

# Communications & Marketing Strategy 2024-2026

## Our Principles of Communications: What we believe and value

- Communications will align with our overall strategic vision
- Our voice will feel authentic
- We believe that we communicate through every interaction with students in person and online and communications are the responsibility of every staff member, officer and volunteer.
- Comms will be relevant to student life, making our members feel valued, listened to and empowered to get involved.
- Officers, staff, volunteers and other ambassadors will be empowered to deliver effective communications that conform to our strategic goals
- We will represent all members in how we communicate
- We will use simple language that allows all our stakeholders to engage with us
- We want to be seen to make a difference
- Through our communication we want students to be proud to be part of the Student Union and have a sense of ownership.
- We are not faceless and our tone is personal and relevant to the audience: We will use a variety of student faces in our comms
- Where possible, our comms we will use students or their elected representatives to communicate
- We will be easily to access and communicate with.
- When producing comms we will consider the goal and target audience

## Methods of Communication

### Online

- Our website will be accessible: Both easily to navigate and accessible to those with disabilities
- Our social media output is focused on Instagram.
- We will continue to use Facebook for information delivery and one to one communication.
- We will develop Tik Tok for informal comms
- No other social media such as X (Twitter), LinkedIn or other is an active part of our comms strategy.

### Print

- Where appropriate for brand awareness or information sharing, we will continue to use printed materials.

### In Person

- Staff, officers and volunteers will understand how their interactions represent the brand of Winchester Students' Union and be able to effectively deliver this

- We communicate our brand through our spaces and these physical spaces will align with our strategic comms goals

#### **Press coverage**

- We use student, local and national press coverage where relevant to increase credibility and reach more students with our key messages and campaigns, we also use these channels to respond in a crisis.

## **Resources**

- Where possible, we will use external skills and resource to supplement our existing resource. We will not aim to do everything 'in house'.
- We will develop the skills, simplify processes and create resources to enable everyone to deliver effective communications.
- Across all areas communications expenditure will be planned, relevant and have a measured impact, where possible departments should plan to cross promote and share resources.
- Through communications we demonstrate to the University that we can run relevant and student-led opportunities and services. As the charity's main source of income will always be the block grant we must demonstrate our value to students to the University.

## **Focus and Impact: What we will concentrate on and achieve**

- We will focus on student insight gathering to inform our short and long term strategy
- We will develop the marketing of our commercial services to new stakeholders with the primary aim of increasing business opportunity
- We will listen to and empower students and share their stories and achievements across everything we do both on and off campus and across all demographics.
- We will seek out new ways to secure commercial income through media sales
- We ensure students know the organisation is run, led and shaped by students like them.
- We seek to engage with students who do not actively participate to give them this opportunity to do so