

Name: Sparkle

Role: vp communities

Date of Report: 21/05/2026

Area of work: Expand SUSU Social Media	
Sabbatical Plan Goal	Details
<p><b>Goal 1: Increase awareness of SUSU activities and drive participation via Xiaohongshu</b></p>	<p>Work so far:</p> <ul style="list-style-type: none"> <li>• Following previous proposal submissions, further discussions have taken place with relevant teams regarding the feasibility and sustainability of expanding SUSU’s communication through Chinese social media platforms.</li> <li>• After internal review, SUSU has decided not to proceed with the launch of an official Xiaohongshu account at this stage.</li> <li>• This decision was influenced by organisational priorities, long-term operational capacity, language support, and resource allocation, rather than a lack of preparation or student need.</li> <li>• The existing WeChat channel has also been placed under review, with concerns raised around platform performance, maintenance costs, and the resources required for sustainable management.</li> <li>• Throughout these discussions, I have continued to highlight the importance of WeChat and Xiaohongshu as key communication channels for Chinese students, particularly in relation to how they access information and engage with student-facing content.</li> <li>• I have also provided feedback that the proposed alternative of sharing limited bilingual content through the SUSU website or existing platforms may improve accessibility to some extent, but cannot fully replace the role of dedicated Chinese social media platforms in building sustained engagement and community connection.</li> <li>• The project has therefore not progressed due to a lack of organisational support for implementation, while the work completed so far remains a useful reference for future international student communication strategies.</li> </ul> <p>Next steps:</p> <ul style="list-style-type: none"> <li>• Continue to document and retain the previous research, platform analysis, and strategy recommendations so that they can support future work on international student communication.</li> <li>• Provide further feedback to relevant teams on the limitations of removing or reducing Chinese-language social media channels, particularly in relation to Chinese student engagement.</li> <li>• Explore whether more practical bilingual content can be introduced through existing SUSU channels, including the website and Instagram, within the current organisational limitations.</li> </ul>

	<ul style="list-style-type: none"> <li>Continue advocating for communication methods that better reflect the needs, habits, and platform preferences of Chinese and other international students.</li> <li>Ensure that the work already completed on Chinese student engagement is not lost, and that it remains available as a reference for future officers or staff who may revisit this area.</li> </ul>
<b>Goal 2 Explore different societies from a first-person perspective and showcase their social sessions</b>	<b>Work so far:</b> <ul style="list-style-type: none"> <li>Continued publishing society exploration content, featuring Cyber Security, Wildlife Society, Theatre societies, and other student groups.</li> <li>Used a first-person style to make societies feel more accessible and relatable to students.</li> <li>Highlighted each society’s activities, atmosphere, social experience, and sense of community.</li> <li>Developed the content style into a more immersive and story-led format.</li> <li>Maintained communication with societies to arrange filming and identify suitable sessions.</li> <li>Supported wider society visibility through SUSU Instagram content.</li> </ul>
	<b>Next steps:</b> <ul style="list-style-type: none"> <li>Continue publishing society exploration content regularly while contacting and filming more societies.</li> <li>Prioritise societies that may be less visible but offer strong opportunities for student connection, wellbeing, skill development, or community-building.</li> <li>Review content performance to better understand what types of society content students engage with most.</li> <li>Adjust filming style, captions, and posting frequency based on engagement data and student feedback.</li> <li>Continue developing society content as part of a broader student engagement strategy across SUSU’s existing platforms.</li> </ul>
<b>Other projects:</b> <ol style="list-style-type: none"> <li><b>Social Media Engagement Strategy Exploration</b></li> <li><b>Multilingual Resource Compilation</b></li> <li>International Student Engagement Initiatives</li> <li>Moving Out Campaign Promotional Video</li> </ol>	
<b>Area of work: Anti-fraud Awareness Campaign / Campus Tours</b>	
<b>Sabbatical Plan Goal</b>	<b>Details</b>
<b>Goal 1 Research and Case Analysis</b>	<b>Work so far:</b> <ul style="list-style-type: none"> <li>The anti-fraud awareness video has now been officially published across SUSU channels and has received over 10,000 views, showing strong student engagement and positive reach.</li> <li>The video successfully communicated key anti-fraud messages, including scam identification, prevention advice, and guidance on what students should do if they experience or suspect fraud.</li> </ul>

	<ul style="list-style-type: none"> <li>• The strong performance of the video has demonstrated the value of using short-form, student-facing content to raise awareness of safety issues in a more accessible and engaging way.</li> <li>• Initial audience response and engagement have provided useful insight into how anti-fraud messages can be communicated more effectively to students, particularly international students.</li> </ul> <p>Next steps:</p> <ul style="list-style-type: none"> <li>• Explore the possibility of developing an anti-fraud workshop or interactive awareness session, building on the key messages from the video.</li> <li>• The workshop could focus on practical scenarios, such as visa scams, payment scams, social media fraud, and how students can identify warning signs and access support.</li> <li>• Prepare key learning points and recommendations from the campaign to support future development of anti-fraud awareness work after the role transition.</li> </ul>
<p><b>Goal 2 On-Campus Awareness Booths and Tours</b></p>	<p>Work so far:</p> <ul style="list-style-type: none"> <li>• Anti-fraud awareness messaging has been incorporated into wider student engagement activity, including informal conversations with students during SUSU Sabbs on Tour.</li> <li>• These conversations provided opportunities to share practical anti-fraud advice in a more relaxed and approachable way, helping students understand common scam risks and where to seek support.</li> <li>• Rather than relying only on formal campaign materials, this approach allowed safety messages to be embedded into everyday student-facing interactions.</li> <li>• Key topics discussed included visa-related scams, suspicious online messages, social media fraud, and the importance of verifying information through official university and SUSU channels.</li> </ul> <p>Next steps:</p> <ul style="list-style-type: none"> <li>• Use the learning from these informal engagement activities to inform future anti-fraud awareness initiatives, including possible workshops, booths, or short interactive sessions.</li> <li>• Develop a handover summary with suggested themes, formats, and student feedback to support continuity of the campaign beyond the current role period.</li> <li>• Where appropriate, future activity could combine online video content with in-person engagement to create a stronger and more visible anti-fraud awareness campaign.</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> </ul>

	<ul style="list-style-type: none"> <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>1. 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>2. 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>3. International Student Engagement Initiatives – Organizing informational booths and short campus tours (Highfield, Avenue, etc.) to promote fraud prevention and safety awareness.</b></li> </ol>	