



# COMMUNICATIONS OFFICER REPORT

<b>For the attention of:</b>	Executive Committee	<b>Taking place on:</b>	09/06/16
<b>Name:</b>	Sophie May	<b>Action:</b>	To note

**Summary:** *This paper provides an update on the campaigns and other work of the Academic Officer*

## Priority campaign(s) and objective(s)

### Campaigns:

- Quizzes and articles
- SU TV
- Where My Rent Went

## Progress on priority campaign(s)

For my last report to the committee this year, I've decided to show the reach and impact of my campaigns this year. Below I have broken down some of the projects I've worked on and how many students each has reached.

### Quizzes – in total these have been taken **1904** times

These quizzes have helped students decide which of our clubs and societies to join, which positions they should stand for in rep and exec elections, informed students about fair accommodation and more. I believe this has been a really effective way of getting students to engage with us. Not only have the results of these directly informed the students but also indirectly as the results data has been shared with staff and managers throughout the SU and helps us tailor events and services to what the students want – it's worked like an accessible survey.

### Videos – videos I have created by myself or as part of a team have had **4269** views

Whether it's been coverage of the freshers fairs or SUTV output (or any of the others!) – lots of people have been watching my videos this year! This is another way of broadening our communications framework and engaging with hard-to-reach students. Student volunteers have been involved with the SU TV videos, giving them extra experience and increasing their showreel outside of their courses.

*'I think you guys are incredibly wonderful for producing this video in more professional way. I am forever thankful for this.'* – Joshua Agbo

### Tumblr – a total of **601** views

I launched, developed and managed the SU Tumblr account this year. **14** students have written articles for the site, some several times. This has given our volunteer bloggers great experience and skills to complement their studies, and has created entertaining, informative, and inspiring stories. I am particularly proud of Amy McInerney's Dissertation Diary blog we developed together and it was an honour to nominate her for June's Volunteer of the Month for the great deal of thought and attention she has put into writing for us, and Toby Axel's blog covering his experience as a Trans student at ARU – a brave and inspiring read.

*'I just want to take this moment to thank the readers of my blog, within the SU and ARU but also my family and friends. I feel honoured to have been asked to write it and I would recommend it to everyone. Being able to reach out for support is vital in your third year of university and I honestly don't think I could have been luckier to meet the people I have done through the SU and I will be forever grateful for the opportunities it has given me to blossom into a proper grown up.'* – Amy McInerney

### Articles – a total of **1629** views

I'm really proud that 1629 students have read the articles I have written this year. Some of them silly, some of them serious, hopefully all informative, they have been written to raise awareness of the SU and the services we offer.

### Where My Rent Went letters – **1,000** delivered

Although we did not get a huge engagement with the campaign, 1,000 students had letters and checklists delivered (and many more handed out at the accommodation fair and the day I dressed up as Sherlock Holmes!) to help them understand their rights and responsibilities as tenants and equipping them to make informed choices when looking for their next student house. I have spoken to students throughout this year (and a couple of worried parents!) who found this information really useful.

**Freshers guides – 5,000** handed out

I wrote the freshers guides for last semester as a cover-all guide to the SU and to make sure new students were welcomed and informed from day one. I'm currently writing the one for next year too!

**Total: 14,471**

I'm very honoured that so many students have chosen to write for the tumblr, take the quizzes, and read the articles and I'm proud of providing opportunities, information and support to so many students. What a year it's been!

Further support required from the Executive Committee/Students' Union