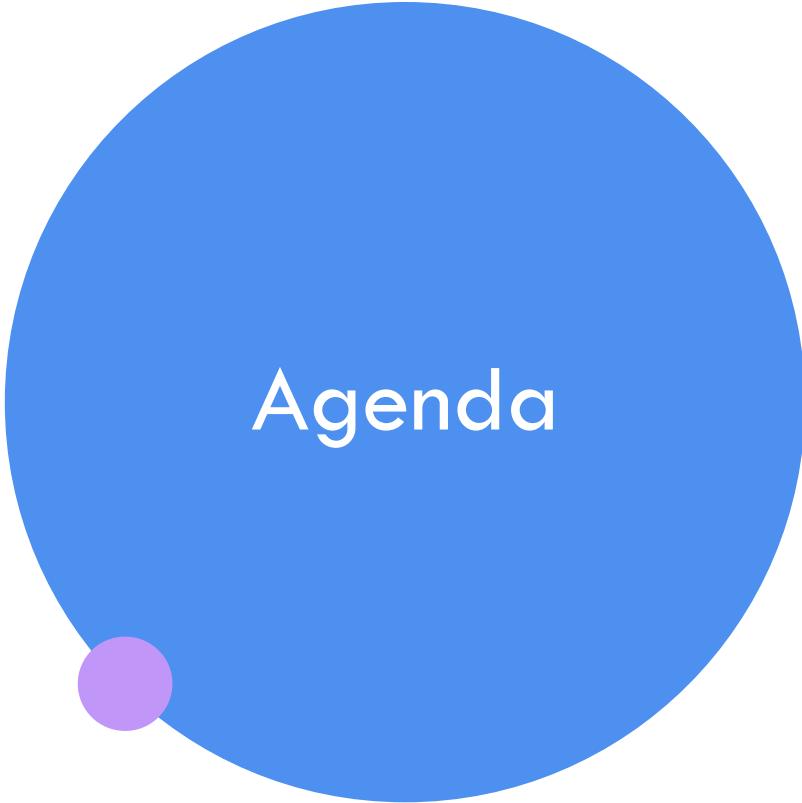


# SUSU Sabbatical Plan 2024-25 by sparkle, VP Communities



# Agenda

**01. SAB Plan Overview**

**02. Responses to Raised  
Questions**

**03. Collaborators & Q&A**

A large, semi-transparent white circle is centered in the foreground, containing the text. In the background, a red and green playground structure is visible on the left, and a red brick school building with large windows is visible on the right.

# SAB Plan Overview

# A. Expand SUSU Social Media Presence

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?
<b>1. Increase awareness of SUSU activities and drive participation</b>	<ul style="list-style-type: none"><li>Collaborate with clubs to create short videos for Xiaohongshu&amp;Instagram</li><li>Share event updates, photo highlights, and calls-to-action</li><li>Successfully launch and maintain the Xiaohongshu account</li><li>Regularly post content with engagement (likes, comments, shares)</li><li>Increase participation of international students in SUSU activities</li></ul>	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.

## B. Anti-fraud Awareness Campaign

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	<ul style="list-style-type: none"><li>• Increase students' awareness and understanding of the most common scam types faced by international students.</li><li>• Equip new and returning students with practical fraud-prevention knowledge and step-by-step emergency response guidance.</li><li>• Help students clearly recognise early warning signs in real-life scenarios.</li></ul>	<ul style="list-style-type: none"><li>• <b>October–November:</b> Launch the anti-scam campaign after Freshers. Run workshops and campus awareness tours to increase students'</li></ul>	Advice Team, Welfare & Community Team SUSU Marketing team
Produce Anti-Scam Educational Videos	<p><b>Produce Anti-Scam Educational Videos</b></p> <ul style="list-style-type: none"><li>• Create clear, engaging short videos that explain the most common scam patterns targeting international students.</li><li>• Help students quickly recognise early red flags and know how to respond safely.</li><li>• Provide verified, easy-to-access guidance through SUSU's channels and social media, making anti-scam knowledge more visible and memorable.</li><li>• Build a reliable online resource bank that students can revisit anytime when they feel unsure or suspect risks.</li><li>• Reduce the overall number of scam incidents by improving students' awareness and digital safety literacy.</li></ul>	<ul style="list-style-type: none"><li>• <b>October–November:</b> Finalise video topics based on common scam patterns and verified guidance from the university.</li><li>• <b>November:</b> Collect real student concerns, frequently asked questions, and typical scam cases to refine video scripts.</li><li>• <b>Late November–December:</b> Film and edit the anti-scam short videos.</li><li>• <b>December:</b> Publish the videos through SUSU's website, digital screens, and social media channels.</li><li>• <b>January onwards:</b> Monitor student feedback and update or expand new video content where needed.</li></ul>	

A photograph of a playground structure made of red and green metal poles. In the background, a large brick school building with multiple windows is visible. The sky is overcast.

# Responses to Raised Questions

# 1.What is the justification for prioritising Instagram and Red Book and what other platforms have you considered?

## Instagram

- Main promotion platform traditionally used by most societies
- Most widely used among UoS students
- Strong engagement & visibility
- Effective for reaching international students
- Supports diverse content formats



## Redbook

- As a Chinese student, I see that many Chinese international students rely heavily on Red Book for campus information.
- It helps University resources reach students more effectively and directly.
- Red Book's algorithm provides strong natural reach and organic traffic.
- It fills the communication gap that Instagram alone cannot cover.



# comparative data

- Researched little red book usage across UK universities.
- Many already active with high engagement.
- Reviewed their content and interaction models for best practices.



Universities, Unions and CSSA's currently using Little Red Book

University/Union/CSSA	Joined	Engagement
University of Manchester UoM Students' Union	October 1 <sup>st</sup> , 2024 May 30 <sup>th</sup> , 2024	55 followers, 23 likes 574 followers, 72 likes
Imperial College CSSA	August 5 <sup>th</sup> , 2022	2,634 followers, 5,025 likes
University of Glasgow + affiliated societies (Photography, Hiking, Basketball)	August 28, 2024	21k followers, 62k likes
University of Nottingham Nottingham CSSA	December 5, 2024 October 23 <sup>rd</sup> , 2022	1,319 followers, 1,074 likes 647 followers, 1,752 likes
University of Birmingham Birmingham CSSA	September 17 <sup>th</sup> , 2024 June 20, 2022	6,858 followers, 17k likes 3,571 followers, 5,397 likes
University of Sheffield Sheffield Student Services	September 18 <sup>th</sup> , 2023 January 23rd, 2025	5,228 followers, 6,892 likes 1,050 followers, 897 likes
University of Southampton Southampton CSSA Southampton International Student Support Centre	September 29 <sup>th</sup> , 2024 May 23 <sup>rd</sup> , 2022 February 18 <sup>th</sup> , 2025	2,274 followers, 710 likes 9,895 followers, 36K likes 1,419 followers, 8,857 likes

# Comparison

## Little Red Book vs WeChat

Why should we use Little Red Book over WeChat?

### Purpose

- Little Red Book is a visual platform that can help with promotion of events, student life, and merchandise.
- Whereas WeChat is used more for direct communication and announcements with students.

### Audience

- Little Red Book is predominantly used by young, female, international students who are interested in wellness, beauty and social activities.
- WeChat has a broader Chinese student population and can reach a wider range of students.
- Students have requested a presence from SUSU on Little Red Book via Sparkle's research.

### Collaborations and Visibility

- Posts are public and can attract more students to follow the account. It can help us to engage more with our international student community.
- We can collaborate with the University of Southampton account and the Southampton CSSA.

- Other platforms have been used before, local student promotion is already well-covered
- Red Book hasn't been used, a great opportunity to boost international student engagement
- WeChat's reach is lower than Red Book, limited for international students
- Therefore, Red Book is prioritized

## 2.What is the plan for maintaining the Red Book account? Please can you be more detailed and transparent about what you believe this will involve.

- Operation Role: Managed by SAB initially
- Content Posting:
- 2 "Club Exploration" videos per week
- Daily updates of free-to-join SUSU events
- Club events and daily activity info
- Team Collaboration: SAB + Marketing Team
- Sustainability: Future part-time hire for Chinese content management



# Scam Awareness

Q&A



# 1. Have you considered creating more interactive content that will make more of an impact than just watching a short online video?



## Campus Tours / Mini Activity Stations

- Set up interactive booths in the library, cafeteria, and student center
- Play short videos, display posters, and provide quizzes or mini-games
- Students earn small prizes or check-in points for participation

## Workshops / Role-Playing Activities

- Groups simulate scam scenarios to enhance hands-on experience
- Team competitions or case discussions can be arranged to boost engagement

## Social Media Challenges

- Students create short videos or participate in online quizzes, shared on campus social platforms

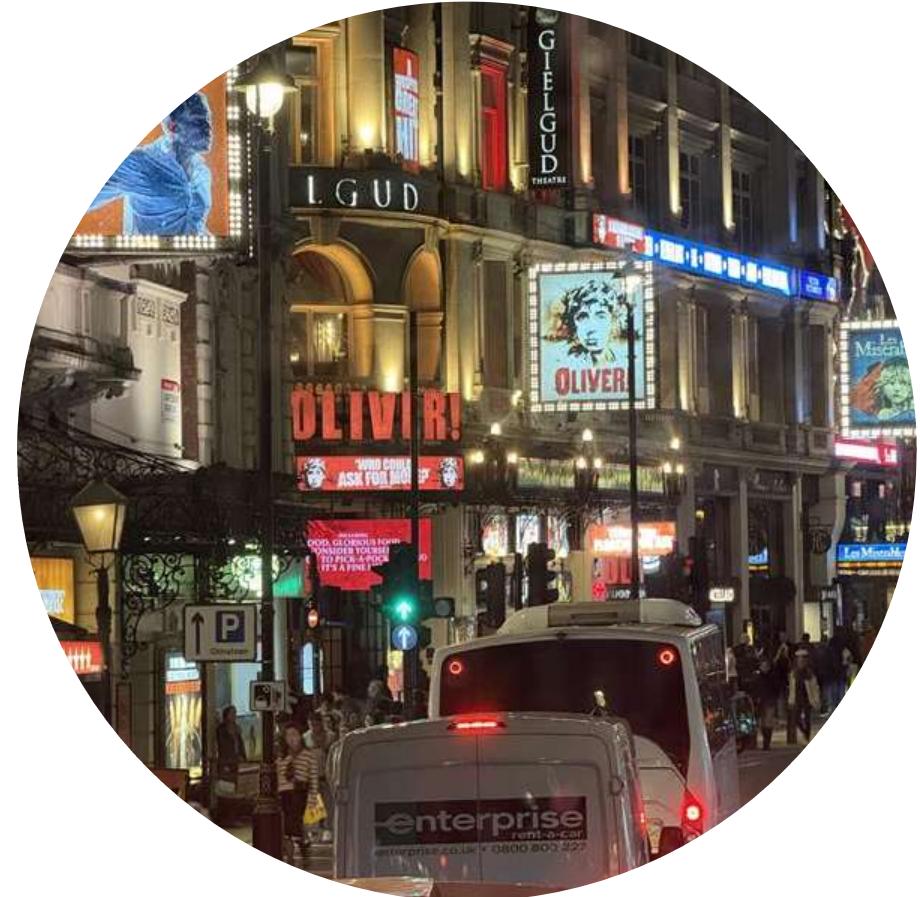
## Digital Poster Design Competition

- Design creative digital posters to promote the activities and anti-scam tips online



## 2. Is there any reason December was chosen as a date to publish the videos?

- End of the term: students are more active on social media and online platforms, making videos easier to reach
- Year-end holiday and shopping season: high risk period for scams; early promotion helps raise awareness and protect students
- Preliminary data collection is nearly complete, so releasing now allows us to use collected data to guide content



### 3. What is a campus awareness tour? These are mentioned but not really expanded on.

- Hosted at multiple campuses, creating a platform for in-person interaction with students
- Play short videos, display posters, and set up interactive quiz stations
- Provide candies and small gifts to encourage participation
- Conduct in-person talks to introduce anti-scam information and activities
- Combine campus events with social media promotion to deepen understanding and reach more students





**4. What is your plan for later in the year? The goals at the moment all have a deadline between now and January, what will you do after that?**

- Anti-scam short video updates and workshops/competitions are ongoing projects; video releases will continue
- Launch an Anti-Scam Creative Video Competition
- Launch a Poster Design Contest

## Collaborators & Q&A

# Thank you

