



Student Parliament

Accountability, Transparency and Consultative Governance
UNIVERSITEIT iYUNIVESITHI STELLENBOSCH UNIVERSITY

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Communications Officer Term Report 2

Preamble

The Communications Officer is functionally responsible for the branding and positioning of SP; ensuring that students are continuously and fully informed of the activities of Student Parliament and the Student Parliament Committee; obtaining feedback from students as far as possible; ensuring that the advice of Student Parliament reaches the Student Representative Council also to follow up and obtain written responses from official communiqués with student representation structures; responsible for excellent marketing of all SP events; responsible for all platforms of communications with student body. It is the responsibility of the Communications officer to attend all SRC meetings where possible; attend TSP meeting at least once a semester; attend TSR meetings at least once a semester.

Projects

This term, the following was achieved,

contributing to the brand improvement of Student Parliament by making use of social media (Instagram) and the Student Parliament website. By choosing to take the direction I previously outlined in my term 1 report, I have been able to create content that is relevant and more informative of our brand. I still hope to learn more from the Campus Engagement Task Team in terms of the brand of the SP.

I have managed to attend meetings where possible

Content Creation

This term I was focused on content creation to get the attention of students via our Instagram account. There has been an increase in engagement as most of our viewers are students. We

have managed to post our first reel. We use the account to inform students of important announcements but also for students to get to know their leaders so that when they see us on campus, they can come ask more about Student Parliament

Remarks

The term went well. We were able to engage with students and have had a successful run on social media as students are easier to interact with there. I have noticed the more we plan things on engaging with students, they often become successful and it's one more student aware of Student Parliament on campus.

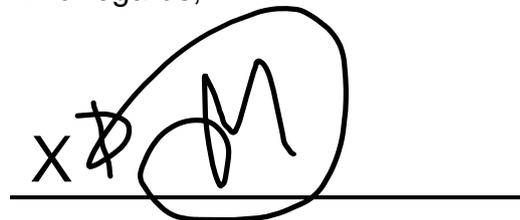
Recommendations

A lot is being done already by student parliament. Drawing from my previous term report, campus visibility has been an important aspect and what we have done so far as a Parliament, has been able to increase campus visibility. I recommend consistency in the ideas we have come up with and for new ideas, I recommend strategic execution. A lot of this has been promoted by our social media and proper and consistent creation is doing Parliament a lot of good.

Conclusion

To conclude, the term has been good. For the next term, I hope to do more as more students will be on campus.

Kind regards,

A handwritten signature in black ink, consisting of the letters 'X', 'D', and 'M' in a stylized, cursive font. The signature is written above a horizontal line.

Thuto Matuba

Student Parliament: Communications Officer