Name:Sparkle

Role: vp communities

Date of Report: 11/17/2025

Area of work: Expand SUSU Social Media	
Sabbatical Plan Goal	**Details**
Goal 1: Increase awareness of SUSU activities and drive participation via Xiaohongshu	Work so far: • Conducted a systematic review of official Xiaohongshu accounts of multiple UK universities and their student organizations (Students' Union and CSSA), including followers, engagement (likes, comments), content types, and operation models. • Analyzed content focus of existing accounts, covering campus life, society activities, event promotion, and student rights information; identified that University of Southampton's current accounts lack coverage of SUSU activities, society promotion, and student rights.
	Next steps: • Work closely with the Insight Team to gather data on students' online communication preferences, information habits, and society participation trends. • Based on research findings and Insight Team analysis, formally lobby the Marketing Team for account setup and content strategy recommendations. • Once the accounts are launched, publish content on Xiaohongshu and Instagram, and continuously collect feedback for optimization.
Goal 2 Explore different societies from a first-person perspective and showcase their social sessions	**Work so far:** • Filmed social sessions of different societies from a first-person perspective, capturing the atmosphere, activities, and participation, allowing students to gain a more intuitive understanding of each society. • Maintained ongoing contact with multiple societies to arrange filming and content release. • Published some content on social media and collected student feedback to refine future filming directions.
	Next steps: • Publish at least one society exploration post per week, while continuing to contact and film as many societies as possible. • Work with the Insight Team to understand students' content preferences and viewing habits, guiding filming angles and content style. • Collect engagement data (likes, comments, shares) and adjust filming style, content focus, and posting frequency based on feedback. • Integrate filmed content into a multi-platform strategy (Xiaohongshu, Instagram) to reach a wider student audience and enhance society participation.

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Other projects:
1. **Social Media Engagement Strategy Exploration**
2. **Multilingual Resource Compilation**
3. International Student Engagement Initiatives

Area of work: Anti-fraud Awareness Campaign / Campus Tours	
Sabbatical Plan Goal	**Details**
Goal 1 Research and Case Analysis	Work so far: • Conducted systematic research on major scam cases targeting international students, including: – impersonation of police/embassy officials and "bail deposit" scams; – dating app scams evolving into financial or crypto fraud; – fake "designer from Italy" street scams involving threats or coercion; – fake remittance or currency exchange scams in WeChat/Red groups. • Analyzed each case by outlining common patterns, red flags, prevention advice, and emergency response guidance. • Identified the most vulnerable groups and psychological risks to inform awareness materials.
	Next steps: • Turn case insights into educational materials (leaflets, posters, short videos). • Work with the SUSU Advice Team and Student Support to verify messaging accuracy.
Goal 2 On-Campus Awareness Booths and Tours	Work so far: • Drafted the concept of anti-fraud informational booths and short awareness tours across main campuses (Highfield, Avenue, etc.). • Outlined booth content themes such as visa scams, romance scams, and social media fraud.
	Next steps: • Finalize event schedule, locations, and recruit student volunteers. • Prepare printed resources and real-case summaries for interactive display. • Collaborate with university safety and communication teams for coordinated promotion.
Goal 3 Student Engagement and Feedback	Work so far: • Designed initial feedback mechanisms, including QR-code surveys and on-site Q&A.
	Next steps: • Organize short campus tours or info sessions combining university resources with real-life fraud prevention advice. • Develop multilingual materials (e.g., English, Chinese, Hindi, German) to reach diverse student groups.

Other projects:
1. Social Media Engagement Strategy Exploration – Researching effective online communication methods to enhance fraud awareness among international students through RED and Instagram.
2. Multilingual Resource Compilation – Developing anti-fraud educational materials in multiple languages (e.g., Chinese, Hindi, German) to improve accessibility for non-native speakers.
3. International Student Engagement Initiatives – Organizing informational booths and short campus tours (Highfield, Avenue, etc.) to promote fraud prevention and safety awareness.

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