**Student Group Content generation for Marketing**

This form should enable marketing to put together written content after your event / activity has taken place. Please consider this at the very start of your planning as you will need to gather information / photos throughout.

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| **Contact Details**  |
| Student Group:  |
| Student Contact Name: |
| Email:  |
| Phone Number:  |

**Project / Event / Activity Title:**

|  |
| --- |
|  |

**Who is the target Audience for this story?**

|  |  |
| --- | --- |
| All Students |  |
| A particular Student Demographic |  |
| Staff |  |
| Local residents  |  |
| Other  |  |

**Where do you want this story to go?** *Please Tick*

|  |  |
| --- | --- |
| Students’ Union News Feed |  |
| Students’ Union Social Media |  |
| University News |  |
| Local Press  |  |
| Other please specify  |  |

**Key Information needed about your event / activity / project.**

* **Who?** Who are the key players? If volunteers where did they come from / who are they? Are there any externals involved and if so who?
* **What?**All the key information needed to explain your story for people who know nothing. Key facts / Stats that could help. Is there a local angle, if so what is it?
* **Why?** Why you did it, who does it impact on? Did you raise money? Why that cause?
* **Where?** Where is this happening?
* **When?** What is the timing of this? Is it linked to anything topical or any national days e.g. world aids day etc.
* **How?** How did this come about? What was involved? How many people involved?

**Who**

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|  |

**What**

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| --- |
|  |

**Why**

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|  |

**Where**

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| --- |
|  |

**When**

|  |
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|  |

**How**

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**Any other key facts e.g. amount raised.**

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**Quote**

Ideally we would want 2 quotes. One from the organiser / leader and one from the person / company / organisation / student that it impacted on.

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| **Name & Title:**  |
| **Contact details if more information needed:**  |
| **Quote 1:** |

|  |
| --- |
| **Name & Title:**  |
| **Contact details if more information needed:**  |
| **Quote 2:** |

**Photographs.**

Please can you supply any High Quality photographs in JPEG format either via email to sumarketing@bath.ac.uk or if too big send through either a dropbox or google drive link. Where possible please put information in the box below detailing names of anyone who appears in the photographs. Please make sure any students / members of the public who are featured in the photos have signed release forms. Ask Marketing for details.

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**Video Footage**

Is there any complementary video footage that can be used? Even if this is only a snippet then this could be used in a montage video at a later date. Please send a link via google drive or dropbox. Ideally in a MP4 format. Please make sure any students / members of the public who are featured in the video have signed release forms. Ask Marketing for details.

**Forward thinking**

Is there any other events / activities which are similar which are happening in the future that you would want to promote as part of this story.

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**Any other important information**

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