

Name: Sparkle

Role: vp communities

Date of Report: 10/02/2025

Area of work: Expand SUSU Social Media	
Sabbatical Plan Goal	Details
Goal 1: Increase awareness of SUSU activities and drive participation via Xiaohongshu	<p>Work so far:</p> <p>Conducted a more systematic and structured review of official Xiaohongshu accounts run by UK universities and student organisations (Students' Unions and CSSAs), analysing follower numbers, engagement levels, content types, and operational models.</p> <p>Expanded and refined cross-university benchmarking to ensure findings are representative and actionable.</p> <p>Identified gaps in the University of Southampton's current Xiaohongshu content, particularly around SUSU activities, society promotion, and student rights information.</p> <p>Submitted a full data analysis, benchmarking report, and implementation proposal to the Marketing Team.</p> <p>The project has now entered the internal review and approval stage, with a target launch in March.</p>
	<p>Next steps:</p> <p>Progress the official launch of the Xiaohongshu account following approval.</p> <p>Repurpose selected high-performing Instagram content with localisation for Xiaohongshu, ensuring compliance with platform requirements.</p> <p>Monitor engagement data and feedback to inform ongoing optimisation.</p> <p>Retain the research framework and content strategy as reference materials for future teams.</p>
Goal 2 Explore different societies from a first-person perspective and showcase their social sessions	<p>Work so far:</p> <p>Filmed society social sessions from a first-person perspective to capture atmosphere, activities, and participation, helping students gain a more intuitive understanding of different societies.</p> <p>Maintained ongoing communication with societies to coordinate filming and content release.</p> <p>Contacted or confirmed participation from societies including:</p>

	<ul style="list-style-type: none"> • Christian Union • Zumba Society • Union Film • Bake Society etc. <p>Engaged with the majority of societies during the second Society recruitment event to arrange follow-up filming.</p> <p>Published content consistently, achieving average views of approximately 4,000–8,000 per post.</p> <p>Next steps: Publish at least one society exploration post per week while continuing to contact and film additional societies.</p> <p>Work with the Insight Team to analyse student content preferences and viewing habits to guide filming style and posting frequency.</p> <p>Track engagement metrics and adjust content accordingly.</p> <p>Integrate society content into a multi-platform strategy across Xiaohongshu and Instagram.</p>
<p>Other projects:</p> <ol style="list-style-type: none"> 1. Social Media Engagement Strategy Exploration 2. Multilingual Resource Compilation 3. International Student Engagement Initiatives 	
<p>Area of work: Anti-fraud Awareness Campaign / Campus Tours</p>	
Sabbatical Plan Goal	Details
<p>Goal 1 Research and Case Analysis</p>	<p>Work so far:</p> <p>Conducted systematic research into major scam types affecting international students, including impersonation scams, romance scams, street fraud, and fake remittance schemes on social media platforms.</p> <p>Translated research findings into practical action by planning and filming anti-fraud awareness videos, marking the transition from research to implementation.</p> <p>Worked closely with the International Office and the University Safety Team to exchange information and validate messaging, ensuring a more comprehensive and accurate perspective on fraud prevention.</p>

	<p>Analysed each case to identify common patterns, warning signs, prevention advice, and emergency response guidance, informing the content of awareness materials.</p> <p>Identified vulnerable student groups and key psychological risk factors to strengthen the relevance and effectiveness of anti-fraud communications.</p>
	<p>Next steps:</p> <p>Convert research findings into educational materials such as leaflets, posters, and short videos.</p> <p>Work with the SUSU Advice Team and Student Support to verify accuracy and compliance.</p>
Goal 2 On-Campus Awareness Booths and Tours	<p>Work so far:</p> <p>Developed the concept for anti-fraud information booths and short awareness tours across key campuses, including Highfield and Avenue.</p> <p>Defined key themes such as visa scams, romance scams, and social media fraud.</p>
	<p>Next steps:</p> <p>Finalise schedules, locations, and volunteer recruitment.</p> <p>Prepare printed resources and real-case summaries for interactive displays.</p> <p>Collaborate with university safety and communications teams to coordinate promotion.</p>
Goal 3 Student Engagement and Feedback	<p>Work so far:</p> <ul style="list-style-type: none"> Designed initial feedback mechanisms, including QR-code surveys and on-site Q&A.
	<p>Next steps:</p> <ul style="list-style-type: none"> 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.
<p>Other projects:</p> <ol style="list-style-type: none"> Social Media Engagement Strategy Exploration – Researching effective online communication methods to enhance fraud awareness among international students through RED and Instagram. Multilingual Resource Compilation – Developing anti-fraud educational materials in multiple languages (e.g., Chinese, Hindi, German) to improve accessibility for non-native speakers. International Student Engagement Initiatives – Organizing informational booths and short campus tours (Highfield, Avenue, etc.) to promote fraud prevention and safety awareness. 	