

Name: Sparkle

Role: vp communities

Date of Report: 23/03/2025

Area of work: Expand SUSU Social Media	
Sabbatical Plan Goal	Details
<b>Goal 1: Increase awareness of SUSU activities and drive participation via Xiaohongshu</b>	<p>Work so far:</p> <ul style="list-style-type: none"> <li>Submitted a comprehensive data analysis, benchmarking report, and implementation proposal to the Marketing Team.</li> <li>The project, originally planned for launch in March, has been delayed due to Sabbatical Officer election-related commitments.</li> <li>During this period, additional operational strategies have been developed and refined, drawing on benchmarking insights from the University of Birmingham’s Xiaohongshu approach, particularly in content structuring, posting cadence, and engagement mechanisms.</li> <li>The project remains in the internal review and approval stage, with launch to proceed following approval.</li> </ul>
	<p>Next steps:</p> <ul style="list-style-type: none"> <li>Progress the official launch of the Xiaohongshu account once approval is granted.</li> <li>Repurpose selected high-performing Instagram content with localisation to align with Xiaohongshu platform requirements and audience preferences.</li> <li>Monitor engagement data and audience feedback to inform continuous optimisation.</li> <li>Retain the research framework and content strategy to support continuity and future team development.</li> </ul>
<b>Goal 2 Explore different societies from a first-person perspective and showcase their social sessions</b>	<p>Work so far:</p> <ul style="list-style-type: none"> <li>Continued development and publication of society-related content, with newly featured societies including: Circus Symphony Orchestra Jazzmanix Yoga</li> <li>Produced and published content aligned with key cultural moments, including the Cultural Festival and Chinese New Year, enhancing cultural representation and international student engagement.</li> <li>Refined content approach from basic documentation to more immersive, story-driven formats to improve audience understanding and participation.</li> <li>Maintained consistent content output with strong engagement performance.</li> </ul>

	<p><b>Next steps:</b></p> <p>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>
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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
<b>Goal 1 Research and Case Analysis</b>	<p>Work so far:</p> <ul style="list-style-type: none"> <li>Filming of the anti-fraud awareness video has been completed, with the project currently in the post-production and content refinement stage.</li> <li>Ongoing discussions with the International Office, University Safety Team, and relevant stakeholders to validate messaging and ensure accuracy and clarity.</li> <li>Based on internal feedback, assessing whether additional footage is required or if key messages can be further strengthened during post-production.</li> <li>Core content, including scam identification, prevention advice, and response guidance, has been integrated and is being refined to enhance overall communication impact.</li> </ul>
	<p>Next steps:</p> <ul style="list-style-type: none"> <li>Finalise editing and approval processes, and proceed with official release.</li> <li>Following the initial publication, develop shorter, higher-frequency anti-fraud video content based on audience feedback and engagement data.</li> </ul>
<b>Goal 2 On-Campus Awareness Booths and Tours</b>	<p>Work so far:</p> <ul style="list-style-type: none"> <li>Developed the overall concept and framework for anti-fraud awareness booths and campus tours across key locations, including Highfield and Avenue campuses.</li> <li>Drew on benchmarking insights from the University of Birmingham and other UK universities, incorporating best practices to refine the campaign design and delivery approach.</li> <li>Defined key themes, including: <ul style="list-style-type: none"> <li>Visa scams</li> <li>Romance scams</li> </ul> </li> </ul>

	<p>Social media fraud</p> <ul style="list-style-type: none"> <li>Established an initial structure for activity formats and content, providing a clear framework for future implementation.</li> </ul> <p>Next steps:</p> <ul style="list-style-type: none"> <li>Prioritise the production of anti-fraud video content and further develop the online communication strategy to support an integrated online-offline campaign approach.</li> <li>Use video content as a core driver to support wider campaign rollout and engagement.</li> </ul>
<p><b>Goal 3 Student Engagement and Feedback</b></p>	<p>Work so far:</p> <ul style="list-style-type: none"> <li>Built on existing feedback mechanisms by conducting in-person conversations and informal interviews with students to better understand their preferences for content formats and information delivery.</li> <li>Translated student insights into practical action by contributing to the expansion of international food and snack offerings in SUSU Shop, including research, student consultation, product selection, and implementation.</li> <li>The new product range has shown strong sales performance and received positive feedback from students, enhancing engagement and sense of belonging among international students.</li> <li>Provided input and recommendations on SUSU merchandise (merch), informed by student preferences and feedback.</li> </ul> <p>Next steps:</p> <ul style="list-style-type: none"> <li>Continue to refine content design and communication strategies based on student insights, improving clarity and engagement.</li> <li>Further develop multilingual resources (e.g. English, Chinese, Hindi, German) to ensure broader accessibility.</li> <li>Explore ways to more effectively integrate student feedback into service and product development to enhance the overall student experience.</li> </ul>
<p><b>Other projects:</b></p> <ol style="list-style-type: none"> <li><b>Social Media Engagement Strategy Exploration – Researching effective online communication methods to enhance fraud awareness among international students through RED and Instagram.</b></li> <li><b>Multilingual Resource Compilation – Developing anti-fraud educational materials in multiple languages (e.g., Chinese, Hindi, German) to improve accessibility for non-native speakers.</b></li> <li><b>International Student Engagement Initiatives – Organizing informational booths and short campus tours (Highfield, Avenue, etc.) to promote fraud prevention and safety awareness.</b></li> </ol>	