

AGENDA



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01. GDPR in the UK

What does GDPR mean for you in your role?

02. Digital Presence

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

03. Media Best Practice

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

04. Questions

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





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Section 1: GDPR in the UK



What is GDPR?



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WHAT IS GDPR?

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.



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Section 2: Digital Presence

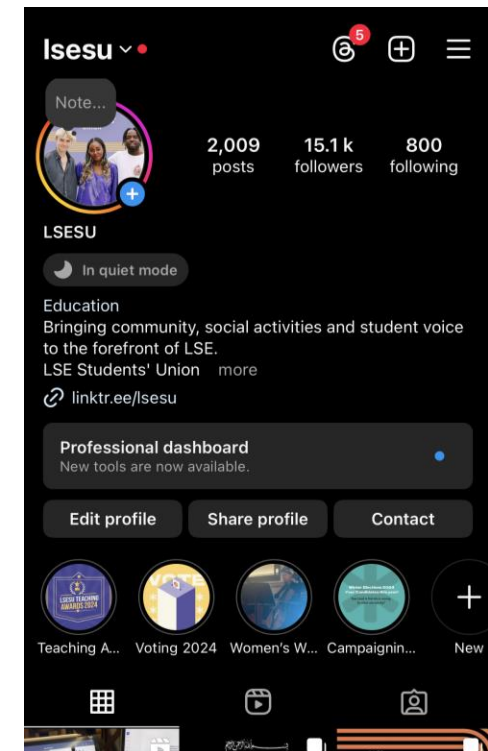
ONLINE PRESENCE



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.



CREATING YOUR BRAND



Creating a 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.

Resources

Creating a brand can be daunting at times, especially if you have not had any experience in graphic design before. We recommend using Canva, a free platform with a range of stock images, fonts and illustrations. Templates Creating templates for posters/leaflets etc. means that any member of your committee can create content for an upcoming event.

EVENTS ON SOCIAL MEDIA



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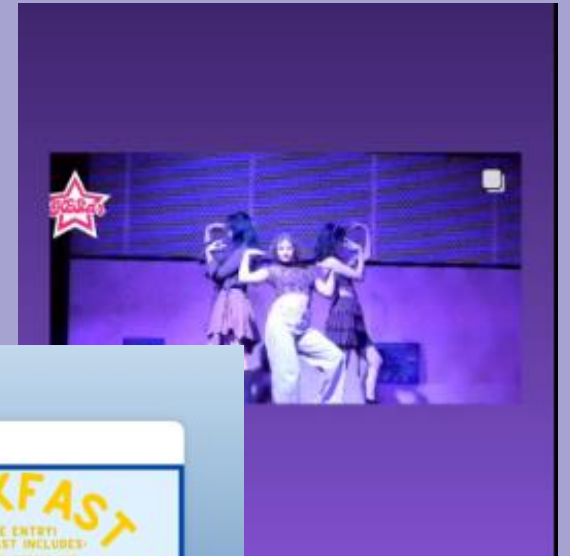
There are a number of different ways to ensure that your Committee Members are utilising social media or your group's web page to the best of its ability.

When planning an event, mind map the different ways of promotion your Student Group could utilise and think about the best way to present the information

Don't just promote your event a few days before it happens -- even if you are missing some information, you can advertise it well in advance of knowing all the details

Discuss and analyse what marketing strategies your group would like to implement that will best fit your goal and audience

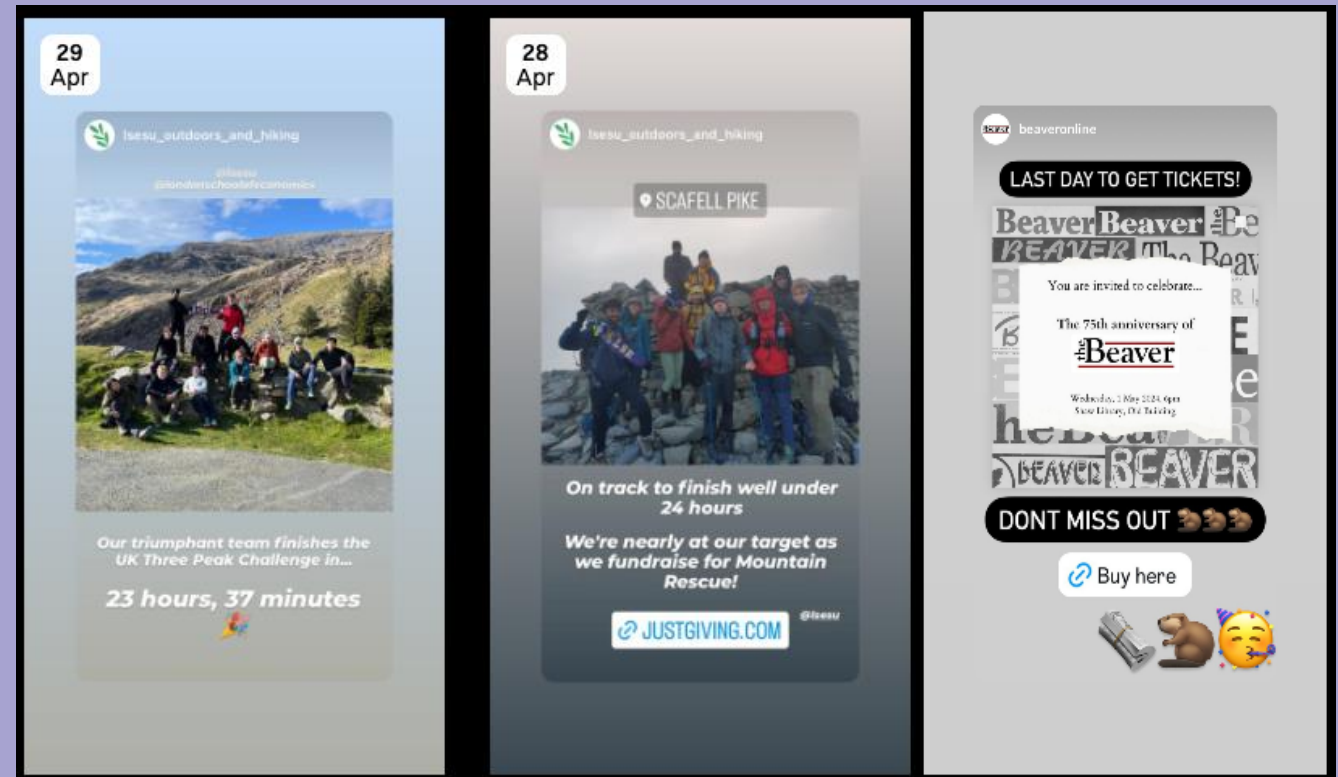
Look at other Student Groups' social media to get inspiration on how to engage with your members – this can include universities that are not just LSE!



ADVERTISING WITH THE SU



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 are likely to add you to our social media stories!





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Section 3: Media Best Practice



THINK BEFORE YOU POST



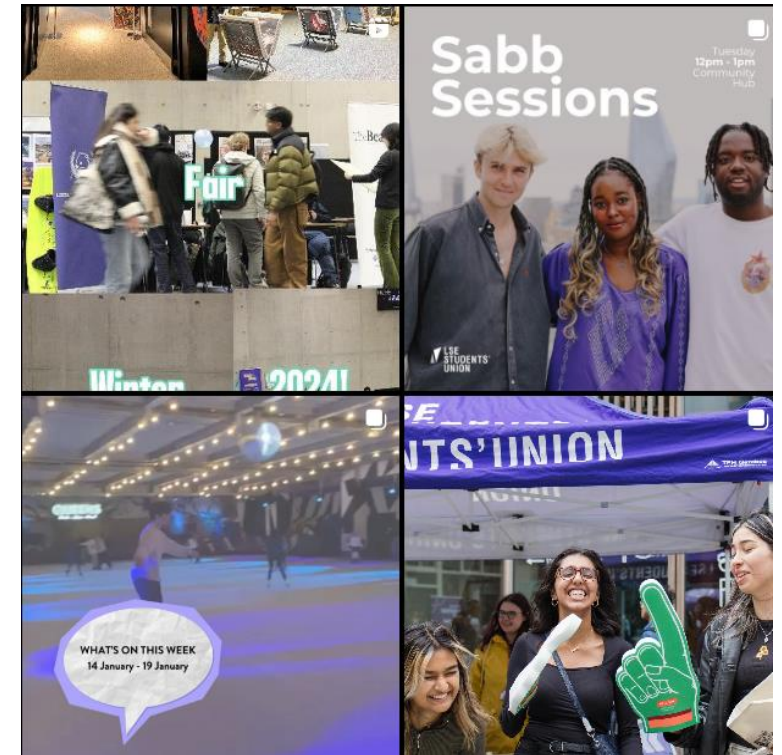
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When marketing your Student Group on any platform, but most notably on social media, it's important that you utilise safe practices to protect yourself and your Student Group. **Think Before You Post!**

For example, 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.

Remember, once you have posted, your content is public and can never truly be deleted. People can take a screenshot or download content within seconds.

Please Note: 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

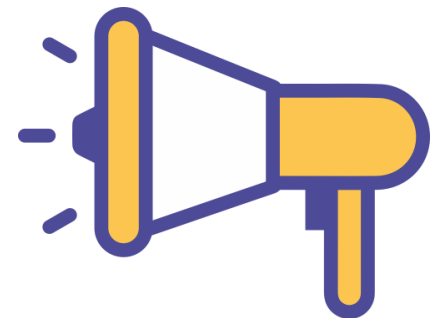
WHAT IS DEFAMATION?

A statement that is likely to cause serious harm to the reputation of a person (or organisation) is considered defamatory. It intends to shun or encourage avoidance of a person, exposing them to hatred, contempt, or ridicule (Defamation Act 2013).

It is considered libel if the publication is 'permanent' e.g. written, and 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)



LSE BRAND GUIDELINES



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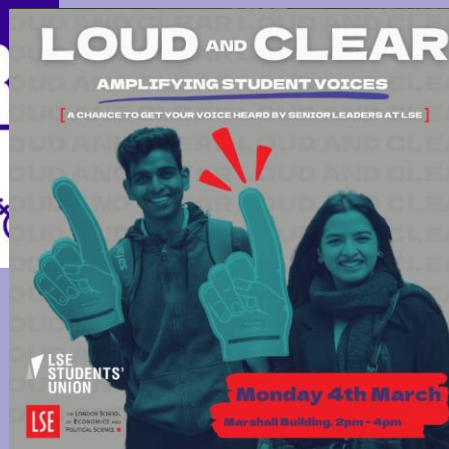
Using LSE Name and Coat of Arms

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.

Societies and Groups: No, you may only use LSESU in your name e.g. LSESU Photography Society (exceptions: LSE Choir and LSE Orchestra). You may **NOT** use the coat of arms.

Using the LSE Logo

Sports Teams, Societies, and Groups: **No**, you are not allowed to use the LSE logo. **Exceptions:** co-branded LSE events or initiatives.



How should we co-brand with LSE for 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.





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WHERE TO GET HELP



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

Marketing and Communications:
comms@lsesu.com
m.jankara@lse.ac.uk
g.grange@lse.ac.uk
d.quilty@lse.ac.uk

Communities:
su.societies@lse.ac.uk
su.sport@lse.ac.uk

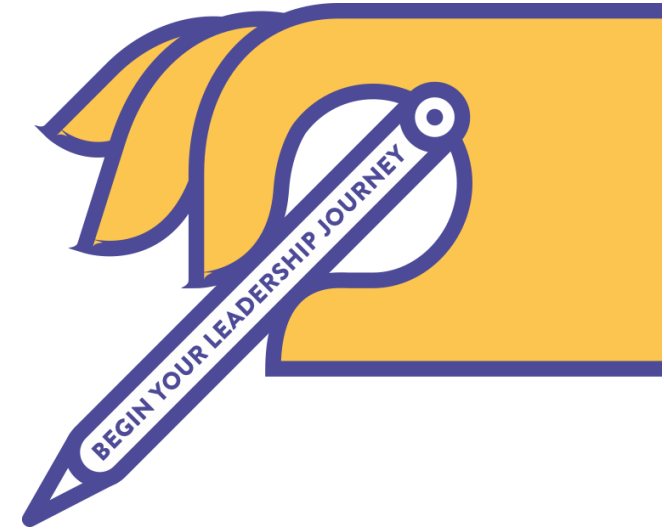
You may also want to reach out to your fellow Clubs and Societies who have a good social media presence for hints and tips on content planning and creation!





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QUESTIONS?





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Give us your feedback!

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





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Next Sessions

Creating Inclusive Groups

(All Committee)

Venue and Mezzanine

12:00 – 13:00

Trips and Tours

(President, Trip Officer)

6th Floor Café

12:00 – 13:00





THANK YOU!

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THINK
BIG

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