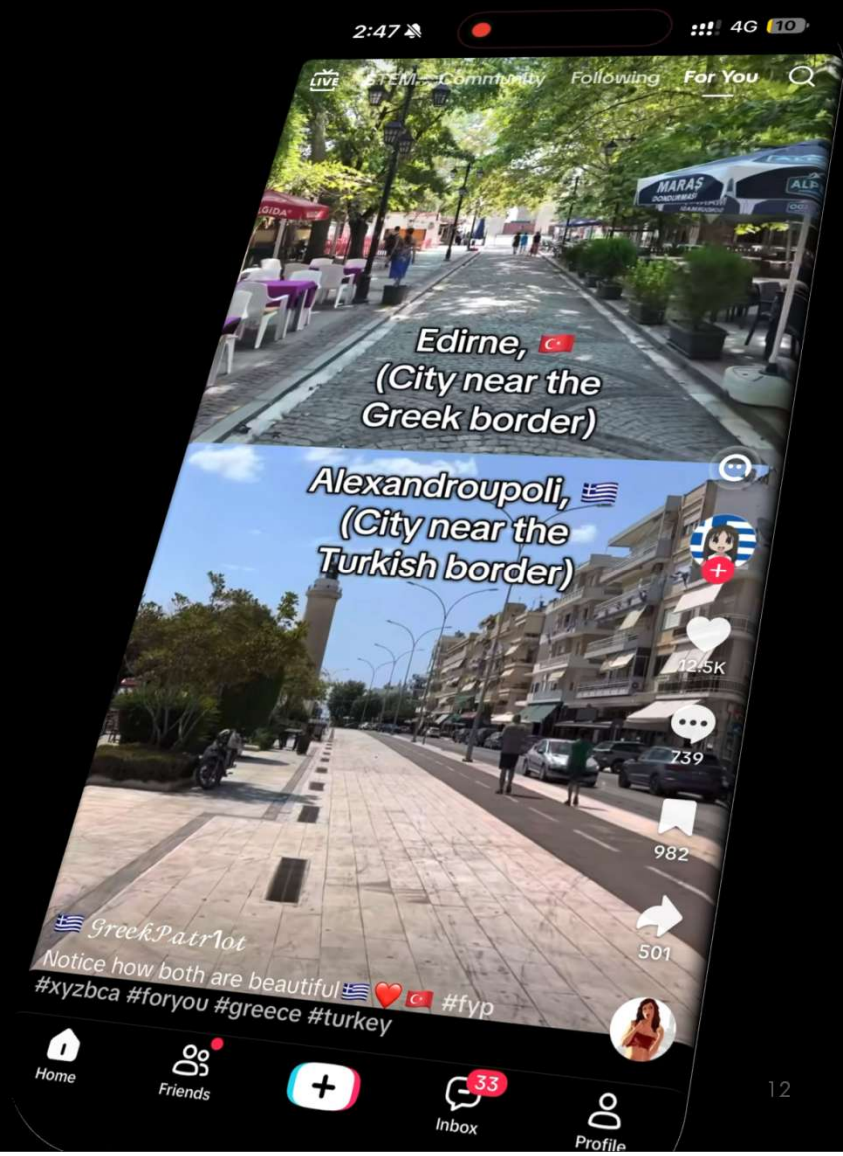
- **Every promo ends on a poster frame.** Name, date, time, venue, logo, held for a couple of seconds.
- **It's a poster, not just a video.** Design it properly and reuse it as your printed poster.
- **Keep it legible at a glance.** Big type, high contrast.
- **Promoting an event?** This end card is your event poster too, don't make it twice.



SOCIAL MEDIA

Pace It For The Scroll

- **Cut every one to three seconds.** If a shot's said its piece, move on.
- **Design for sound off.** Most people watch muted. Captions carry the video.
- **Use trending audio on purpose.** It's a discovery tool.
- **Use emojis sparingly**



SOCIAL MEDIA

Try This With Your Club

- Write the hook line before you film anything.
- Pick one look for your club and stick to it.
- Plan the caption sentence first, then shoot to match.
- Always film a clean end card.
- Post when your members are actually online.
- Send your best clips to Blades or SU marketing to be reshared.

SOCIAL MEDIA

Instagram / TikTok

- **Tag @EssexBladesSU** into your posts and stories, and we'll reshare.
- **SU marketing wants more TikTok content.** Capture and send us anything you'd like posted on the account.

SOCIAL MEDIA

In-Person Marketing & Posters

- **Stall in Squares:** free, book a table via SU Reception (su@essex.ac.uk) to promote on Square 3.
- **Attending SU/University events:** watch for stall holder or demonstration opportunities.
- **Freshers Fair, Friday 9 October 2026:** complete the Stall Holder agreement form ASAP (emailed to all Presidents/VPs).

- **Posters can go up at:** the SU Store, SU venues, common rooms, noticeboards and Silberrad.
  Su screens



SOCIAL MEDIA

University Notice Boards

- **Print out your club info** and pin it to noticeboards around the University.



SOCIAL MEDIA

Photos

- **Use up to date, recent photos.**
- **Get consent** from anyone pictured before posting.

- **Get the photographer's permission** before using or sharing their photos.
- **Want a photographer at your matches or training?** Email blades@essex.ac.uk.



SOCIAL MEDIA

Passwords

- **Update regularly** and store securely.
- **Include them in your handover** to the next committee.
- **Share with us** if you'd like, to avoid locked accounts.

SOCIAL MEDIA

SU Marketing

- **SU Marketing manages:** the website, all @essexsu accounts, weekly all-student email, digital screens (between Square 3 & 4), and poster sites.
- **Tag @essexsu** in Instagram stories and we'll reshare.
- **Send requests at least a month ahead** of the event, to blades.
- **Support depends** on relevance and capacity.

EVENTS

Booking Events

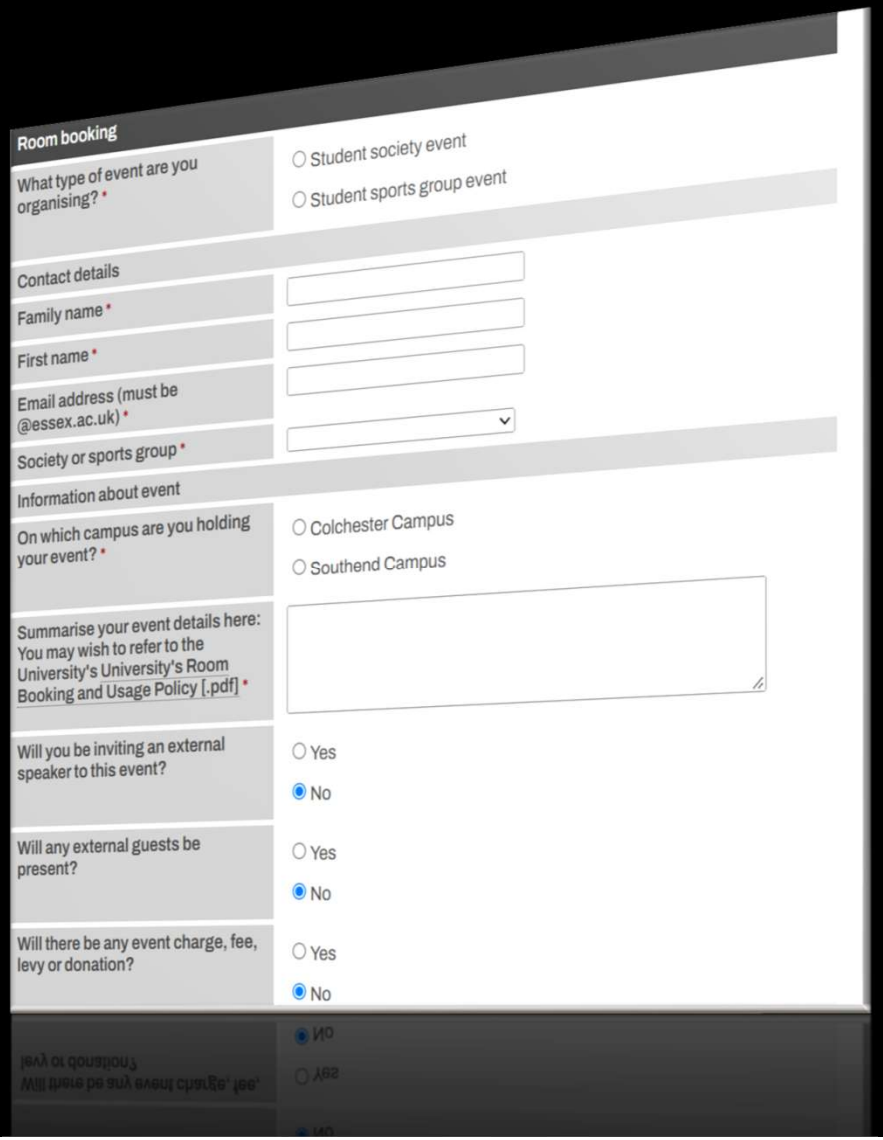
Where your event gets approved depends on the venue. Here's how it actually works.

EVENTS

The Room Booking Form

- If you wish to book a room for an event in an University teaching space, you will need to book the room.
- **Please give 14 days'** notice, as approval has to go through us and the room booking team. Book as early as you can.
  Ensure your venue matches the activity.
  If you wish to book the Ivor Crewe we will need a lot of notice.

  Clubs and societies room booking form - Forms - University of Essex



EVENTS

Booking a Room: The Atrium

- The Atrium is an SU space, so there is a different form to complete.
- **Please give as much notice as you can.** It does get very booked up.
- The form can be found under the Events section on the Sports Toolkit.
- Great to use for socials! A key would need to be collected.

Sports Toolkit

The Atrium Booking Form

EVENTS

ESSEX SPORT – Venue bookings – small events

- The Atrium is an SU space, so there is a different form to complete.

- **Please give as much notice as you can.** It does get very booked up.

  The form can be found under the Events section on the Sports Toolkit.

  Great to use for socials! A key would need to be collected.

  Sports Toolkit

  The Atrium Booking Form

EVENTS

Essex Sport — Small Event Request

A simple four-step process from preferred dates to confirmed booking.

01

Share your dates and preferred venue

Send us a selection of preferred venue and dates, including your start and finish times — even if you only need one booking.

02

We check availability

We'll liaise with Essex Sport to check which of your requested dates are available.

03

Confirm the cost

Once we've checked availability, we'll come back to you with the available options and associated cost.

04

Booking placed

If everything is agreed by all parties, we'll confirm the booking and place it with Essex Sport. Cost will come out of club's budget.

Typical bookings Extra training sessions, small events and other short-term facility requirements.

EVENTS

Essex Sport — Big Events

A coordinated process for larger events, venues and participant numbers.

01

Define the event

Typical events include mini tournaments, dance showcases and other large-scale activities with significant numbers of participants and spectators.

02

Share your requirements

Provide your preferred venue, plus a selection of dates and times — even if you only need a single booking.

03

Check options & costs

We'll liaise with Essex Sport to check availability and come back to you with the available options and any associated costs.

04

Secure the booking

Once all parties agree, the date and venue can be secured, subject to completion of the Essex Sport Event Form and payment.

Large-scale events Venue, availability, costs and event paperwork are coordinated before the booking is secured.

EVENTS

ESSEX SPORT – BIG EVENTS

- Typical events include mini tournaments, dance showcase etc with a large number of participants and spectators
- Provide us with your preferred venue and a series of dates and times even if it's for a single booking
- We'll liaise with Essex Sport and see what's available and feedback to you including any associated costs
- If all parties are in agreement the date and venue can be secured pending the completion of the Essex Sport Event Form alongside payment

EVENTS

Take Over The Bar: Rogue Nights

- **Your club takes over the SU Bar,** run with the SU. Past nights have teamed up with ACS, the Francophone Society and the African & Caribbean Society.
- **A real collaboration, not a room hire.** The SU handles promotion and the bar, your club brings the crowd.
- **Want one for your club?** Speak to Ata.
- **Note:** this concept is being renamed, content here will update once that's confirmed.



EVENTS

In Between and Sub Zero: The Numbers

£1,000

The In Between, minimum bar takings

£2,500

Sub Zero, minimum bar takings

- **Confident you'll hit the numbers?** The venue is free.
- **Not confident?** Be honest, it won't be given out for that event.
- **Planning at this scale?** Talk to Ata early.

EVENTS

Communities Market: What's New

- **Community, in practice:** a recurring way for clubs to meet students outside of matchday or committee meetings.
- **Now monthly,** alongside the regular Thursday Market at Square 4.
- **Up to 10 clubs or societies,** apply via Typeform to secure a stall.
- **Bake sale, cultural showcase, your call,** it's your stall.
- **Funds go straight to your club,** or a selected RAG charity.
- **Dates: 19 November,** and TBD for December, watch for the next application window.

EVENTS

Communities Market

- **A fundraising opportunity** for clubs and societies.
- **A Thursday Market,** run by students, for students.
- **The SU provides** gazebos, tables, power access, card machines, and more.



ACTIVITY

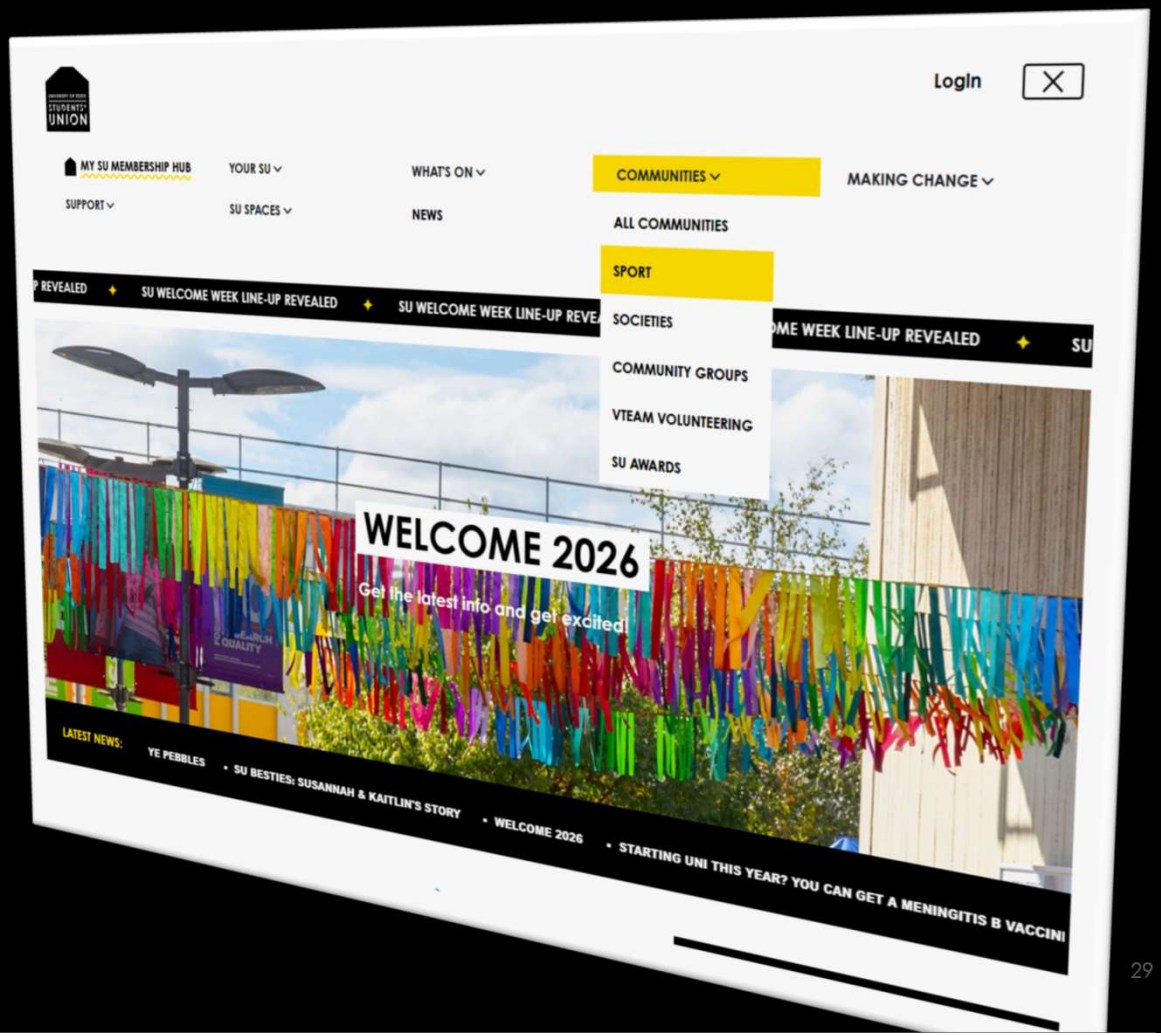
What events do you have planned for the year?

Take five minutes in your committee: list your term's events, and how you'll promote and communicate each one.

WEBPAGE

Your webpage

- **The hub for sport** lives under Discover Communities on essexstudent.com.
- **About Us:** general club info, training times, committee, upcoming events.
- **Join Here:** Come & Try, tryout sessions and memberships.
- **Merchandise:** your Surridge section and anything else you sell.
- **Risk Assessment.**



“Your webpage is often the first impression of your club. Keep it current, and use it to showcase your achievements.”

WEBPAGE

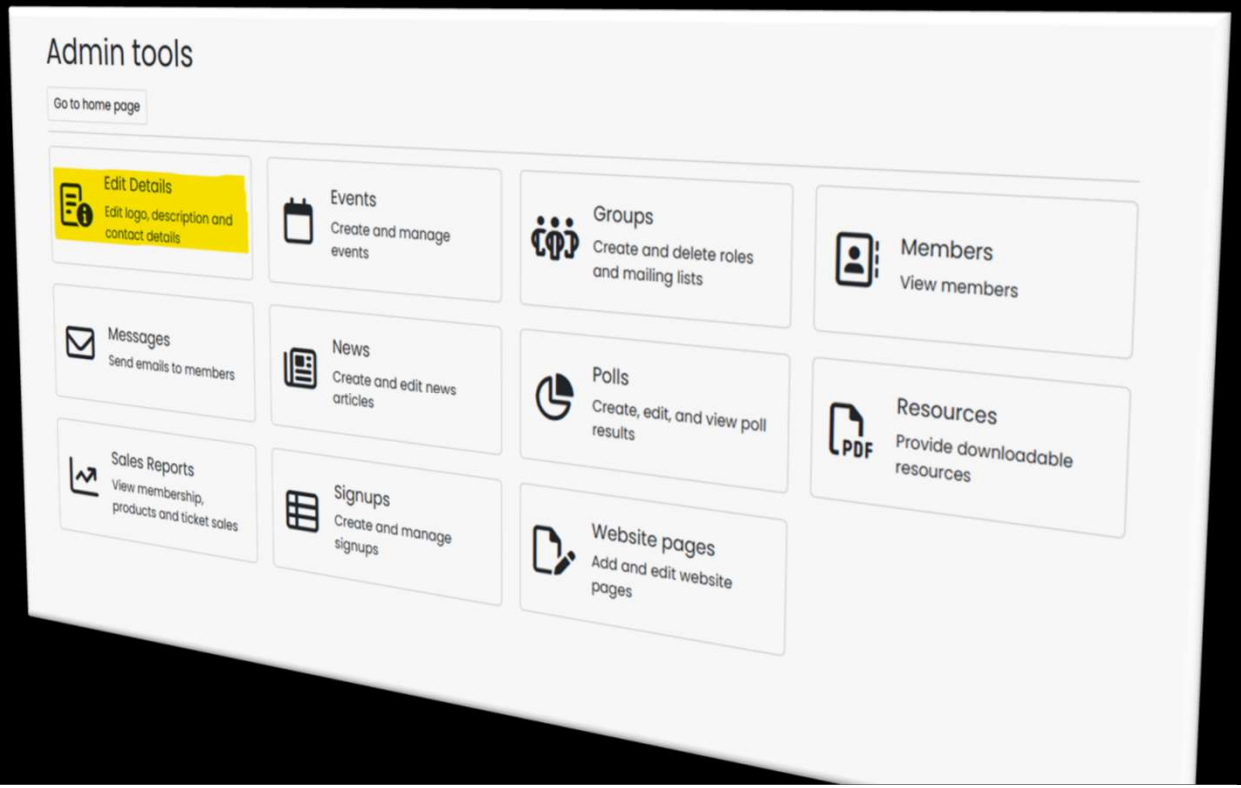
Webpage editing

- **Committee members can:** edit your group's page, add events to it, and add events to What's On.
- **Every committee member** should have admin rights to edit your club's webpage.
- **Missing admin rights?** Email us, it's a manual process so please be patient.

WEBPAGE · WALKTHROUGH

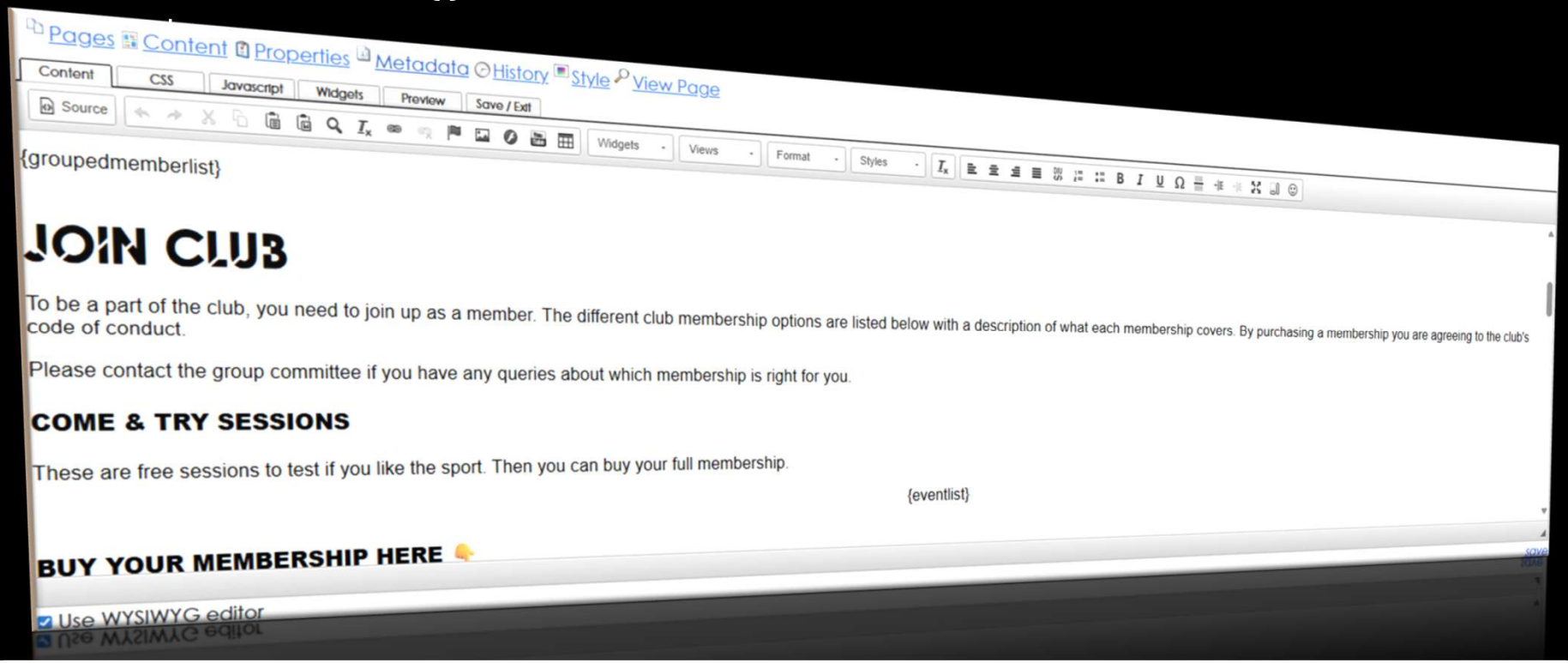
Editing the About Us section

- **Edit your club's photo and description** in the Edit Details section of the admin tools page.
- **We'll show you how, live.**



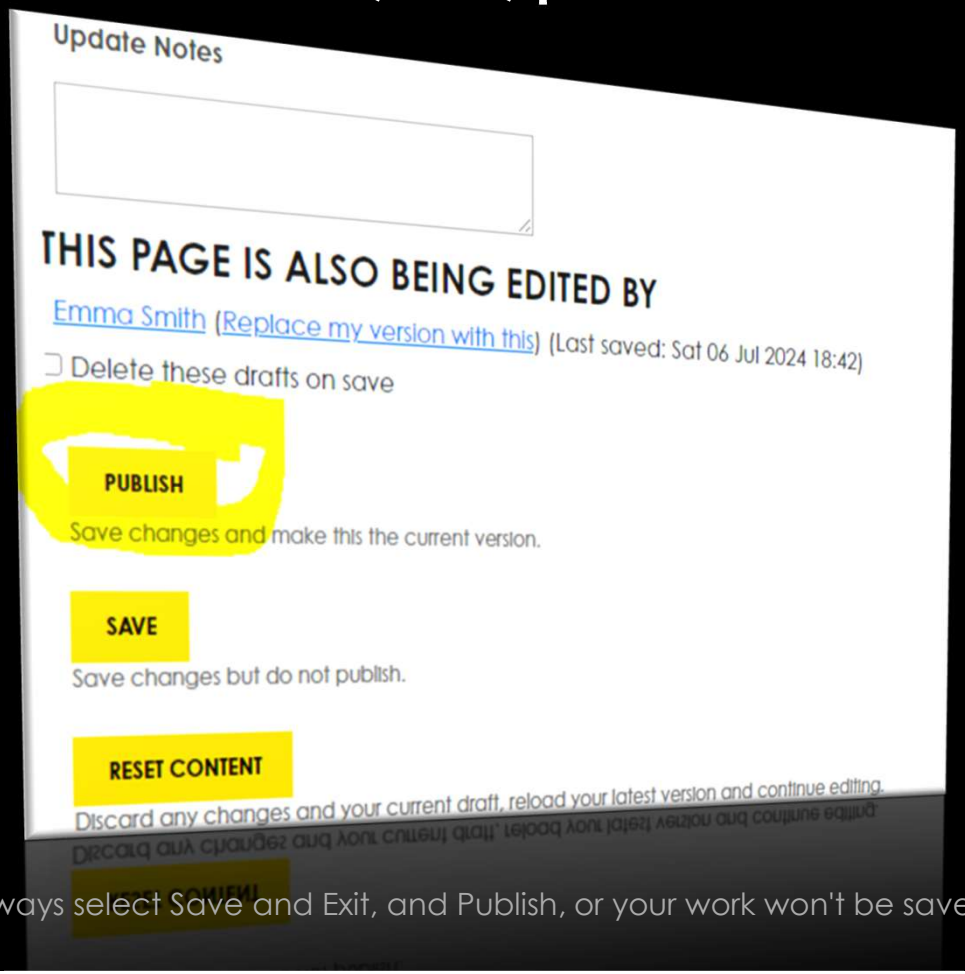
Editing text

- **Text can be edited freely.**
- **Don't edit text inside { } brackets,** these are



WEBPAGE · WALKTHROUGH

Save, exit, publish

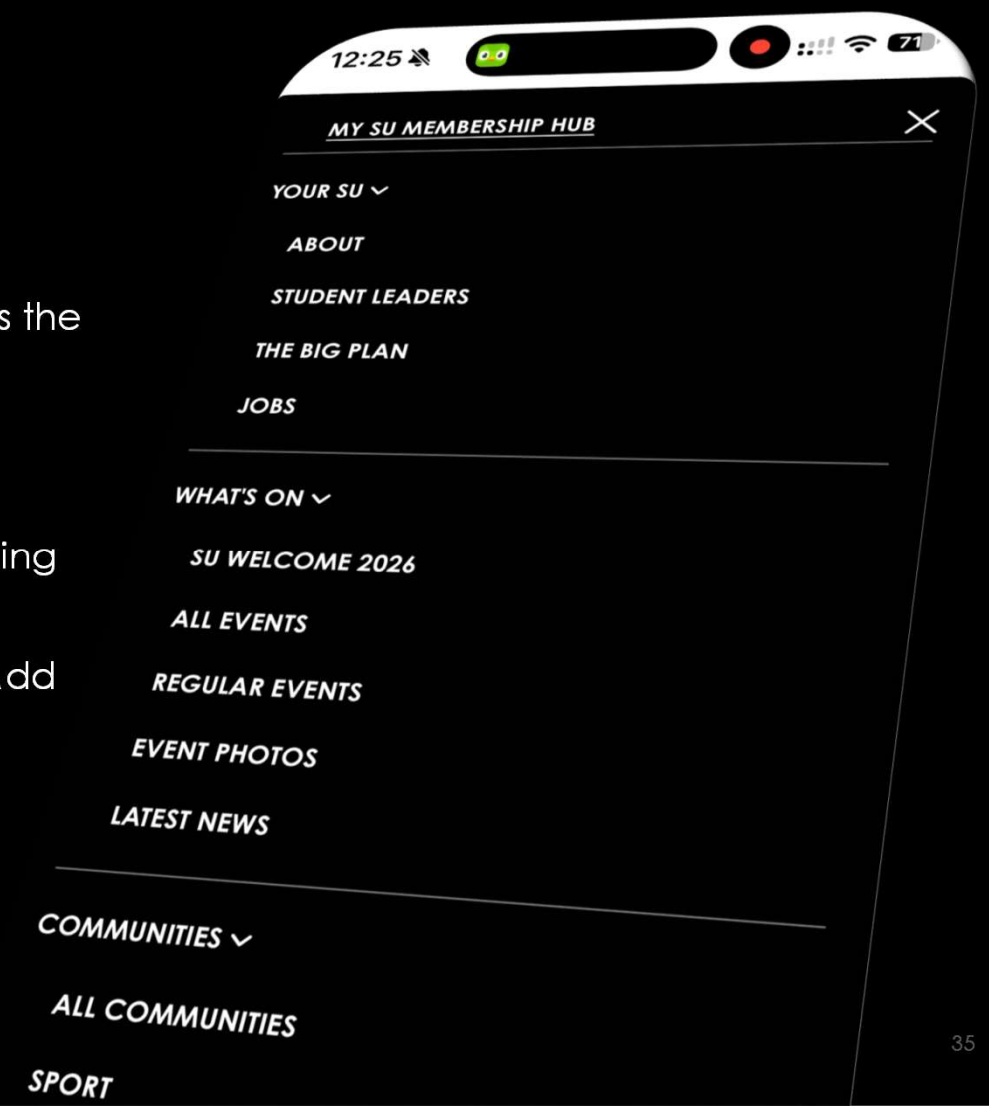


Always select Save and Exit, and Publish, or your work won't be saved.

WEBPAGE

Add Your Events To What's On

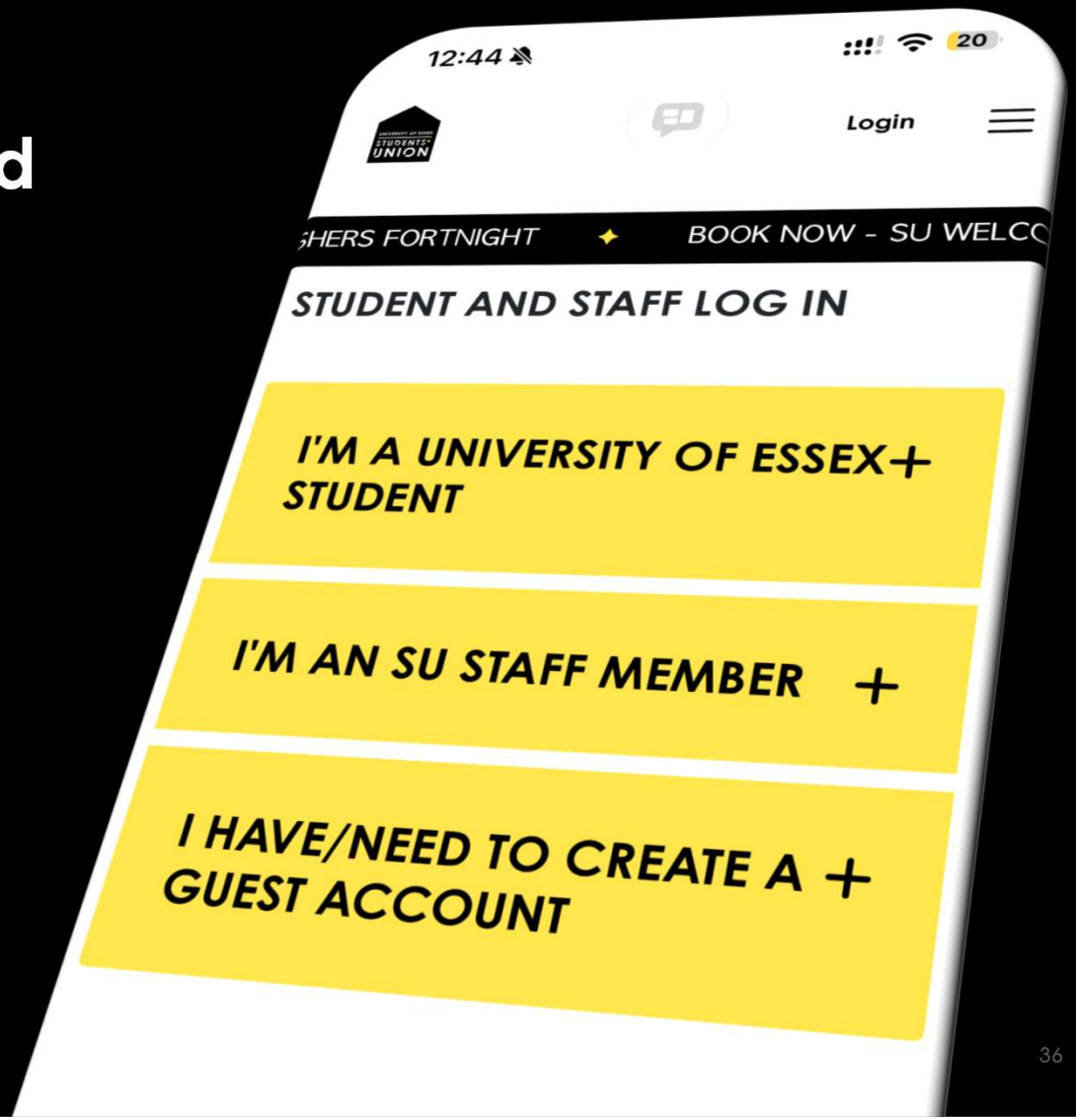
- **Always in the top 5** viewed pages on the site, this is the single best place to list your event.
- **The best platform** for reaching students who don't already follow your club.
- **Staff browse this page** to find events worth promoting further.
- **If it isn't on What's On,** most students won't find it. Add every event, every time.



WEBPAGE

Event listings: what to add

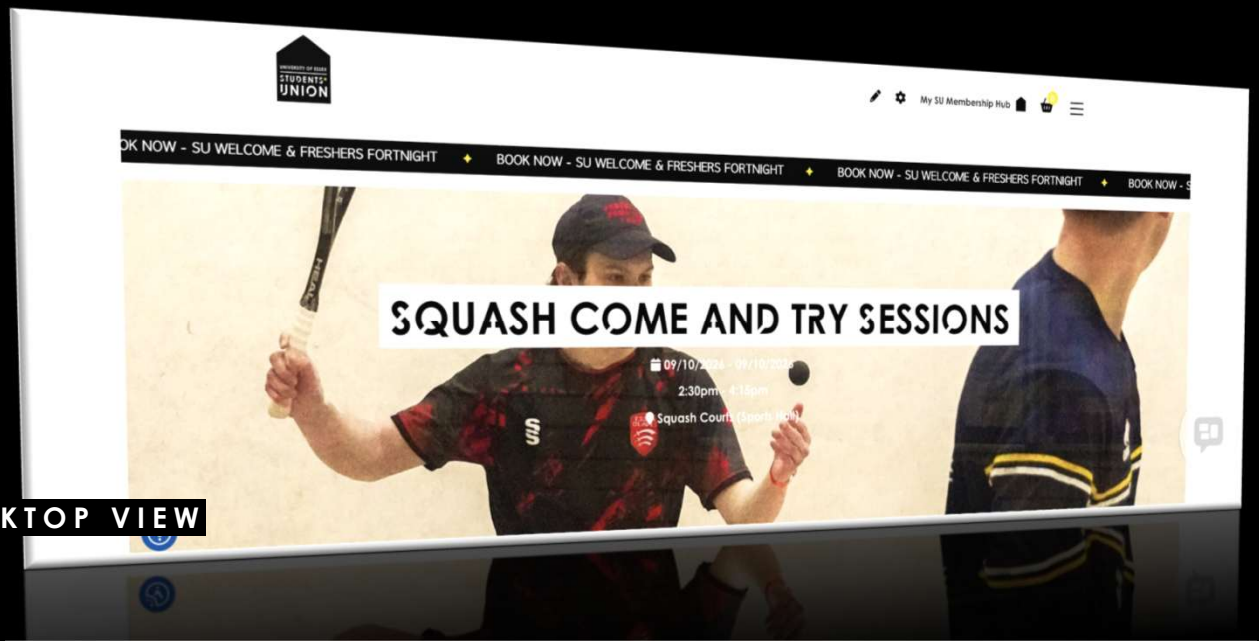
- **Name**
- **Dates**
- **Short description**
- **Location**
- **Image**
- **Event description**
- **Selling tickets?** Email us.
- **Always tick Sport**, ignore everything else.



WEBPAGE

Event images

- 2000px wide by 500px tall.
- Centre the most important part of your image, it's cropped on different views.
- Skip the event info in the image. It already displays underneath on every view.



DESKTOP VIEW

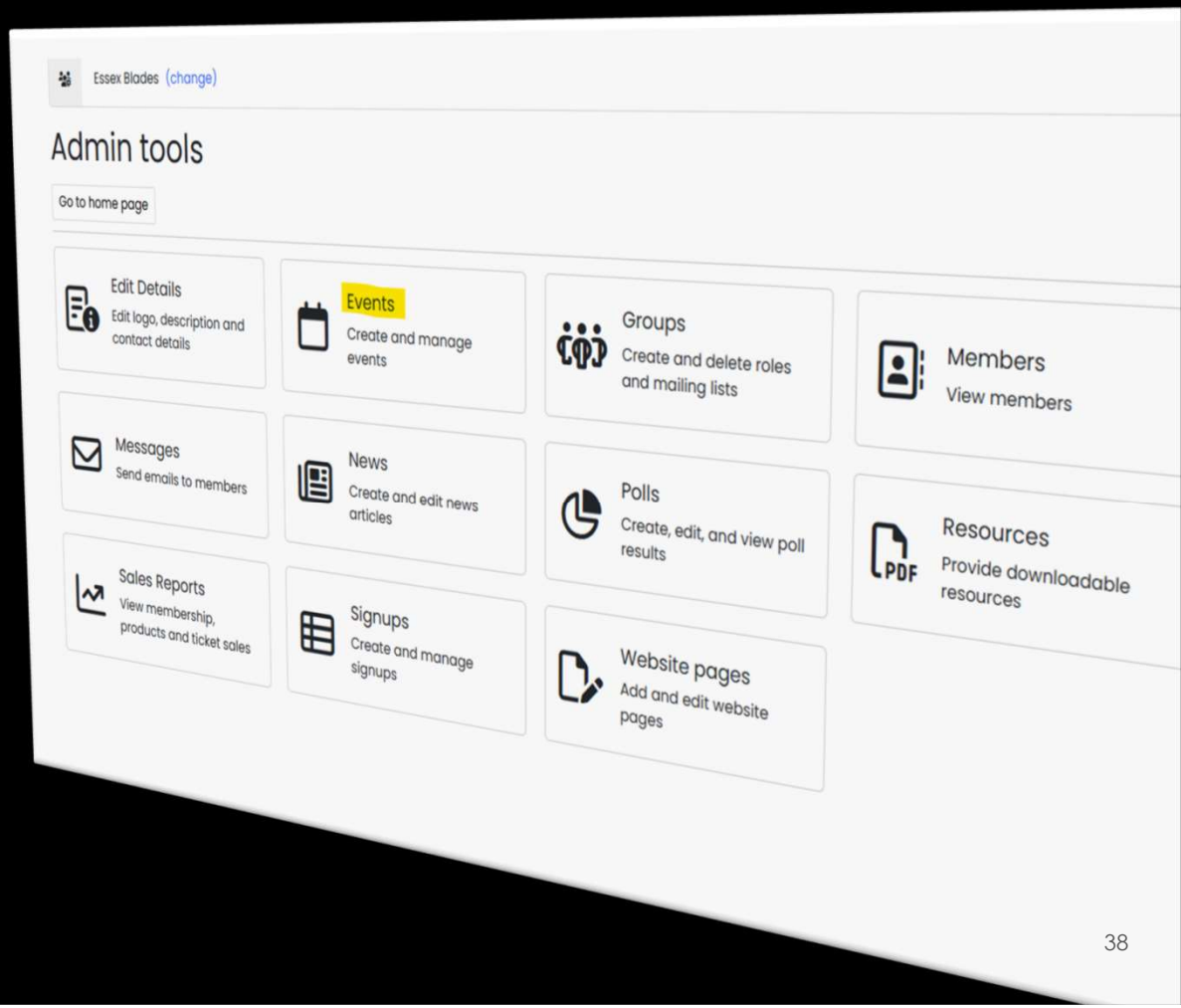
MOBILE VIEW



WEBPAGE · WALKTHROUGH

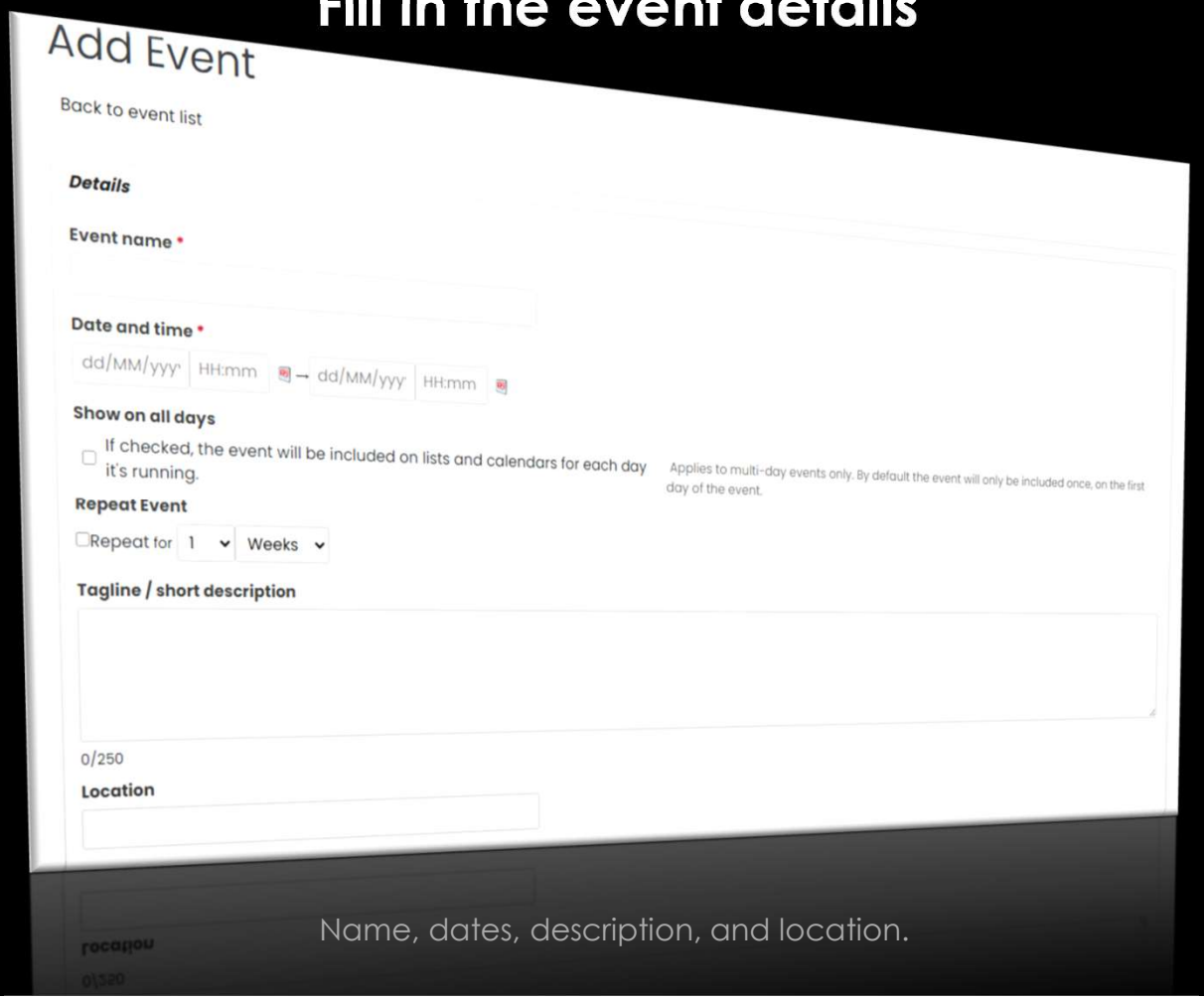
Adding events: select your organisation

- **Select your organisation** under the settings cog on essexstudent.com.



WEBPAGE · WALKTHROUGH

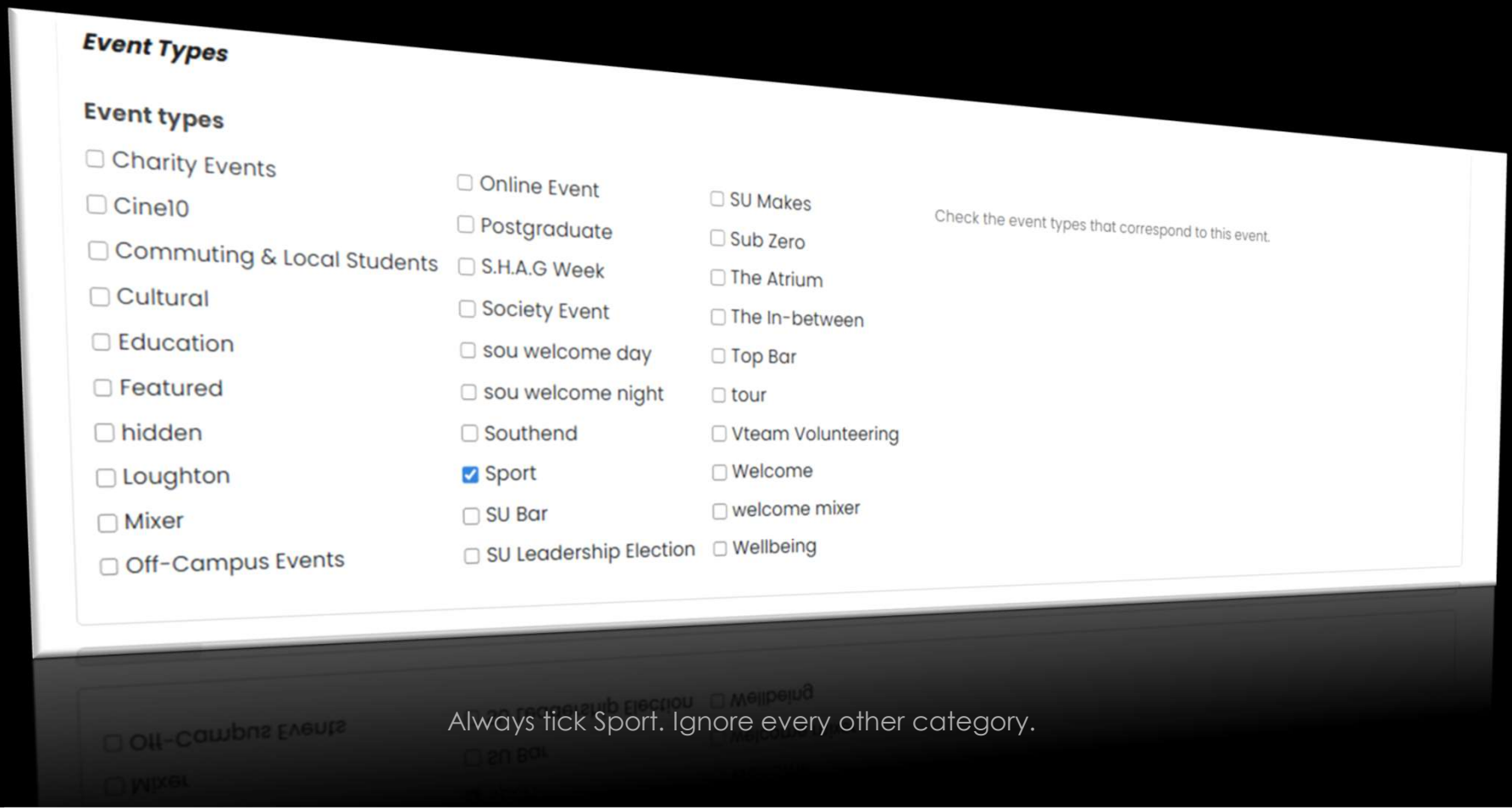
Fill in the event details



Name, dates, description, and location.

WEBPAGE · WALKTHROUGH

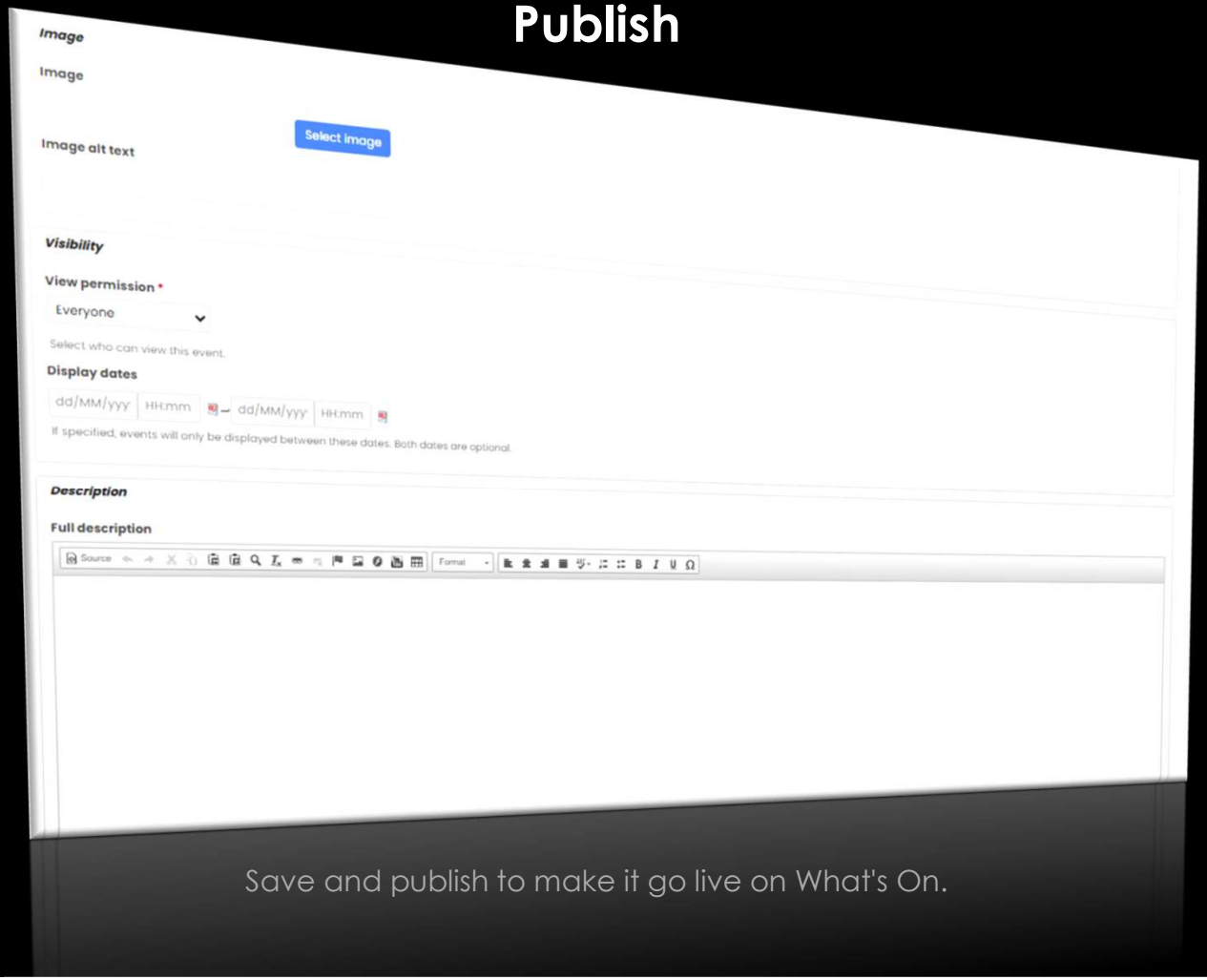
Set the event type



Always tick Sport. Ignore every other category.

WEBPAGE · WALKTHROUGH

Publish



Save and publish to make it go live on What's On.

WEBPAGE

Come and Try / Tryouts

- **Promote every Come and Try or tryout session** on social media, they're all on What's On too. Crucial for recruitment this time of year.
- **Instagram story templates** are available if you'd like to use them.
- **We'll push these on our socials,** and tag your accounts, please reshare.
- **Members need a social membership** before attending.



MOVEMBER 2026

Something happening most weeks from October through to the end of November. If you run a men's club, this is the moment to start that conversation.

MOVEMBER

What Movember Is, And Why It Matters

- **What it is:** a global movement every November, raising awareness and funds for men's mental health, suicide prevention, and prostate and testicular cancer.
- **Why clubs:** men's sport is one of the best places to reach men early, in a space where they already show up.
- **The purpose:** start real conversations about health, not just grow a moustache.
- **Our aim at Essex:** every men's club runs at least one Movember moment, and men's mental health gets a real profile across the SU.

MOVEMBER

The Campaign At A Glance

9

flagship events

7

weeks running

40+

clubs involved

Plus nine lighter mini-moments running alongside, ask your Movember contact for the full list.

MOVEMBER

Key Dates

- **22 Oct:** Countdown Stall #1, Square 3
- **29 Oct:** Countdown Stall #2, Square 3
- **2 Nov:** Milk It x Movember, SU Bar
- **12 Nov:** Bingo Night, SU Bar
- **19 Nov:** Thursday Market presence
- **24 Nov:** Movember Quiz Night, SU Bar
- **25 Nov:** FED x Movember, nightclub
- **30 Nov:** Campaign close



MOVEMBER

How Your Club Gets Involved

- **Men's clubs, this one's for you.** Talk to your captains now, one brief, not forty conversations.
- **Pre-match moment:** a moustache sticker and sixty seconds on men's mental health before kick-off.
- **Collection point:** a rota at home fixtures. Ask Hannah to help coordinate.
- **The Mo Cup:** a friendly leaderboard between clubs.
- **Every other club or society:** add a small Movember element to your Communities Market stall on 17 Nov.

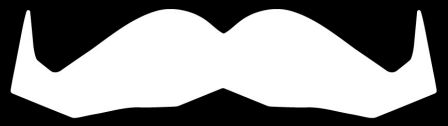
MOVEMBER

Get Involved

- **Talk to your men's clubs this week.**
- **Register interest with us** to find the workstream that fits your club, on-pitch, fundraising, or awareness.
- **Everything runs through Mo Space.** Don't set up separate collection pots.
- **Careful with branding.** No “Official Movember” claims or branded merch without written sign off.
- **Questions?** Ask Ata or Hannah directly, don't wait for the next meeting.

ACTIVITY

How would your committee promote Movember?



MOVEMBER®

Two minutes each: pitch one idea to the group, on-pitch, social, or fundraising. Best idea gets first pick of a Key Date to run.

Thank you.

Please use this time to ask any questions.

BEFORE YOU GO

Moodle Test

- **Scan the code** to get started.
- **17 questions, 14**/17 is a pass.
- **Access issues?** Let us know.
- **Once you're in**, let us know too.