Introduction

Promoting your student group and student group events is a very important way to ensuring that your group events will be a success. Student HQ provides a range of options for student groups to sustainably promote their groups on campus.

Promoting your group and your events – FAQs

Q: WHAT CHANNELS ARE THERE AVAILABLE FOR MARKETING AND COMMUNICATION?

All student groups have access to various Marketing channels for their events through Student HQ. These channels include:
- Student Group Communication Boards and flyers (posters and printing)
- Campus Life Digital Screens
- Student Groups calendar
- Promotional tables outside the Campus Hub building
- Grapeshot calendar
- Macquarie Facebook pages
- Possibility to have an external website, mailing list or social media group – must be in line with Macquarie University branding
- Chalking – must adhere to guidelines

Q: WHO DO I CONTACT TO START A MARKETING CAMPAIGN FOR AN EVENT?

All marketing, advertisement and printing requests should be done through Student HQ. You can email your request to studentgroups@mq.edu, or in person at the Student HQ office (Campus Hub, Level 1).

It is best to allow plenty of time to promote your event to ensure your message reaches as many people as possible. To achieve this, you will need forward your marketing requests to Student HQ at the earliest possible time (at least two weeks).

Q: IS THERE A DEDICATED WEBSITE FOR STUDENT GROUPS?

All information for Student Groups is located on Student Groups’ webpage:
http://mq.edu.au/on_campus/get_involved/student_groups/

The webpage contains:
- Frequently asked questions
- Forms and information that Student Groups need to perform administrative tasks
- A current list of affiliated Student Groups (plus link to own webpage, Facebook© group and contact email address)
- Calendar of Events

All student groups must have a write-up of their group revealing contact details (including Facebook page, website and email contact details) on the website.

It is advised that Student Groups check the website on a regular basis to check that their description and contact information is correct. If there is anything that should be changed or if the student group is not listed, please email studentgroups@mq.edu.au with the correct information.

**Q: HOW CAN I USE THE NEW CHECK IN/GEMS SYSTEM?**

The Check In/GEMS system is a one-stop-shop for finding everything you want in one place, to communicate with the groups and clubs of your choice, and see what's happening at Macquarie.

To see more, head here checkin.mq.edu.au

**Q: CAN A STUDENT GROUP HAVE AN EXTERNAL WEBSITE?**

Student Group external websites are permitted for student groups and may be part of the contact information for the group on the student group website. All student groups need to provide the website URL information to Student HQ.

Student group websites may not violate local, state or federal laws. Student Groups should be aware that any personal information published on the internet is available to the public. Be judicious in the use of full names, phone numbers, photographs and other personal information

**Q: WHERE IS THE STUDENT GROUP CALENDAR AND HOW CAN I USE IT?**

The calendar can be accessed on:
http://www.mq.edu.au/on_campus/forms/add_new_event_form/
You will need to complete all required information and submit it. The information will be up on the events calendar within a day.

The ‘What’s On’ calendar can be accessed on:

https://www.mq.edu.au/on_campus/get_involved/student_groups/

**Q: CAN STUDENT GROUPS ADVERTISE EVENTS ON MACQUARIE FACEBOOK PAGES?**

Yes, that is possible. You can promote your group through Macquarie and Macquarie International Facebook pages, which both have thousands of followers.

Macquarie Uni FB Page - https://www.facebook.com/macquarieuni
Macquarie International - https://www.facebook.com/mqintl

To request an event or promotion material to be up on the Facebook Pages you will need to complete the calendar information on http://www.mq.edu.au/on_campus/forms/add_new_event_form/

After completing the calendar information you need to email studentgroups@mq.edu.au with the dates you would like the post to be up on Facebook and any other relevant information.

It may take one (1) week for the post to be up on Facebook, especially during peak times of the semester, it is a good idea to submit your request more than two weeks prior to the date you would like the post to be up.

**Q: CAN STUDENT GROUPS ACCESS THE DIGITAL SCREENS ON CAMPUS?**

The Digital Multimedia Broadcast System consists of:

- One large LED screen (located in the Central Courtyard)
- Nine LCD digital screens located in the Campus Hub building, the Sport & Aquatic Centre, E4B and W6B building

You can find all the guidelines for the use of the screens on:

http://marketing.mq.edu.au/media_and_communications/internal_communications/onevision_content_guidelines/?

To use this broadcast system, please follow the procedures listed below.

**Procedure**

1. Create a PowerPoint Presentation or Photoshop file with the material you wish to display.
2. Gather high definition files of all photos and images you wish to display.
3. Attach the material you wish to display to an email.
4. Send this email to studentgroups@mq.edu.au at least two (2) weeks before
5. We will contact you when your material has been approved to be displayed on the digital screens.

Decisions regarding the content remain at the discretion of the SAB Clubs & Societies Student Representatives and the Campus Life Marketing Director.

Q: DO STUDENT GROUPS HAVE ACCESS TO PRINTING AND PHOTOCOPYING?

Affiliated Student Groups are provided with a printing and photocopying quota from Student HQ to assist them in the operation and organisation of their group.

Student Groups MUST email studentgroups@mq.edu.au with a printing or photocopying request.

Student groups have a quota of 200 A4 (100 A3 equivalent) pages per calendar month for printing and photocopying. No more than 200 copies of documents can be printed per month. The printing and photocopying specifications available are:

- A4 Black and White
- A4 Colour
- A3 Black and White
- A3 Colour
- Single-sided printing/copying
- Double-sided printing/copying

Q: WHAT RULES APPLY TO STUDENT GROUPS PRINTING AND PHOTOCOPYING?

All printing done through Student HQ for the purpose of distribution, such as posters and flyers must adhere to the following rules:
- All text must be in English, so that all students and staff can understand it.
- All promotional material must contain Macquarie University logo, which can be requested via email through studentgroups@mq.edu.au
- All content must adhere to Macquarie University equity and diversity policies.

Student Group posters that are deemed offensive or contain inappropriate images or text (such as nudity, foul language and derogatory comments towards a person or group of persons) will not be printed.

All POSTERS AND FLYERS must be approved by the Student HQ before printing.
Sustainability Tips FOR PRINTING:

1. When making pamphlets, request double-sided and consider half-pages or quarter-pages (depending on your needs). Hand-out fliers can be smaller than Information Brochures or Information Pamphlets. Keep in mind that people will eventually throw away any paper you give them!

2. Do not print more than you need!

3. Take the time to look up Macquarie University’s postering etiquette. This will help you keep your posters up longer by posting them in the best places at the best times.

Q: WHAT IS THE PROCEDURE TO REQUEST PRINTOUTS AND PHOTOCOPIES?

1. Requests must be submitted VIA EMAIL at least 3 working days prior to deadline, with the image/artwork to be printed attached to the email. Submitted images/artwork on USBs or CDs will not be accepted.

2. Only files in PDF, JPEG and Microsoft Office extensions (Word, PowerPoint) are accepted.

3. For A5 printing, only JPEG files are accepted, unless provided a ready to print version PDF file.

4. A3 and A5 requests can be incorporated according to A4 quota.

5. Special requests such as laminating, binding, brochures etc are not provided.

6. Student Groups are to incorporate the Macquarie University logo on their posters and flyers and must comply with the rules of logo use which

7. The Student Group Coordinator will not edit or modify Student Groups’ artwork submitted for printing. All images/artwork submitted must be ready to be printed as they are.

PLEASE CONSIDER THE ENVIRONMENT BEFORE PRINTING.

Q: CAN STUDENT GROUPS PLACE POSTERS ON CAMPUS?

Student groups may place posters on the approved notice boards which are located in several buildings such as the courtyard for CSC. After the construction of the new library and the opening of MUSE there are very limited spaces available for placing posters on campus.
It is recommended that student groups use alternative ways of communication, such as the digital screens, the online calendar, Facebook and other online facilities instead of posters.

Q: CAN A STUDENT GROUP PROMOTE ITSELF THROUGH GRAPESHOT?

As a student group, you can market your group and specific events through Grapeshot, our student publication. Grapeshot has an audience reach of all undergraduate and postgraduate students and staff on campus through its print publication, as well as the local community in Ryde and metropolitan Sydney through its online presence. It consists of:

- A monthly magazine, a website, and a Facebook page and other forms of social media.

Grapeshot can assist marketing your student group and events by:
- Publishing paid print advertisements (produced by you);
- Publishing articles (written by you); and
- Collaborating on creative marketing campaigns through a variety of strategies.

To contact Grapeshot, call 02 9850 7605, or visit their office right next to Student HQ for more information.

Q: CAN STUDENT GROUPS USE THE MACQUARIE UNIVERSITY NAME AND LOGO?

Yes, that is possible and subject to the following guidelines:

1. The logo cannot be modified in any way.
2. Any advertising with the Macquarie University logo must come to the Student Group Coordinator for assessment prior to being used.
3. To maintain the integrity of Macquarie University's image, the standards outlined in the Macquarie University Visual Identity Guide must be followed.
4. As per the Macquarie University Postering and Chalking Policy, any advertising material which does not carry the Macquarie University logo may be subject to removal.

You can request a JPEG image of the Macquarie University logo by emailing studentgroups@mq.edu.au.

Q: WHAT ARE THE MOST SUSTAINABLE FORMS OF COMMUNICATION AND MARKETING AVAILABLE FOR STUDENT GROUPS?

Campus Life offers multiple methods for Sustainable Student Group advertisement, such as the use of the screens on campus including the Central Courtyard Screen, advertisement on the Website and on Grapeshot, as well as spaces for posters on the Campus Hub Building.
Please have these methods into account before printing flyers and excessive number of posters.

It has been proven that the reach of flyers to target audiences is very small in comparison to the reach that other more sustainable methods have, such as social media advertisement. Please contact the Student HQ team for further information on how to make your student group more sustainable.

Think how many pages you really need before printing and avoid using excessive colour on your posters. Colour printing is very resource intensive.

Macquarie University is a commuter campus, so sometimes it is difficult to get people to attend meetings. Here are some options to increase participation even if you cannot meet on Campus:

a. Electronic Meetings: organise a time to meet on a chat program or on Facebook
b. Facebook Pages: you can use The Wall or Discussion Boards to organise and discuss topics
c. Meet in a more convenient location! There is no rule saying that you can only meet at Macquarie University. If another location is more convenient. Just make sure it is a place that is very easy to find and access via public transport
d. Google Docs are great for organising events or activities because:
   - You can control who can view/edit the document
   - Everyone can view the most up-to-date version
   - It’s confidential and accessible online
   - HINT: (excel spreadsheets work well to organise and delegate tasks, etc.)

**Q: DO STUDENT GROUPS HAVE A POSTAL ADDRESS AND CAN THEY RECEIVE MAIL?**

The Student HQ office should be nominated as the postal address for Student Group purposes.

**Mailing Address:** Student HQ, Locked Bag 3500, North Ryde, NSW 1670

**Procedure:**

1. It is the responsibility of Student Group’s Authorised Representatives to check their pigeon holes.
Advertising in Student Publications

Student Groups have the opportunity to utilise a number of publications to advertise upcoming activities. These include but are not limited to the Macquarie University Student Publication, *Grapeshot*. Details and submission deadlines are below:

**PROCEDURE:**

**GRAPESHOT STUDENT PUBLICATION**

1. To submit articles, features, photographs, ‘What’s On’ calendar dates, event reviews/preview and other creative works to *Grapeshot* please see the themes, deadlines, and submission style guide at: grapeshotmq.com.au
2. All topics are welcome. Submit material to grapeshot@mq.edu.au according to style guide and by deadline. Please be aware that there is limited space and inclusion of articles is at the discretion of the Editorial team.
3. Regular reminders and updates are also available by joining the *Grapeshot* Facebook Group: www.facebook.com/GrapeshotMagazine

**2015 DEADLINES:**

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