

## **SU Clubs & Societies – Coverage by QSU**

### **Protocol and Guidance**

#### **Purpose**

Queen's Students' Union (QSU) will occasionally profile the activities and achievements of Clubs and Societies on our main social media channels and in other QSU publications. This is designed to support the development of Clubs and Societies, increase awareness of their activities amongst Queen's students, and celebrate their achievements.

QSU will seek to engage Clubs and Societies by requesting stories, event details, images, or videos for potential inclusion on QSU social media channels, webpages, event listings, email newsletters, and so on.

#### **Requirements**

In order for Club / Society content to be profiled by QSU, the following requirements should be met:

- The event or achievement should be clearly described in less than 200 words.
- An accompanying, high-quality image should be included with the text.
- For events:
  - Full details must be provided, including: date, time, location, ticketing arrangements, accessibility measures, the presence of any high-profile guests (including elected representatives), and so on.
  - For online events, the link must be secure (i.e. supplied directly to attendees after registration, or requiring a password). QSU cannot promote public links to online events.
  - QSU must receive event information at least two weeks before the event is scheduled to take place.

#### **Conditions**

QSU cannot promote Club / Society activities taking place in external venues, including events in external bars, nightclubs, formals, and Mystery Tours.

QSU offers no guarantee that submitted stories will be profiled. Any coverage of Club / Society activities and achievements will be at the discretion of the SU Marketing Manager and SU Clubs & Societies Manager.

Priority may be shown to:

- The earliest submissions received following a request for content.
- Clubs and Societies who have not recently been profiled on QSU channels.
- Club / Society events which are open to all students, particularly those who have not been involved in Clubs and Societies before.

#### **Data protection**

By submitting content to QSU, you are giving permission for this content to be published by QSU and made publically accessible. You should ensure that your Club / Society committee and members are aware of this before content is submitted.

The personal information associated with your submission (e.g. your name and email address) will be used by QSU staff to contact you regarding your submission.