

Marketing & Social Media

Office of Leadership and Engagement

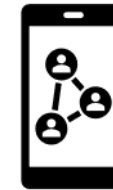


Definitions

MARKETING

The activity or business of promoting an organization's products or services.

- Product =
 - Reputation
 - What it means to join your org
- Services =
 - What your org does (meetings, volunteer, events, etc.)



SOCIAL MEDIA

One tool for marketing that is popular for creating and sharing content on social networking websites and applications.



Marketing for Student Organizations



Build Your Brand

FOUNDATION

Starting with what it means to be a registered student organization at NAU...

- NAU Student Org Logos (NEW!)
- No organization can imply that it is functioning on behalf of NAU unless it has been officially sanctioned.
- If “NAU” is in the title of your student organization, you are required to use the new logo somewhere on marketing materials.



A STUDENT ORGANIZATION AT **NAU**



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What does your organization represent?

Beyond registered status at NAU, each club/organization/chapter has a unique presence on campus.

Emotion

- Mission of the org
- Purpose Statement
- Current goals

Memory

- History
- Older photos/events
- Private traditions
- Previous presence on Social Media and TBC
- Past goals

Recognition

- National affiliations
- Community affiliations or involvement
- Public traditions
- Memorable logo
- Merchandise/apparel



NAU Logo/Trademark Policies

Trademark and service marks are names, words, symbols, phrases, letters, numbers designs, colors, or combinations that **clarify origin on products or services** that **limit/prohibit the usage of identifying marks**.

Contact: licensing@nau.edu or <https://nau.edu/university-marketing/trademarks-licensing/contact/>

- Student orgs need to obtain permission from the Office of Trademarks & Licensing prior to production
 - Approval request requires licensed vendor name, design/art, intended use, and contact information.
 - Recognized Sport Clubs under Campus Recreation have additional branding guidelines.
- [Officially licensed vendors list](#)
- [Brand identity guide](#)
 - Required for use on apparel (clothing, uniforms, etc.), novelties (gifts, merchandise, etc.), give-away items (pens, keychains, totes, water bottles, etc.)
 - Prints must go through [NAU Printing Services](#)
- Royalty rates may apply



How do you hear about events at NAU?



Get the word out about your org!

Options

- Tabling / Club Fairs
- Collaborations
- Flyers/Posters
- Presentations (classes, community, other clubs)
- Network at a similar event
- Emails (depts, offices, etc.)
- NAU Review
- Word of mouth
- True Blue Connects

Best Practices

- Keep graphics simple but eye-catching
- Add logos for credibility, as appropriate
- Remember that you are ALWAYS representing your organization!
- Be accessible

Limitations on Campus

Not allowed

- Chalking or Window Paint
- Hazing activities
- Disruption to sponsored or official university functions

NAU permission required

- Amplified Sound
- Permanent Structures



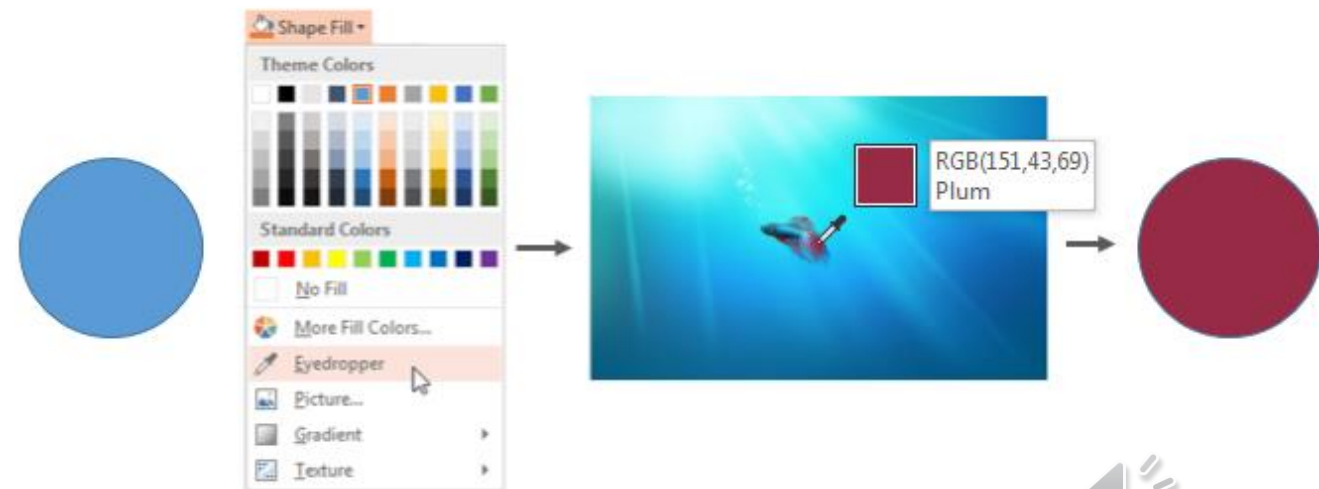
Accessibility in Marketing

“All materials that are digitally shared by any NAU unit to any audience (students, faculty, staff, alumni, the public, etc.) **must be made to be accessible** to assistive technology in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act.

This includes web content, newsletters, posters, flyers, and other PDF documents.”

Solutions & Techniques

- Check for color contrast at <https://accessibleweb.com/color-contrast-checker/>
- Anytime you use a QR code, include a webpage link
- To better serve screen readers, write words linearly down flyers/posters



The color contrast checker has an eyedropper feature, so you can check the color of another tab on your computer to evaluate accessibility

STAND OUT with Fun Marketing Ideas!

Asymmetrical / Bold

- Branded treats
- Rent a large, highly-visible sign
- Personalized invitations

Create a newsworthy event to create attention

- Flash mobs
- Wear a costume around campus
- Inflatable globe with stickers for dream destinations



Differentiation / Unique

Hybrid (online or offline)

- Mystery QR codes
- Animal ambassadors
- Highlight guest video message, headshot, or a sign of their face

Online only

- Create a video (Behind the Scenes, Movie Trailer or Infomercial)
- Create a custom gif



Developing Marketing Strategy

FOUNDATION

When students focus too much on the short-term, they can lack in planning, execution, and achieving goals.

It's not difficult to organize marketing. Here are some main questions to ask your officers:

- What are your target numbers?
- Who is your audience?
- How much are you investing into the marketing campaign?



MEASUREMENT

How are you going to track progress?

Choose your key performance indicators. Some examples include foot traffic, meeting/event attendance, follower count, likes, etc.



Marketing Roles

Here are some example marketing roles that can exist within an executive team or committee.

Manager/Treasurer

- Create the marketing budget
- Explore advertisement options
- Purchase of marketing materials

Designer/Creator

- Creative genius – create online and offline posts/flyers/ppts/etc.
- Research content and privacy laws
- Understand regulations regarding freedom of expression

Marketer/Student Ambassador

Can specify a social media marketer, email marketer, etc.

- Draft emails
- Plan posting/emailing schedule
- Keep online security up-to-date



Student Organization Social Media



Digital Marketing

Potential Accounts

- Facebook (page or group)
 - Twitter/X
- Instagram
- LinkedIn
- YouTube



Social Media Regulations

- [Social Media Policy & Guidebook](#)
- Acceptable social media account names: “Club at Northern Arizona University” or “Club @ NAU”
 - *More info in the Student Organization Manual*

Other Online Methods

- Facebook events
- Messaging applications
 - (e.g., Discord / Group Me / WhatsApp)
- Consider ads on social media
- Ask an on-campus influencer for help



Best Practices

For more credibility, you can register your social media on the [Social Media Directory](#).

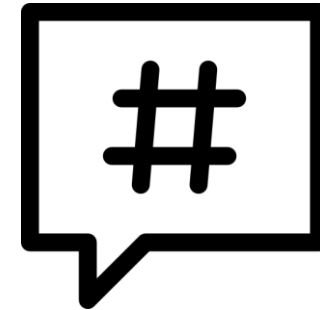
- Advertise your handles at meetings/events
- Use hashtags and location tags to attract more viewers
- Be active and interactive on accounts
 - Host giveaways and takeovers
 - Follow other accounts
 - Comment on posts (yours and others)
- Post consistently to establish credibility
 - Post often but don't spam
- Be aware of the NAU culture (other school events, etc.)

- Double check that information is accurate
- Take advantage of other social media opportunities
 - Takeover the @NAU social and/or @NAUGetInvolved
- Create shareable content (e.g., highlight alumni, event post teasers)
- Diversify content
 - Videos, reels, posts, infographics, stories, etc.
- Evaluate permanent aspects of social media pages (like pinned stories on Instagram)

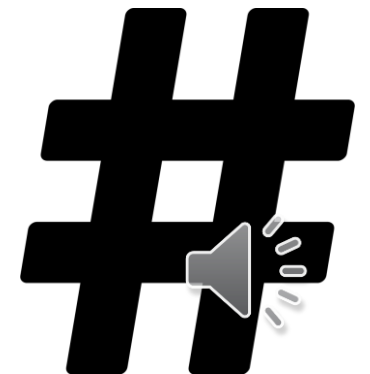


Hashtag Examples

- Classics: #DiscoverNAU, #GoJacks, #ImaLumberjack, #KickAxe, #KissMyAxe, #NAU
 - Lumberjack School Spirit: #TrueBlueFriday, #TrueBlueNAU
 - Hand gestures: #JacksUp, #LJs
 - Alumni: #NAUgrad, #NAUAlum, #Alwaysalumberjack
- Day-to-Day of a Lumberjack: #LumberjackCountry, #LumberjackLife
 - Aesthetics on Campus: #MyNAUview
 - When times are tough: #LumberjackOn, #NAUStrong



Consider creating your own hashtag for your organization and/or event.



NAU Social Team

nau.edu/social

928-523-2282

Social@nau.edu

If you feel overwhelmed about managing a social media account, consider scheduling a [meeting](#) with the NAU Social department for additional training and best practices.



THANK YOU!

If you have any additional questions, please reach out to StudentOrgs@nau.edu and/or schedule a meeting with staff from the Office of Leadership and Engagement.

