Sabbatical Officer Plan

Name: Sparkle   **Role: VP Communities**   **Date of Plan: 11/17/2025**

Area of work: Expand SUSU Social Media Presence and Influence (RED BOOK&INSTAGRAM)

What is the idea?	What do you hope to achieve?	What is the timeframe?	Who will you work with to achieve this?
1. Increase awareness of SUSU activities and drive participation	- Collaborate with clubs to create short videos for Xiaohongshu&Instagram - Share event updates, photo highlights, and calls-to-action - Successfully launch and maintain the Xiaohongshu account - Regularly post content with engagement (likes, comments, shares) - Increase participation of international students in SUSU activities	Draft plan in September; start contacting clubs in October; continue posting content weekly throughout the academic year.	The SUSU Activity Team, Marketing Team, Insight Team, student clubs, and the University of Southampton International Admissions Office will work together on content creation, cross-promotion, and providing official support.

Area of work: Anti-fraud Awareness Campaign / Campus Tours

What is the idea?	What do you hope to achieve?	What is the timeframe?	Who will you work with to achieve this?
Organize Anti-Scam Workshops & Campus Awareness Tours	• Increase students' awareness and understanding of the most common scam types faced by international students. • Equip new and returning students with practical fraud-prevention knowledge and step-by-step emergency response guidance. • Help students clearly recognise early warning signs in real-life scenarios.	**• October–November:** Launch the anti-scam campaign after Freshers. Run workshops and campus awareness tours to increase students'	Advice Team, Welfare & Community Team SUSU Marketing team

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	• Make anti-fraud information more visible and accessible on campus through booths, printed materials, and interactive Q&A sessions. • Create a supportive environment where students feel comfortable asking questions and seeking help regarding suspicious situations. • Strengthen collaboration between SUSU, the Advice Team, and University Safety teams to deliver consistent and accurate fraud-prevention messages. • Reduce overall fraud vulnerabilities by increasing students' confidence and awareness during the early months of the academic year.	understanding of common scam patterns. • **November:** Collect student feedback and scam-related cases to improve the accuracy and relevance of the materials. • **December:** Organise and refine all anti-scam resources, ensuring the information can be shared through SUSU boards and social channels.	
Produce Anti-Scam Educational Videos	**Produce Anti-Scam Educational Videos** • Create clear, engaging short videos that explain the most common scam patterns targeting international students. • Help students quickly recognise early red flags and know how to respond safely. • Provide verified, easy-to-access guidance through SUSU's channels and social media, making anti-scam knowledge more visible and memorable. • Build a reliable online resource bank that students can revisit anytime when they feel unsure or suspect risks. • Reduce the overall number of scam incidents by improving students' awareness and digital safety literacy.	• **October–November:** Finalise video topics based on common scam patterns and verified guidance from the university. • **November:** Collect real student concerns, frequently asked questions, and typical scam cases to refine video scripts. • **Late November–December:** Film and edit the anti-scam short videos. • **December:** Publish the videos through SUSU's website, digital screens, and social media channels. • **January onwards:** Monitor student feedback and update or expand new video content where needed.	

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Campaigns/Networks/Projects involved with and leading on this year:
Social Media Promotion   **Anti-Fraud Awareness Campaign**

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