

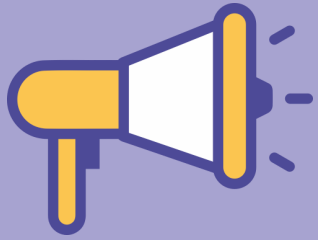


MEDIA, MARKETING & COMMUNICATIONS

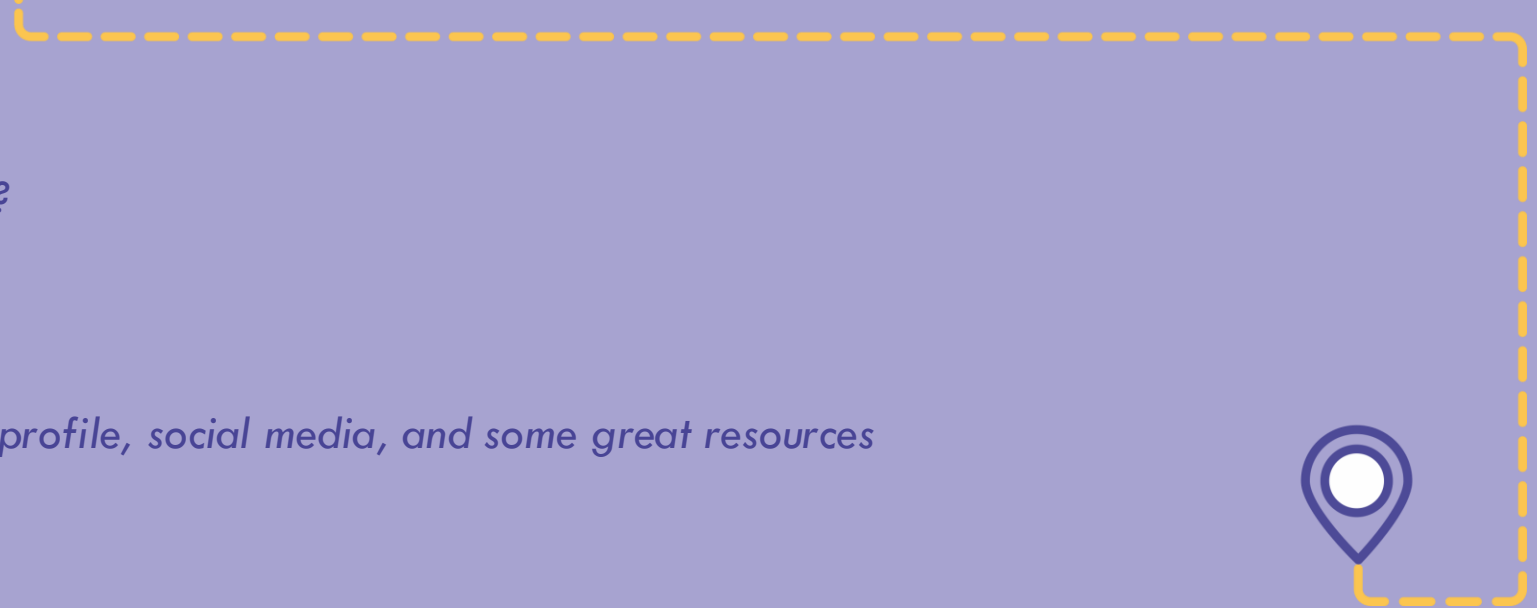
STUDENT LEADERS CONFERENCE 2025

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AGENDA



01. GDPR in the UK

What does GDPR mean for your role?

02. Digital Presence

How to make the most of your online profile, social media, and some great resources



03. Best Practices

Best practice tools and where to get help if you need it

Questions

An opportunity to ask questions about anything you're unsure about



Section 1:

GDPR IN THE UK

WHAT IS GDPR?



GENERAL DATA PROTECTION REGULATION

The **Data Protection Act 2018** controls how your personal information is used by organisations, businesses or the government.

Everyone responsible for using personal data must follow strict rules called 'data protection principles'.

WHAT DOES THIS MEAN IN MY ROLE?



As a Student Group, you should not collect or hold any additional data to that which is collected and accessible to Committee Members through the SU website. The SU website gives Committee Members the ability to view and contact all members, requested to be added to a mailing list, or purchased events and products.

If you do need to communicate with members away from the SU website, we recommend utilising social media, as this allows the individual to access information and easily opt out.

No matter what activity you're planning, it is your responsibility to ensure that you have read the guidance and that any data your Student Group collects is handled appropriately in line with Students' Union policy and guidance.



Section 2:

DIGITAL PRESENCE

ONLINE PRESENCE



Marketing your Student Group effectively can assist in elevating your Student Group's visibility and popularity, increasing your member size and boosting attendance at your events.

It can be something you put online or things you do on campus.

WHO IS RESPONSIBLE?

If your Student Group does not have a Committee Member directly responsible for the marketing and publicity of your activities, it is the responsibility of all Committee Members to ensure that your Student Group is well publicised.

@lsesu



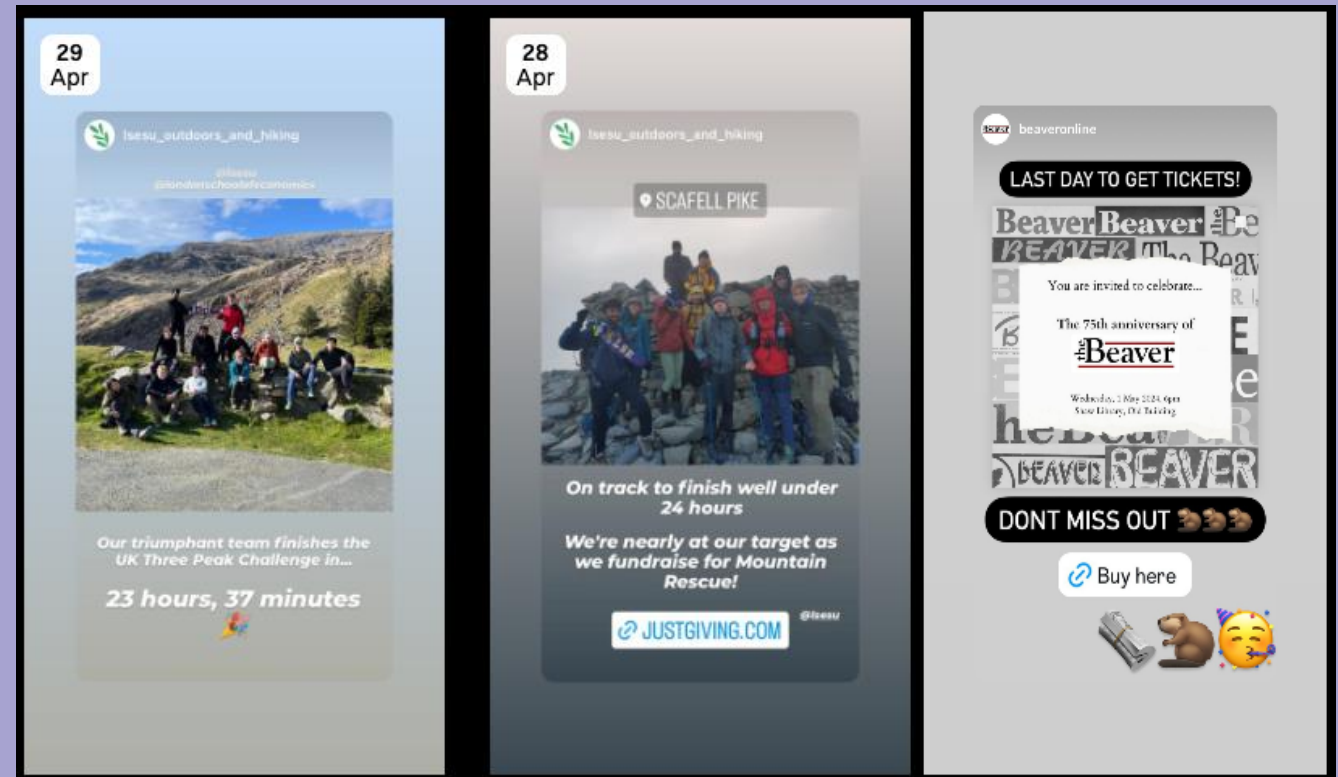
ADVERTISING WITH THE STUDENTS' UNION



Unfortunately, due to the number of Student Group events that happen every week we are unable to advertise all Student Group events on the main LSE Students' Union social media channels.

However, make sure to tag us at @lsesu and we will do our best to add you to our Instagram stories!

We only collaborate on posts which are branding approved, a part of a larger campaign, or ones that have been approved prior.



CREATING YOUR BRAND



Some Student Groups choose to develop a brand for their committee to utilise throughout the academic year.

A brand can be beneficial to a Student Group, assisting them in being easily spotted on campus, both in their physical and digital image. Here are a few things you could consider when creating your brand.

AUDIENCE

Consider who the audience for your Student Group's brand is – are you looking at engaging those interested in sports, the arts, or something else?

This may impact how you present your Student Group and the tone of voice you use.

LOOK, FEEL, AND SOUND

The best brands are instantly recognisable through their use of colours, symbols, logos, and tone of voice.

Why not brainstorm some slogan ideas? Or develop a brand kit? That way it'll be easier to recognise you across campus.

RESOURCES

Creating a brand can be daunting at times, especially if you have not had any experience in graphic design before.

Canva a free platform with a range of stock images, fonts and illustrations.

WebAIM, which is a contrast checker which ensures the readability and accessibility with your post.

EVENTS ON SOCIAL MEDIA



There are a number of different ways to ensure that your Committee Members are utilising social media or your group's web page to the best of its ability:

- When planning an event, take some time to consider the best methods and platforms to promote your specific event
 - Discuss and analyse what marketing strategies your group would like to implement that will best fit your goal and audience e.g. social media marketing, email marketing, physical marketing etc.
- Don't just promote your event a few days before it happens - even if you are missing some information, it is better to advertise in advance to garner interest.
- Look at other Student Groups' social media to get inspiration on how to engage with your members – this can include other universities outside of LSE



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Section 3:



BEST PRACTICES



THINK BEFORE YOU POST



When marketing your Student Group on any platform, but most notably on social media, it's important that you utilise safe practices to protect yourself and your Student Group.

- Before you post anything, consider how a post/picture/video could impact others, and whether it's in line with the Students' Union and University ethos.
- Once you have posted, your content is public and can never truly be deleted. People can take a screenshot or download content within seconds.

Remember that everything your Student Group posts will be held to account. If you are found to be posting content which is not in line with the Students' Union's/University guidelines, your Student Group can face suspension and/or disaffiliation.

DEFAMATION, LIBEL AND SLANDER



DEFAMATION: Statements that are likely to cause serious harm to the reputation of a person or organisation, shun or encourage avoidance of a person, and/or exposing someone to hatred, contempt, or ridicule (Defamation Act 2013).

LIBEL: If the publication is 'permanent' e.g. written

SLANDER: If the statement is 'transient' e.g. speech

CASES THAT WENT TO COURT

- Duke v The University of Salford (2013): malicious references to senior University staff on social media
- Gorgianeh v Foster (2023): Foster's (now deleted) tweet falsely accused Ms Gorgianeh of anti-semitism, resulting in Foster paying substantial damages and costs
- Tamara Kay v The Irish Rover (2023): a professor sued a student paper over quotes falsely attributed to her (US)

BRAND GUIDELINES



LSE BRANDING

LSE LOGO

Sports Teams, Societies, and Groups are **not allowed** to use the LSE logo. Exceptions: co-branded LSE events or initiatives.

If your group is **supporting** an event that is hosted by an LSE academic department, division, or research centre, they will use the LSE logo on promotional materials and should include your logo to acknowledge your involvement.

If your group is **taking the lead** and is sponsored by one of these departments etc. You should add a line to your event page and materials to say this event is supported by them. They will be able to supply you with the relevant logo.

LSE NAME & COAT OF ARMS (SPORTS TEAMS)

Yes, **you may use LSE in your name** e.g. LSE Boxing and you represent LSE externally as well as LSESU. You may also use the one colour version of the coat of arms on sports kits **ONLY** – NOT on your logo, promo material, or merchandise.

LSESU BRANDING

LSESU LOGO

You may use the LSESU logo in your society branding. While you may change the colour of the logo, please ensure that the shapes stay exactly the same. This is to ensure brand consistency and connection with the SU.

LSESU NAME (SOCIETIES & GROUPS)

Societies and groups may not use the LSE name or coat of arms. Instead, please use the LSESU name (e.g. LSESU Beekeeping Society)

Exceptions include LSE Choir and LSE Orchestra

If there is any confusion, please speak to the SU Clubs & Societies Team!



WHERE TO GET HELP



If in doubt, just ask a member of our team!
Our Marketing and Communications Team will be happy to help you.

Team Inbox: comms@lsesu.com

Marketing & Communications Manager: g.grange@lse.ac.uk

Social Media Coordinator: a.boukabous@lse.ac.uk

Marketing & Communications Coordinator: d.quilty@lse.ac.uk

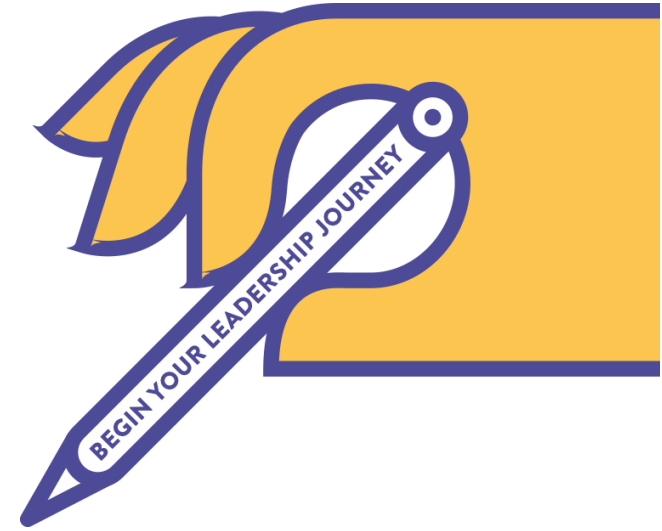


You may also want to reach out to your fellow Clubs and Societies who have a good social media presence for hints and tips on content planning and creation!



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QUESTIONS?



1st Floor: Break for lunch in the Denning Café

6th Floor: Free headshots in the Studio

Please return promptly for your next session (14:00-15:00):

- **From Society to CV: Showcasing Your Experience (with LSE Careers) - 6th Floor Café (6)**
- **Elevate your Entrepreneurial Skills (LSE Generate) – Hall Carpenter (3)**
- **Saw Swee Hock: Events in the SU - ARC (1)**
- **Freedom to Speak: Navigating External Speakers & Free Expression – The Venue (-2)**



GIVE US YOUR FEEDBACK

Please scan the QR Code to let us know how you found this session/the day:





THANK YOU!

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