



Cardiff Students' Union
Undeb Myfyrwyr Caerdydd

Introduction To Committee Training

September 2026



Meet the Activities team!

Anna Russell

(she/her)
Assistant Head of
Activities - Sport



Paul Jones (he/him)
Head of Student Activities



Ffion Hewlett

(she/her)
Sports Clubs
Coordinator



Julian Turner (he/him)
Transport Coordinator



Ellen O'Dwyer (she/her)
Assistant Head of Activities -
Societies, Volunteering and
Student Media



Sophie Irving (she/her)
Societies and
Volunteering Coordinator



Lily Cornish (she/her)
Societies and
Volunteering Coordinator



Elaine Morgan (she/her)
Student Media Coordinator



Karl Spires (he/him)
Give it a Go
Coordinator



societies@cardiff.ac.uk | athleticunion@cardiff.ac.uk

3rd Floor Students' Union

What we do!

The Students' Union is a separate organisation to the University, made up of our student services (Activities, Voice, Advice and Jobshop), as well as our commercial services (The Taf, food outlets, Y Plas, night-time events and more). As the Activities Department, our role is to support and develop student leaders and facilitate your activities safely.

Athletic Union

- 70 Sports Clubs
- Transport
- BUCS
- Varsity / Medics Varsity
- AU Ball

Societies and Volunteering

- 200 Societies
- Community Partners
- Showcases
- SVMA's

Give it a Go

- Club and Society les taster sessions
- Trips and Tours

Student Media

- CUTV
- Quench
- Gair Rhydd
- XPress

Your 26-27 Elected Officers

Within the SU, there are 7 full-time Sabbatical Officers! As committee members, you will regularly hear from both the VP Sports & AU President and VP Societies & Communities. They are:

Elected to represent you!



Turning your feedback into action

Responsible for running campaigns that support students' interests

VP Sports & AU President

Margherita Puccinelli

VPSports@cardiff.ac.uk

Responsible for the tier system



Advocating to improve your student experience

VP Societies & Communities

Manala Aggour

VPSocieties@cardiff.ac.uk

They oversee the Athletic Union and Guild of Societies, so get in touch if you have any suggestions or queries!



Cardiff
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Union

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Caerdydd

Executive Committee

Each full-time sabbatical officer has an Executive Committee.

An Executive Committee's role is to:

- Hold the Sabbatical Officers' accountable
- Provide feedback and ideas
- Support campaign planning and execution
- Make changes within the Athletic Union & Guild of Societies
- Review and approve / reject club / society applications
- Support AU Awards / SVMAs planning
- Decide Club/ Society of the Month
- Liaise and feedback from clubs and societies

A great personal & professional development opportunity!



If you want to pre-register interest about Executive committees before elections, get in contact!

Affiliation

Requirements:

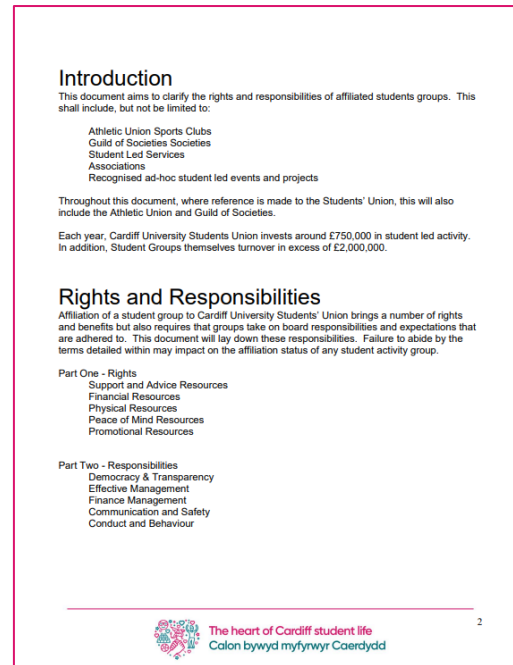
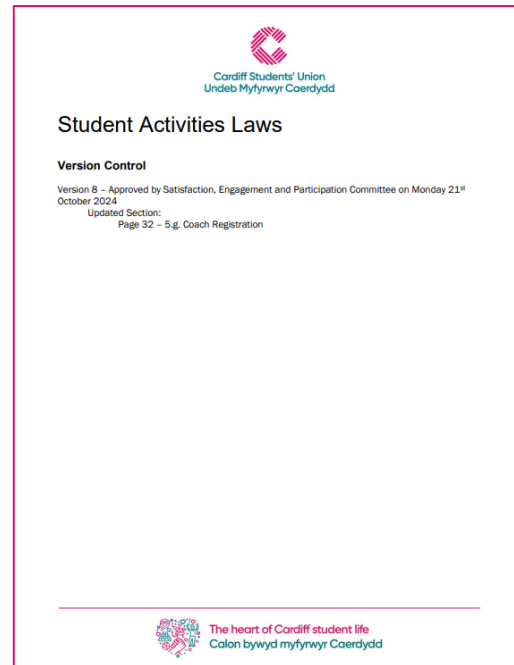
- Have a minimum of 20 members.
- Maintain a core committee all with the required Guild/AU and group-specific membership.
- Register all activities with the Students' Union and ensure all participants are registered society members.
- Ensure all committee members attend mandatory training.
- Keep all group funds in the SU bank account and maintain a positive balance unless otherwise agreed in advance.
- Obtain Students' Union approval before signing any contracts on behalf of the club or society.
- Operate in accordance with a valid constitution (the agreement between the Students' Union and the club or society).
- Hold democratic committee elections and an Annual General Meeting (AGM), take minutes of the AGM, and submit them to the Societies/AU Team upon request.
- Submit all required documents by the deadlines set by the Societies/AU Team.
- Comply with the Activities Code of Conduct Policy and make the publicly available to all members.

Benefits:

Web page
Promotional resources
Official status
Freshers
Bank Account / protection
Grant Funding
Facilities & Resource
Training & Support

Activities Laws

Your Rights and Responsibilities



Adhering is an affiliation requirement

Revised this summer

Bookmark this page: <https://www.cardiffstudents.com/activities/resources/>

Your Constitution

Your governing document – must be reviewed at least once per year.

Can only be changed at a General Meeting / Annual General Meeting.


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Cardiff University Students' Union xxxxx
Society Constitution

Headings – Arial Bold

This is a sample constitution for you to use for your Society.
Text in Black should not be changed; text in Grey indicates where you need to enter information.
You can add additional text to this document but it must not contradict any existing text. Contact the Societies Team if you have any questions about this template.

COVER PAGE

The [xxxxx] Society will be affiliated to the Guild of Societies within Cardiff University Students' Union and, as such, shall agree to the following...

[1]The [xxxxx] Society shall adhere to all rules of the University, the Students' Union Constitution and the Students' Union Social Policy and Activities Laws, which can be found on cardiffstudents.com.

[2]Representatives from the [xxxxx] Society shall attend Societies Council, Societies Forums, the Cardiff University Students' Union Annual General Meeting (AGM) and any other meetings called by the Students' Union, as laid out by the Tier Structure.

[3]The [xxxxx] Society shall maintain an active student membership of no less than 20 student members.

[4]The [xxxxx] Society shall elect a new committee at the end of each academic year, normally via the online elections system.

[5]The [xxxxx] Society shall maintain a core committee of three members – a President, a Secretary and a Treasurer.

[6]The [xxxxx] Society shall hold an Annual General Meeting at the end of each academic year.

[7]The [xxxxx] Society's finances shall be kept in the assigned bank account in the Finance Office of the Students' Union and managed by the Treasurer of the [xxxxx] Society.

[8]The [xxxxx] Society will seek advice and permission from the Students' Union before entering into any contract or other legally binding arrangement.

Cardiff University Students' Union [xxxxx] Society Constitution

To interpret this constitution it must be considered in total and in relation to the constitution of Cardiff University Students' Union.

[1]TITLE

The Society shall be known as the Cardiff University Students' Union [xxxxx] Society.

[2]AIMS AND OBJECTIVES

The aims and objectives shall be:

[2.1]Insert first objective

[2.2]Insert second objective

[2.3]Insert third objective

[Insert additional objectives here as required.]

[3]AFFILIATION

[3.1]The [xxxxx] Society will be affiliated to the Guild of Societies within Cardiff University Students' Union.

[Insert additional affiliates here as required.]

[4]STUDENTS' UNION

[4.1]The [xxxxx] Society shall form part of Cardiff University Students' Union, and as such, will adhere to all the rules of the University, the Students' Union Constitution, the Students' Union Social Policy and Activities Laws, and rules laid down herein.

[4.2]Representatives from the [xxxxx] Society shall attend the following meetings:

1. Societies Council
2. Societies Forums
3. Cardiff University Students' Union Annual General Meeting (AGM)
4. Any other meeting called within the Students' Union constitution that requires the attendance of Society representatives, such as a General Meeting

The number of representatives required shall be outlined in the Guild of Societies Tier Structure.

[4.3]The Guild of Societies reserves the right to veto any activities of the [xxxxx] Society should they feel it contravenes any Students' Union policy, or places an undue risk on the individuals involved.



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Submit as part of handover process.

Members can submit motions and vote on these.

Written by you and your members.

Code of Conduct

Behaviour Expectations

- Outlines the standard of behaviour expected during your activity (core & social) – taken from Students Union governing documents.
- Covers behaviour, social activity & *initiations*.
- All members of your group are expected to read and adhere to this.



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Cardiff Students' Union Activities Code of Conduct Policy

Aims of the Code of Conduct
This code of conduct sets out the expectations for all members of any club/society and any affiliated persons when participating in any activity under the name of the Club/Society. This policy is to ensure the safety and wellbeing of all our members so that they are protected to the best effect with regards to behaviour and conduct.
The framework also outlines the course of action that should be taken by committees if members do not adhere to the points laid out in this document.

Expected Standards of Behaviour for Clubs on the sporting field
The University, Students' Union and Athletic Union sets out an expected standard of behaviour for all students and can be found under the Committee resources section of the Activities Page.
<https://www.cardiffstudents.com/activities/resources/documents/>
In addition to this, all clubs set an expectation that all members, coaches and other connected parties shall at all times when representing the Club:

- Attend training prepared and equipped to participate
- Seek advice or assistance from coaches, instructors or Committee members if needed
- Raise any safety or wellbeing concerns in an appropriate manner with the Committee
- Show respect to fellow members and other individuals you come into contact with
- Follow the reasonable instructions and guidance of the Committee, activity leaders, coaches or other officials
- Promptly return any borrowed equipment in a good condition and report any defects

In the Event of a Breach
In the instance that a members' behaviour does not meet these expected standards, the Club Committee will:

- Act as a collective and seek information and evidence from all relevant parties to ensure that they have a full understanding of the situation, giving all parties the opportunity to represent



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themselves;

- Using the balance of probability, determine whether it is likely that inappropriate behaviour has occurred as well as considering any mitigating circumstances
- Take a proportionate action in relation to the incident and in accordance with the below framework;
- Refer to the Athletic Union if an incident is, or could be deemed as major, repeated, or beyond their means and abilities to handle

If a committee member has a conflict of interest associated with the incident, they must exclude themselves from this process.

Expected Standards of Club and Societies Social Behaviour

The following (non-exhaustive list) would be considered instances of where the standard of behaviour of members is a concern and doesn't align with Legal, BUCS, AU, SU and University behaviour expectations and therefore may result in disciplinary action if found to have taken place:

- behaviour causing or likely to cause physical harm to others;
- any form of harassment, unlawful discrimination or bullying of others;
- drunken and disorderly behaviour;
- possession or sale of illegal drugs;
- bringing the Union into disrepute;
- theft or fraud;
- deliberate damage to property;
- breach of any terms of membership of the Athletic Union or Guild of Societies;
- breach of any Policies or Bye-Laws of the Union

These codes of behaviour apply to all members of sports teams or clubs and any supporters or associated people connected to clubs including both paid and voluntary coaches and instructors. It applies without geographic restriction, can be applied whether activity is official club activity or not and relates to behaviour whilst travelling to and from club events.

Social Activity and "Initiations"

We encourage our sports clubs and societies to have a healthy and active social environment. At times however, individuals and clubs/societies have stepped over the line into the realms of unsafe or inappropriate conduct. To provide clarity on what we expect of the behaviour of clubs, committees, members and other representatives, the AU only permits social activity:



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<https://www.cardiffstudents.com/pageassets/activities/resources/documents/Cardiff-Students-Union-Activities-Code-of-Conduct-Policy-.pdf>

Code of Conduct

What happens if there's a breach?

- Minor breaches of the Activities Code of Conduct are within the committee's scope to manage.
- There are steps outlined in the Code of Conduct you must follow to manage these situations.
- Major breaches of the Code of Conduct are not within the committee's scope to manage and must be escalated.
- If you are ever unsure, please ask.

Cardiff University Disclosure Response Team
disclosureresponse@cardiff.ac.uk
02920 874844

Traffic Light Policy

This framework outlines three different stages of severity in reference to an incident where it is shown on the balance of probabilities that a member(s) has breached this policy:

Stage 1 – Green

This is the baseline standard for all members. A member in this stage is:

- adhering to all standards as detailed by the University, Union, Athletic Union and Club.

Course of Action:

- Recognise, thank, and encourage continued good behaviour.

Stage 2 – Amber

A member reaches this stage if the Committee, having undertaken an appropriate investigation, believes on the balance of probabilities that a minor or moderate infringement of standards of behaviour has arisen.

Course of action may include, but is not limited to:

- Member will receive both a verbal and a written warning via email,
- Member may receive a suspension from any or all Club events or activity, (including both sporting and social). The length and extent of this sanction will be proportionate in relation to the incident in question and is decided by members of the Club Committee and Wellbeing Officer(s).
- Temporary nightclub and AU Suspension (in consultation with AU Staff)

Restorative actions to return to Stage 1 – Green may include, but are not limited to:

- Signing a behaviour agreement acknowledging your expectations for the future, and/or
- Providing, both a written, and potentially verbal, apology to the victim or aggrieved party, and/or
- Served their sanction*

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Use the traffic light system and *Handling Concerns Guidance* to manage minor breaches of conduct.

Complete the Typeform to notify us of any action taken.

Code of Conduct

Initiations / Initiation type activity

- The Students' Union, University and BUCS have a **zero-tolerance approach** to initiations / initiation type behaviour.
- Any activity that involves harmful, pressuring, or exclusionary behaviour, regardless of where or when it takes place, will be considered as an initiation or initiation-type behaviour.
- **Clubs and societies found to be organising, facilitating or encouraging this behaviour will face disciplinary action**, which may include serious sanctions from the Students' Union, University or relevant governing body.

Full training session on the Code of Conduct, Handling Concerns & Socials is on Tuesday at 1pm. Full training about culture, being an active bystander and creating a safe space for members is on Wednesday at 2pm.

See the *Committee Handbook* for examples of this behaviour.

Calling it a 'Welcome Event' or 'Meet and Greet' does not excuse inappropriate conduct.

If you are worried or have concerns, come and speak to us privately.

Committee Handbook

Step-by-
step guides

COMMITTEE HANDBOOK

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FAQ's
answered
in here

Here to
help you!

Committee Resources

Committee Resources

Running a Club, Society, SLS or Association can be a scary thing, and often a very daunting challenge. But fear not; support is at hand to help you manage and run successful Student Groups.

This is your online resource on everything you may need to know, from how to upload a finance request, to publicising that big event. If you do need more information, some help or just someone to chat an idea through with then please do give one of the Activities Team an email or call.

Committee Handbook - this is your in-depth guide to help you run your student group.

➤ **Student Portal**

➤ **Democratic Procedures**

➤ **Trips and Transport**

➤ **Planning Events in the SU**

➤ **Room Bookings, Events and SU Storage**

- Forms & Templates
- Policies & Procedures
- Room Booking Information and system
- Transport Information
- Health & Safety
- Committee Handbook
- Link to Student Portal

Bookmark this page: <https://www.cardiffstudents.com/activities/resources/>

Student Portal

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- 
- **Student Portal**
 - **Democratic Procedures**
 - **Trips and Transport**
 - **Planning Events in the SU**
 - **Room Bookings. Events and SU Storage**

- Online Committee Training slides
- Finance Portal
- Associate Membership Portal
- Coach Registration (Clubs)
- Transport and Test booking Portal

Bookmark this page: <https://portal.cardiffstudents.com/login>

Membership

Types of Membership

Standard

Any current Cardiff University student can join your club or society as a standard member.

The cost of this membership is decided by the committee. If you would like to change this, contact relevant Societies or Athletic Union staff before memberships go live. You cannot edit this yourselves.

Membership income should aim to cover the cost of your regular activity for the year.

Standard memberships can be purchased via your club / society webpage or at SU Finance.

Associate

Non-Cardiff University students can join your club or society as an associate member at the discretion of the whole committee. U18's are not permitted.

Associate Members can apply via the *Associate Membership Portal* and the President / Treasurer will be required to approve / reject the application. See guidance in the Committee Handbook.

Associate Members should only be accepted if they bring significant skill, qualification or ability to the group and must not make up any more than 20% of your total membership (Activities Laws).

Ts and Cs are available at the point of purchase.

KEY MESSAGE:

Anyone engaging in your events or activities must have a membership unless it is a GIAG event.

All memberships last from the point of purchase to **23:59 31st July.**

Other

Please seek advice from relevant Societies or Athletic Union staff if you would like to offer semesterly or PAYG memberships.

If you are offering PAYG activity, the participant is still required to have a membership.

Semesterly / PAYG memberships require a lot of administrative work from committees – we recommend avoiding these.

Membership

Non-members

KEY MESSAGE:

Anyone engaging in your events or activities must have a membership unless it is a GIAG event.

Create tickets for your GIAG activity.

“Can non-members come to our events and activities?” The short answer is... unless it is a GIAG, then no.

Your activity is for your members. If an individual wants to benefit from what you are offering, they should become a member.

Sometimes, you may want to invite non-members to one-off events e.g. balls. You should only do this if all your members have had the opportunity to purchase a ticket and there is still space remaining. Non-members should not be offered a discounted rate or benefit from any club / society funds. Get in touch with your staff contact if you would like to allow non-members to an event.

Membership

Refunds

Athletic Union / Guild of Societies Memberships

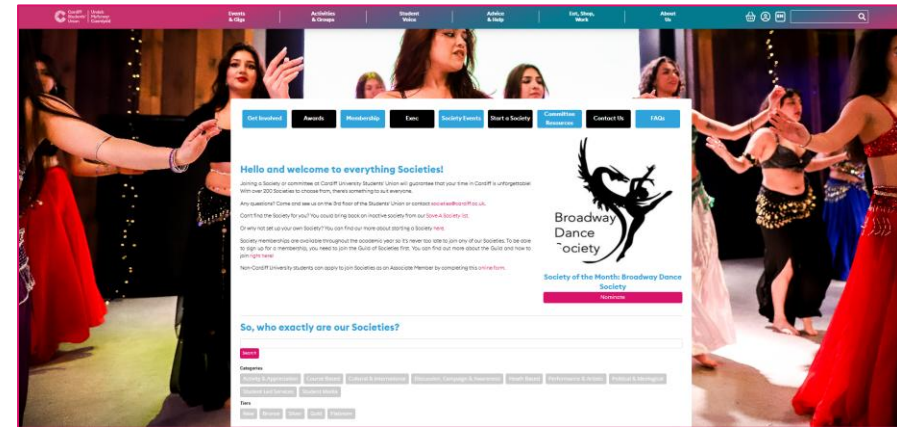
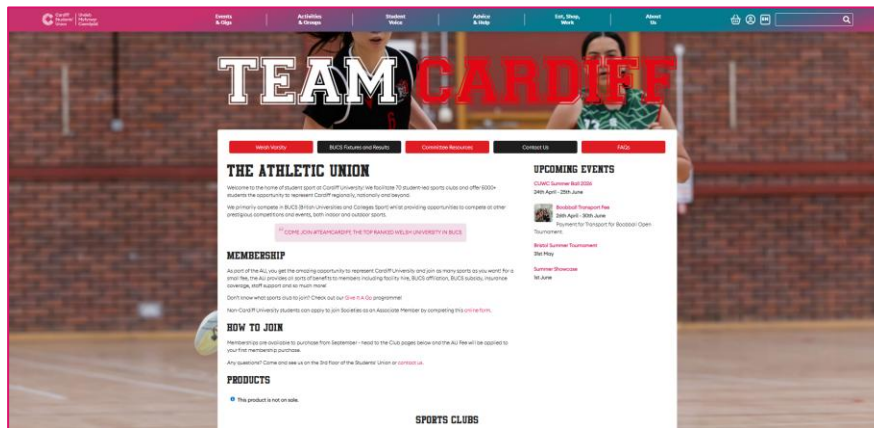
- The Terms and Conditions of purchasing the Athletic Union (Tier 1 & 2) and Guild of Societies memberships are available to the individual at point of purchase.
- If an individual wishes to seek a refund for this membership they should contact athleticunion@cardiff.ac.uk / societies@cardiff.ac.uk

Student Group Memberships

- Occasionally, members may ask you for a refund. It is important you have a fair and clear refund policy in place and that this is obvious at the point of individuals purchasing the membership. By law, you are required to offer a 14-day “cooling off” period.
- In the first instance, student group refunds are at the discretion of the committee. However, refund requests may be escalated to the Activities team to manage.
- The same principle applies for one-off ticketed events.

Web Pages

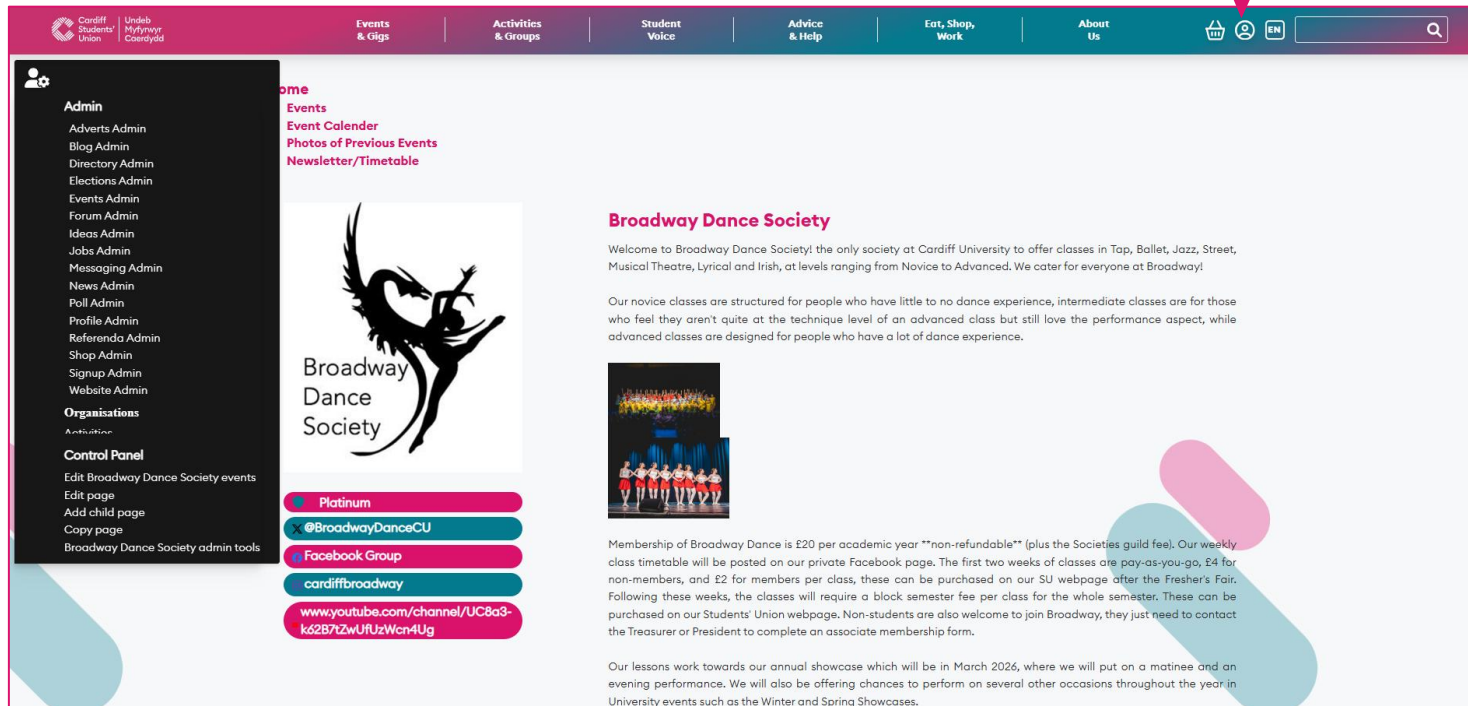
Affiliated groups have their own webpage on [cardiffstudents.com](https://www.cardiffstudents.com). Prospective members, members, students and staff will use your webpage as the central hub of information. It is the committee's responsibility to keep this page up to date. Find your webpages here:



Bookmark your own page! - <https://www.cardiffstudents.com/activities/society> | <https://www.cardiffstudents.com/activities/au/>

Admin Tools

Make sure you are **logged in.**



- Edit Webpage
- Members
- Events
- Tickets
- Products
- Sales Reports
- Elections

Bookmark your own page! - <https://www.cardiffstudents.com/activities/society/broadwaydance/>

Important Admin Tools...

 Admin > [Broadway Dance Society](#) > Organisation Admin

Cardiff University Students' U 

Edit Details

Edit Permissions

Events

Fundraising

Groups

Members

Messages

News

Polls

Products

Resources

Sales Reports

Signups

Surveys

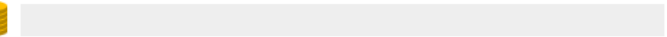
Tickets

Website pages

 235 members



 £0



 Broadway Dance Society [\(change\)](#)

Membership Demographics

Age range

Mode of study

Nationality

Sex

Year of study

18 - 21



22 - 25



26 - 30



Over 30



Admin tools

Go to home page

 Edit Details
Edit logo, description and contact details



 Edit Permissions
Manage who has access to admin tools



 Events
Create and manage events



 Fundraising
Set targets and record funds raised



 Groups
Create and delete roles and mailing lists



 Members
View members



 Messages
Send emails to members



 News
Create and edit news articles



 Polls
Create, edit, and view poll results



 Products
Create products and put them on sale



 Resources
Provide downloadable resources



 Sales Reports
View membership, products and ticket sales



 Signups
Create and manage signups



 Surveys
Create surveys and view responses



 Tickets
Create and manage tickets for events



 Website pages
Add and edit website pages

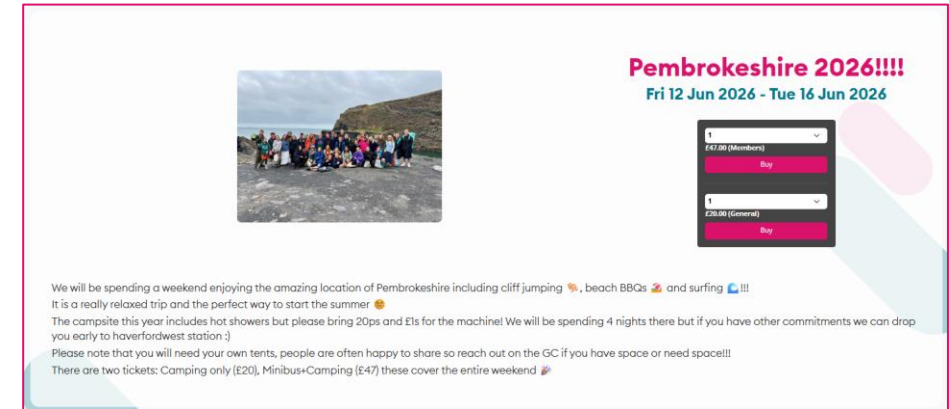
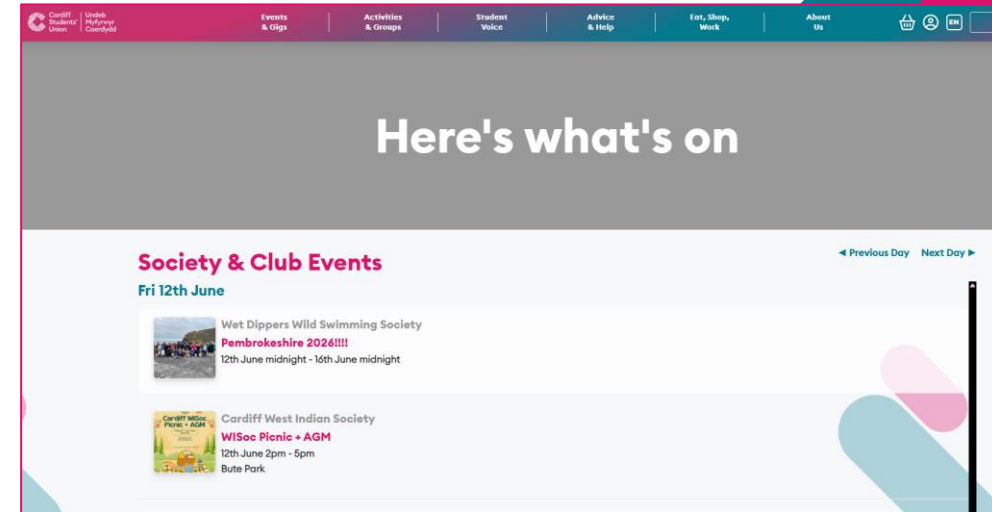


Admin Tools

Events & Tickets

Want to create an event on your webpage?

1. Set up the *event* following steps on Page 23 of the Committee Handbook.
2. Add *tickets* to the event following steps on Page 24 of the Committee Handbook.
3. Monitor ticket sales via *Sales Report* on your admin tools.
4. Ticket sales income will be deposited straight into your *Main Account*.



Admin Tools

Products

Set up a 'product' to generate income. Products can be anything that is not a ticket to an event or a membership e.g.

- *Society merch*
- *Macron kit*
- *Transport costs*
- *Y1 Fleeces...*

Monitor sales via *Sales Report*. Income from products will go directly into your club / society account.



Emails

Outlook Access

All clubs and societies have a @cardiff.ac.uk Outlook account. All elected committee members will be granted access to this account on **1st August**.
There is no password.

1. Open your [[personal](#)][@cardiff.ac.uk](#) email account in Outlook browser
2. Click your icon at the top right-hand side of the screen
3. Click 'open another mailbox'
4. Type in your [[club/society](#)][@cardiff.ac.uk](#) email address
5. Your inbox should open!



Emails

Getting in touch with us

The Societies and Athletic Union teams are here Mon-Fri 09:00-17:00 to support you. Sometimes, we will be particularly busy supporting 250+ student groups and wider Students' Union activity.

You are welcome to email societies@cardiff.ac.uk / athleticunion@cardiff.ac.uk with questions or concerns however please expect a 3-5 working day response time (expect a delay during busy periods).

Check committee resources and guidance, committee update emails, committee handbook and committee training notes before emailing. You may save yourself some time waiting for an answer!

Be clear in your email. Please include your name, club or society, and all relevant detail. This will help us help you!

If your query is urgent or time sensitive you are welcome to call us or come and see us in the Activities Office (3rd Floor, Students' Union building). Or, book a meeting in advance so we can put aside time to discuss your query.

Pre-Summer Committee Training

Avoid sending emails like this...

Subject: room booking

Hi

We need a big room tomorrow after 6pm.

P.s. We have a guest speaker coming and sold nearly 100 tickets.

*From,
Joe*

We'll be able to help you better and quicker if you send emails like this...

Subject: Room Request for Example Society

Hi Societies team,

The Example Society are planning a one-off event on 4th October and would like to request a University lecture theatre.

- *We are expecting 35 people.*
- *We are hoping to invite a guest speaker, please see our Guest Speaker Form attached.*
- *Ideally, we would like the room from 4pm-6pm this includes set up and pack away time.*

*From,
Joe Bloggs, Example Society Secretary*

Check that your webpage has...

Friday 25th September



Who you are, what you do, where and when you do it



Contact information – how can prospective members contact you



Social media



Graphics or photos



Membership information and refund policy



FAQ's



Marketing, Social Media and Engagement



Promo & Engagement

There are many ways you can promote your club/society, heighten engagement and make communications more accessible:



Social Media



**Welsh
Translation**



Student Media



**Stairwell
Screens**



Club Merch

**Execs &
Tiering**

Keep students in the loop!

**Cardiff
Students**



1) Social Media

There are a whole host of benefits to using social media as a club/society!
Such as:



Recruitment

Social Media is the number 1 place students will look to decide what group they want to join.



Event Promotion

Help boost ticket sales or participation!



Freshers/GIAG

E.g. Advertise where to find you at Freshers Fair or the details about your GIAG session.



Showcasing Success

Show off all the amazing things you have achieved!



Communication

E.g. Q&As, Welcome to the Committee posts.



Keep us in the loop!



Instagram



Instagram is your the main form of social media that students will look to for information about your club/society. This is where you should post your training times, general info, socials, GIAGs any other training comms etc. Here are some top tips:

- 1) 'Pin' Important posts – Great for timetables and Freshers' info packs
- 2) Tag @Cardiffsocsandvol or @Cardiffathleticunion and @CardiffStudents, this way we can reshare your posts and further advertise your events and achievements!
- 3) Use Relevant hashtags such as #TeamCardiff #CardiffStudents #CardiffFreshers
- 4) Tag and mention relevant accounts/collaborators and locations
- 5) Use your own photos!
- 6) Use Instagram Stories to boost engagement, including creating highlights, posting polls and uploading links!

Tools for Instagram



- Canva lets you create artwork for your socials
- Clubs also use Canva to create their wellbeing websites.
- Canva can be used to edit photos
- You can create brand identity through saving Logos, fonts and colours to your brand profile for continuity.



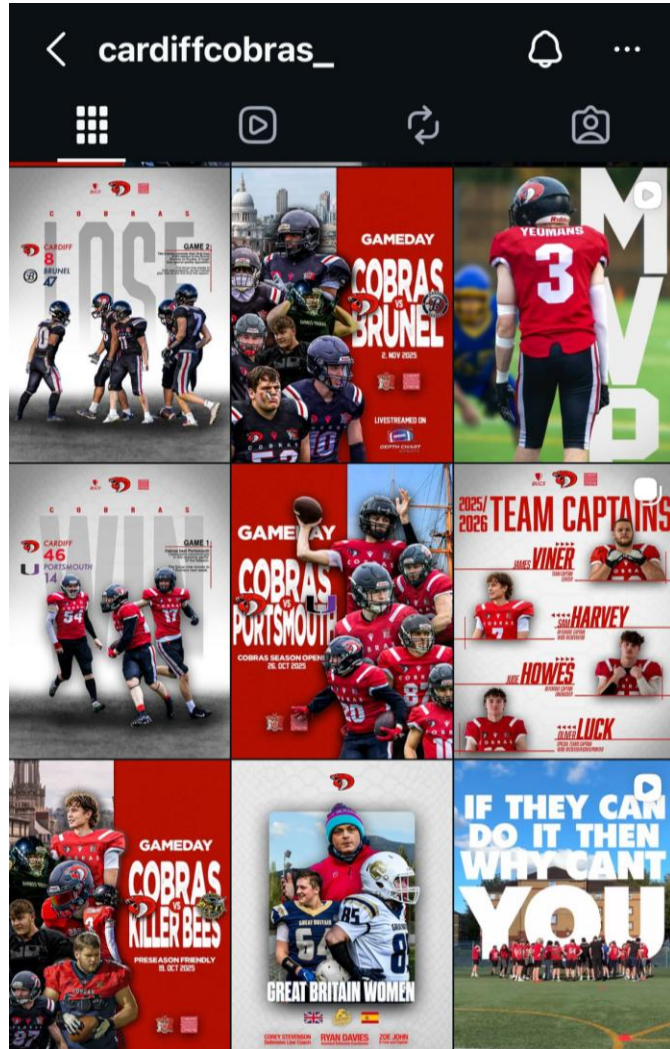
- Linktree is a link in bio that collates all important links, products and event into one easy platform.
- You can link your Cardiff Students page, tickets to events, links to Wellbeing websites, as well as links to all of your socials.
- A QR code of your Linktree is a great thing to have at your freshers stall as it takes them to one easy site where they can find all information about your club or society.

Have fun and be creative

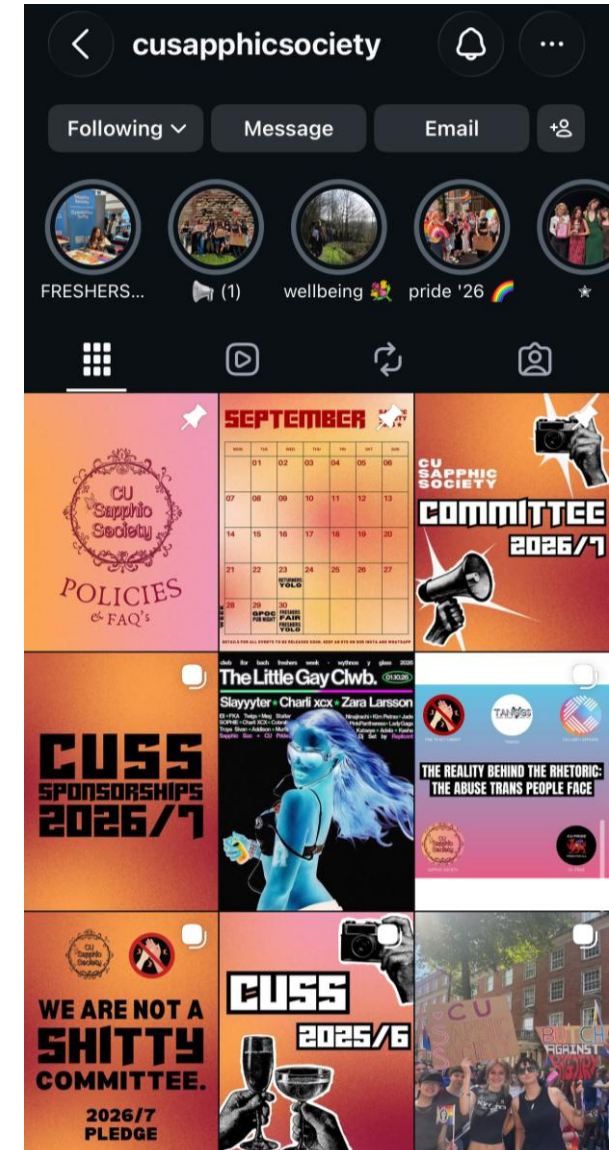
- The world is your oyster! Look beyond the SU and University for inspo and use it to stand out from the crowd.
- Establish a unique aesthetic and tone of voice - let your club/society's personality shine through in your posts.
- Experiment with posting different types of content (i.e. photo carousels, videos, artwork), see which performs best for you and play into that.
- Put your spin on current trends and memes if it feels right for your club/society!
- We know you've got incredible ideas, run with it and use your passion to draw people in!



Examples



Examples



TikTok



TikTok is the most trending social platform for clubs and societies currently, it provides a great opportunity for clubs and societies to attract new members through quick videos and trends. This is a more fun and relaxed way of engaging with students! Here are some top tips:

- 1) Look at trending audios and videos!
- 2) Make sure to use the Freshers' fair to create content, this is the optimal period for engaging with Students!
- 3) Tag @CardiffStudents and or @CardiffStudentSport in your posts, so we can repost, like comment and share!
- 4) Use relevant hashtags, such as #TeamCardiff, #CardiffUni, #Cathays etc.
- 5) Tag and mention relevant accounts and locations
- 6) Wipe your camera, and make sure you have good lighting!
- 7) Try not to use explicit lyrics or swear words.

Engagement Tips



Make it clear what group you are – you want to be easy to recognise!



Use Engaging captions, and clear text font!



Be friendly and supportive -> Create conversations in the comments!



Refrain from using drinking references / drunk photos – employers will see these



Respond to trends – don't 'miss the moment'



Welsh language – Use our free translation service

TikTok vs Instagram Reels



- TikTok is a more fast paced video format
- Trends move quickly, and value humour, wit and spontaneity.
- Some of the best videos could be filmed in 30 seconds with no pre planning.
- This content can be more relaxed, jokey and is often based on pop culture references



- Instagram rewards consistency and polished content.
- This is a good use for informative videos.
- You can post a 'Day in the life' and tag relevant accounts.
- This content should be more serious and thought out, less based on quick trends and memes.

Consistency

- If 2 or 3 of you all post to the same account, sit down and decide your tone of voice.
- Come up with 4 or 5 keywords that sum up your aims for the account – you can keep coming back to these to remind you of your tone.
- Decide which fonts and colours you want to use on stories, videos and artwork and stick to them, people will come to recognise your content.
- Set yourself a target for how often you will post- if you achieve this, the algorithms and your followers will appreciate it.



Useful tools/tips...

- **CapCut**- Less glitchy than editing videos in TikTok or Instagram, loads of effects, sounds and templates.
- **Canva**- Create professional looking artwork for free.
- **Mini Mics**- You can buy a set cheap for around £10. These are cute, fun, and will improve the sound quality of your videos.
- **Natural Lighting**- Sunlight always looks best on camera. Try to take photos/film somewhere with lots of soft natural light, open the blinds, stand by a window (a ring or selfie light is the next best thing).
- **Clean your phone camera lens**- These get clogged up with so much dust and fluff from being in your pocket! Always give it a wipe with a tissue or cloth before taking a photo or filming.



Pictures and Memes

Sharing

Huge part of engaging with your audience

People tend to pay more attention to posts with pictures and memes

Think First

Always think before you post photos that represent the SU or your Club/Society

Check

Always do a background check when using stock images or memes

You can access free photos using www.pexels.com or www.unsplash.com

Where to get stock photos?

- Try to avoid using stock photos. They look impersonal and algorithms don't give them much reach.
- But if you absolutely have to use a stock photo, you can access free to use photos here-

www.pexels.com

www.unsplash.com

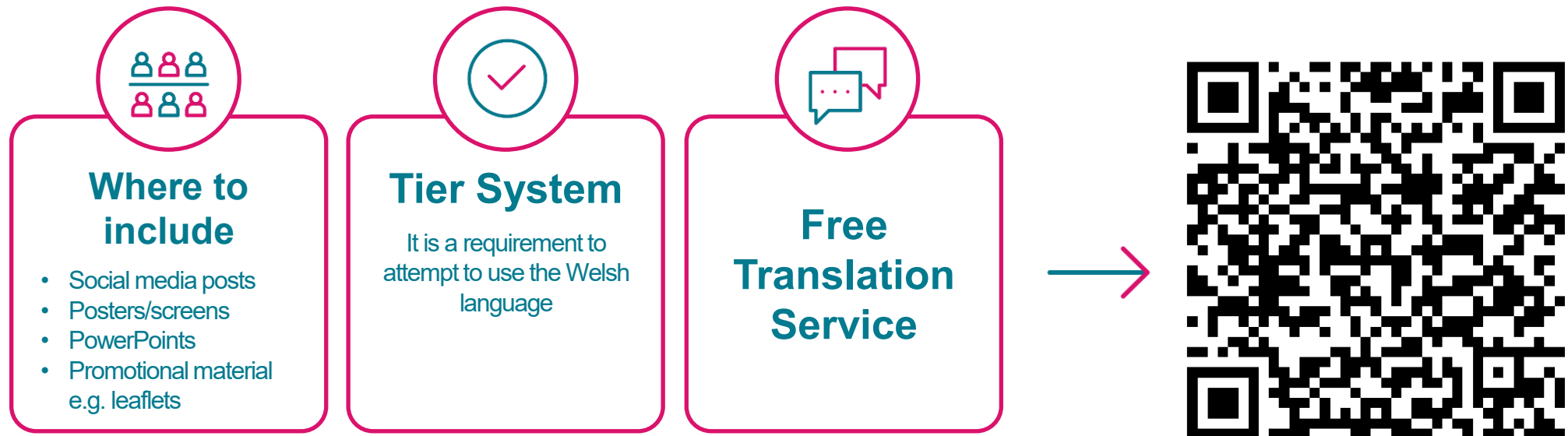
ALWAYS MAKE SURE YOU HAVE READ AND UNDERSTOOD THE LICENSE BEFORE YOU USE A PHOTO OR VIDEO

- DO NOT use a photo or video unless it has a license that specifies that you can or you have permission from the image owner (usually the photographer)



Using the Welsh Language

Cardiff University has a thriving community of Welsh speaking students.
Your Society or Club could benefit and appeal to a wider range of audience using bilingual promotion.



Passwords

Confidential

Always keep passwords confidential for all social media accounts

Handover

All accounts / pages / admin rights should be passed on to new committees

Change

We recommend changing your passwords each year

Access

All elected committee members should have access to their club/society accounts

Remember

Public and Permanent

Your actions last online forever – always speak as though you're in public

Be Responsible

Have fun and engage with students but be mindful of what you say

Avoid swearing, inappropriate behaviour and remember sarcasm can seem offensive

Impact

Inside jokes and banter aren't always appropriate

Everything you say reflect on your club, the SU and the University

How do you want your club/society to be perceived?

Do Not Discriminate

Social media should not be used to bully another individual

Bullying includes written forms, images, audio and video content

No offensive or derogatory comments to be made relating to:

- Sex
- Gender
- Gender reassignment
- Race (including nationality)
- Disability
- Sexual orientation
- Religion/belief
- Or Age

Discrimination will result in disciplinary action

Copyright and Confidentiality

Always ask for
permission to
use
images/written
content

Don't use
copyrighted
images

Don't reveal
confidential
information
online

E.g. personal details and
addresses

Ask permission
to take photos



Outreach



Get your faces out there!

Are you struggling with recruitment, retention or ticket sales?

Outreach ideas

1

Freshers / Refreshers Fairs

2

Book a stall in the SU

3

Tag us in your posts

4

Make a TikTok for @cardiffstudents

5

Collab with other clubs/societies

6

Use the SU screens

1

Creation

- Who you are
- What you are promoting
- Dates, times, location
- Clear font
- Link / QR code
- 1920 x 1080pxl (same size as insta story template on Canva)

2

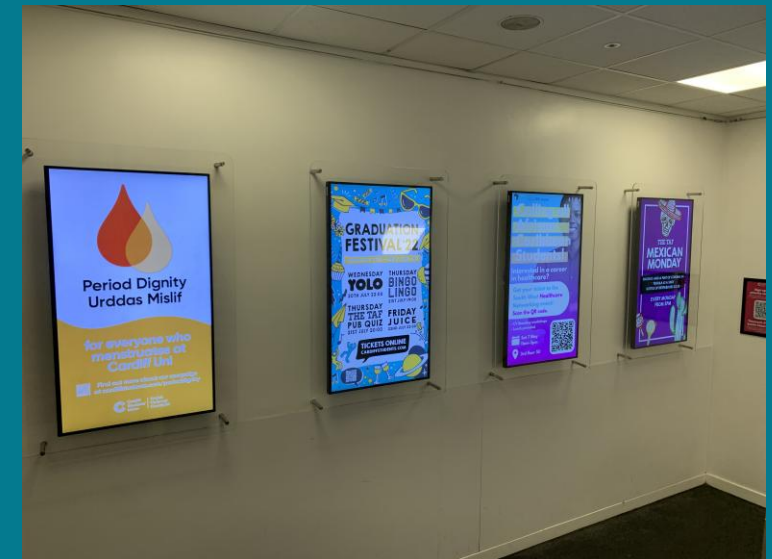
Promotion

Send it to your staff contact

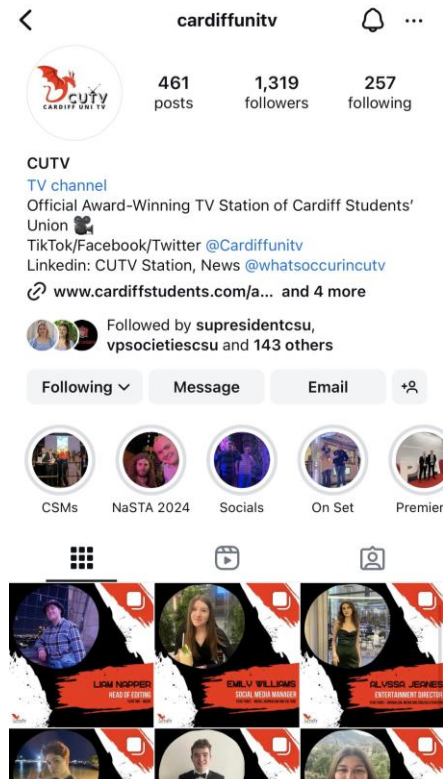
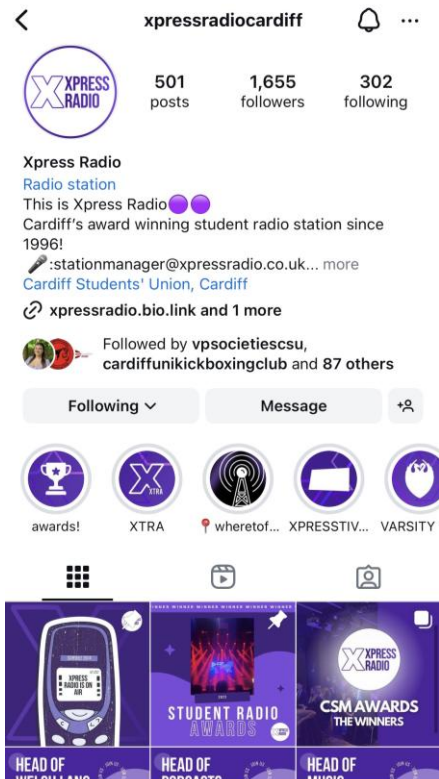
*Remember to tell them how long you would like it up for

Screens

Student groups can promote themselves and their events on the screens in the SU building



Student Media



1

CUTV

- Match coverage
- Highlighting individuals, teams and societies
- Interviews
- Freshers, Showcases, Competition and Varsity coverage.

CUTV Manager

manager@cardiffunion.tv or sport@cardiffunion.tv

2

Xpress Radio

- Interviews with sports clubs, individuals and societies, very similar to CUTV.

Xpress Station Manager

stationmanager@xpressradio.co.uk

3

Quench

- Highlighting Societies with interviews
- Published on website and hard copy

Editor

editor@quenchmag.co.uk

4

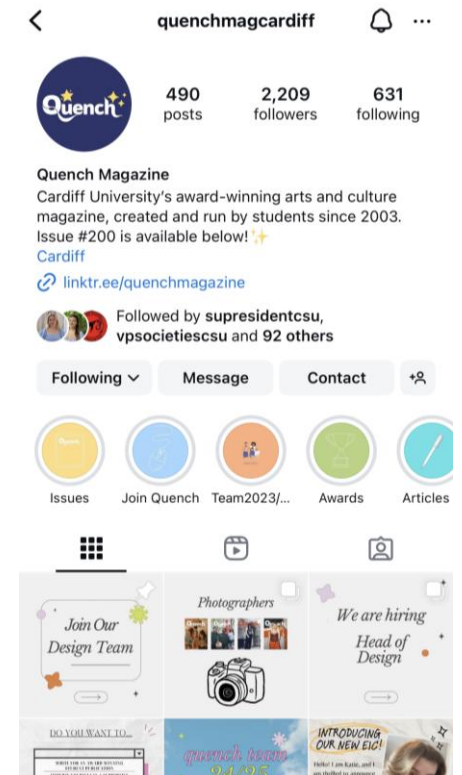
Gair Rhydd

- Weekly or bi-weekly reporting on matches
- Highlighting sporting individuals, teams and societies
- Published on website and hard copy

Editor

editor@gairrhydd.com or sport@gairrhydd.com

Student Media



Love Cardiff By Y1

We have teamed up with Y1 to bring you custom fleeces for your society.
Create your own design with options to personalise colour, logos and text.

1

Request a Quote

Fill out the order form with as many details as possible

2

Design your Fleece

Choose from a range of colours, add your logo and customs names and initials

3

Place your Order

Submit your order!

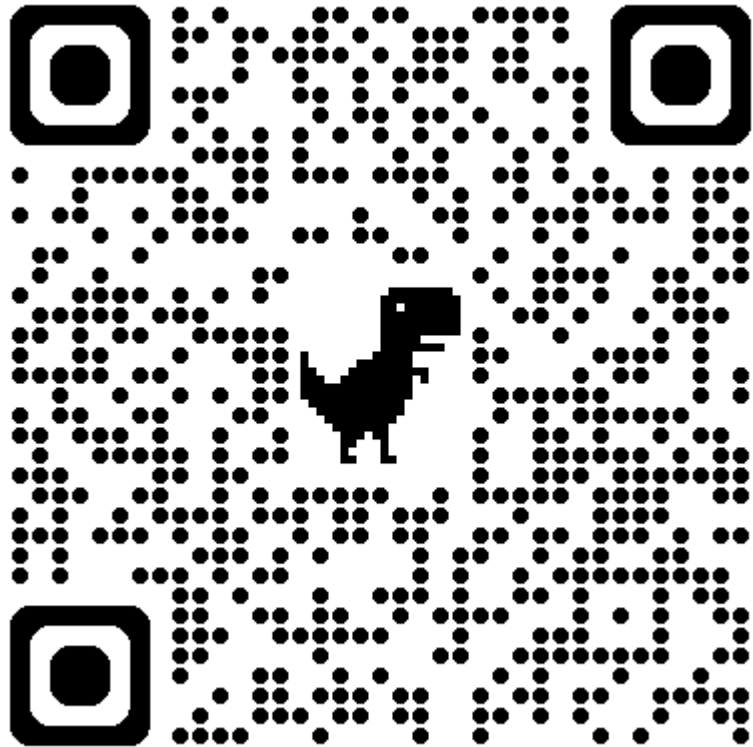
Lead time is 6-10 weeks so plan early!



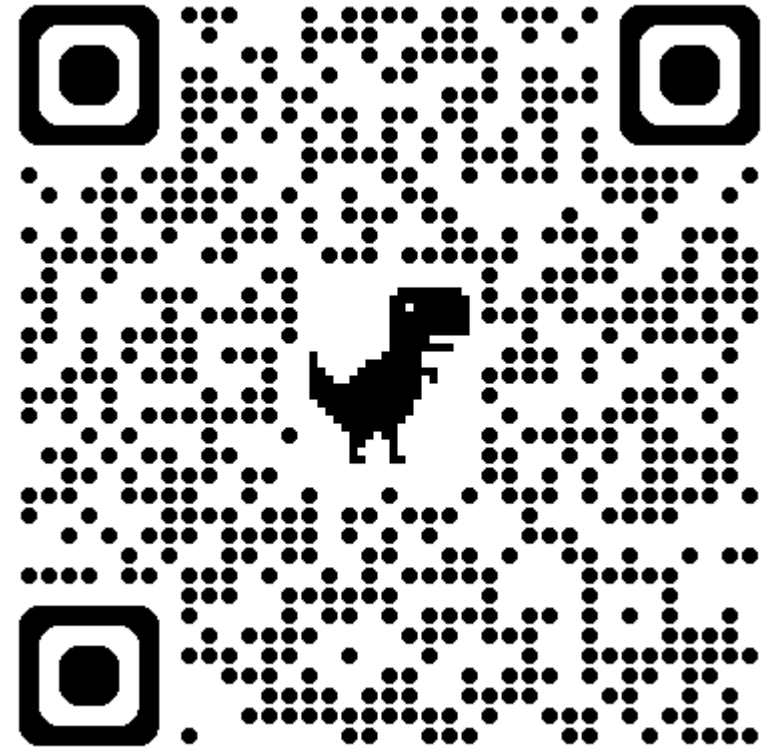
Love Cardiff By Y1



Come collab with me:



Culture Cook :





Questions?

Make sure you have registered your attendance!

