

MEDIA HANDBOOK

20
23



INTRODUCTION

SPORTS CLUB SOCIAL MEDIA

Social media can be a great marketing tool for your sports club, so we hope this guide is helpful if you are not sure where to start, or you want to find the EUSU logo to add to your content you have ready to share!

Why use social media?

- Promote the amazing work the club is doing - game success, charity work, club trips.
- Gain new members and get more people involved in sport!
- Keep people up to date - any changes to training, taster sessions, results from recent games and competitions.
- Potential sponsors may browse your social media to see if you are right for their brand so keeping consistent and professional is important.
- Attract spectators to your events.



WHERE TO START?

GOOD CONTENT TO SHARE:

- Upcoming Fixtures
- Game Results/ Competition Results
- Club Trips
- Support Campaigns
- Partnerships



**CHECK THE ANNUAL
COMMS PLAN FOR IDEAS**

MAKE SURE TO

1 Tag **@uoesportsunion** and in your posts and we will re-share your highlights!

2 Use the Hashtags -
#WeAreEdinburgh
#BleedTartan

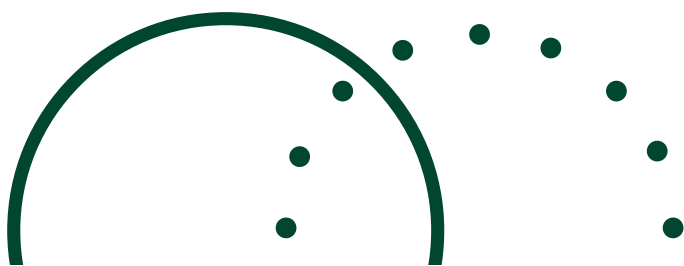


SOCIAL MEDIA POLICY

You are representing the Sports Union and the University through your sport so please keep in mind.

Please read through the social media policy at the beginning of the academic year.

[Find the Social Media Policy here.](#)



SU COLOUR CODES

#004631

#00325F

#8D744A

#D40072

#D50032

#00C4DF

You can create a brand for your club to bring together all your content, using a few colours can help achieve this. These are the SU colour codes, you can use these too.



LOGOS

SPORTS UNION LOGOS

SU EDINBURGH UNIVERSITY
SPORTS UNION

SU EDINBURGH UNIVERSITY
SPORTS UNION

EUSU

SPORT LOGOS



THE UNIVERSITY of EDINBURGH
SPORT

[Find all of these in the Sport at Edinburgh teams channel HERE](#)

SU EDINBURGH UNIVERSITY
SPORTS UNION



UNIVERSITY LOGOS



THE UNIVERSITY
of EDINBURGH



Guidance when using the University logo.

You will not use this logo too often. The most common time clubs use this logo is for club logos. All club logos need to be sent to the Sports Union prior to the club using the logo.

These rules always need to be followed:

- The book in the centre of the roundel should always be the white on a reversed logo.
- You cannot redraw, recreate or recolour the logo.
- Always check the [University page on logo standards](#) before using the logo.

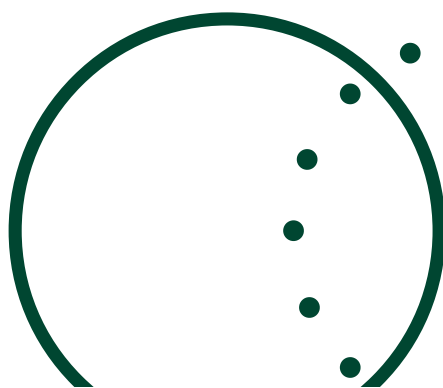
CLUB WEBSITE PAGES

Make sure to update your website page every year.

Club Secretaries have admin access to edit the content on your page by logging in to the website (Home (ed.ac.uk) and clicking on your club through the site admin tab at the top.

We suggest including:

- About your club
- A picture of your club
- Training times and locations
- Where to find you on social media
- If you have any questions please get in contact __ (best place to get in contact with you) ____



SPORTS UNION SOCIAL MEDIA

Make sure to follow the Sports Union so you can keep up to date on Sport Union news and tag us in all your activity.



[uesportsunion](https://www.instagram.com/uesportsunion)



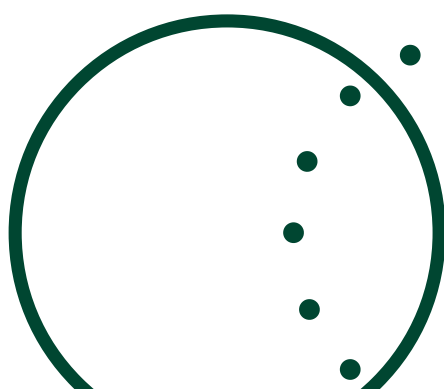
[The University of Edinburgh Sports Union](https://www.facebook.com/TheUniversityofEdinburghSportsUnion)



[UOESportsunion](https://twitter.com/UOESportsunion)



[Edinburgh University Sports Union](https://www.youtube.com/EdinburghUniversitySportsUnion)



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#WeAreEdinburgh

#BleedTartan