TUMAINI, CHIKOTI

COMMUNICATIONS OFFICER

BA HONS (HISTORY) IV

[**21896909@SUN.AC.ZA**](mailto:21896909@SUN.AC.ZA)

Third Term Report of the Communications Officer

Table of Contents

[**1.** **Introduction** 3](#_Toc84456366)

[**2.** **Third Term** 3](#_Toc84456367)

[2.2. Third Sitting 3](#_Toc84456368)

[**3.** **Challenges** 3](#_Toc84456369)

[3.1. Advertising and Boosting Engagement 3](#_Toc84456370)

[**4.** **Goals** 4](#_Toc84456371)

[**5.** **Conclusion** 4](#_Toc84456372)

# **Introduction**

This is the term report of the Communications Officer for Student Parliament written in accordance with the Student Constitution and Student Parliament Constitution of the University of Stellenbosch. This report will speak of the goals achieved by Student Parliament in the third term. This term report will also critically analyse the communications related goals set out and achieved by me in my official capacity and will mention the challenges faced when trying to achieve those goals.

# **Third Term**

For the third semester, following from second semesters goals, the main goal was to increase our engagement with the student body. Initially, the plan was to reach out to various student leaders to collaborate on social media and increase our presence, however this did not happened as planned. The website was kept up to date as well as in a presentable manner. Our social media channels were also kept up to date as well.

## Social Media

The initial idea to increase social media engagement was to collaborate with other leadership structures and have the leaders within each of the structures have an Instagram live to discuss what leadership was to them. There was a small effort to begin set up this initiative, however due to me contracting the Covid-19 virus and a late response from the first potential leader the idea was scrapped. I believe that had this initiative taken place it would have increased our engagement with the members of parliament and made members more interested in interacting with us. The rest of the social media was kept up to date in terms of posting about applications, agenda submissions and the third sitting.

## Third Sitting

While there was notice given about the third sitting, there third sitting was not held as its main function was to elect a Speaker for Student Parliament and there were no applications submitted during the initial round of applications. Advertising for the Speaker applications could have been done with much more effort as social media and the mass mailer were the only channels that I relied on for advertising. In order to utilize more of the marketing budget, meetings with the financial officer should have taken place to discuss compensation for paying for ads on Instagram and Facebook to further boost our posts to a wider audience as well as for printing physical copies of posters about the applications being open.

# **Challenges**

## Advertising and Boosting Engagement

The main challenge was advertising and marketing the application for Speaker of Student Parliament, while I cannot say for sure, had there been more effort made with marketing there may have been more applications than received. Due to previous experiences with the Neelsie management who manages the Big Screen, that being no responses as well as being unable to get through via phone call, it deterred me from trying to advertise in the Neelsie. Again, as there has still not been any reimbursement from the first payment made for the physical posters in term one it deterred me from attempting to purchase ads that would have greatly helped with reaching a wider audience.

# **Goals**

The main goal for fourth term is to emphasis the marketing for the Speaker of SP applications. Collaborating with other structures such as the JVS and BLASC to promote the application can increase engagement with members of parliament. Pushing to get an advert placed in the Neelsie on the Big Screen will also assist greatly, contact with other structures such as Maties elect on how they were able to place an advert can assist me with this endeavour. To increase social media engagement, having the current Speaker do another social media takeover as well as an Instagram live answering questions regarding what entails being the Speaker. Making use of physical posters to place on campus will also increase our chances of reaching a wider audience. Having a meeting with the financial officer will also put into perspective how quick ads can be bought.

# **Conclusion**

In conclusion, I will continue to maintain the branding and communications of Student Parliament and also all that is mandated of me in order to make Student Parliament effective as possible. In order to do better for Student Parliament learning from my mistakes is imperative and also finding solutions and other avenues for situations out of my control so that they do not deter me from adequately performing my job as communications officer.