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COMMUNICATIONS OFFICER

BA HONS (HISTORY) IV

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**SECOND TERM REPORT OF THE COMMUNICATIONS OFFICER**

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# 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 second 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.

# Second Term

For the second semester, my main goal was to increase our social media presence as well as allow for the general student public to get to know both the committee as well as the learn more regarding the roles that are involved in the Student Parliament committee. The website was kept up to date as well as in a presentable manner. I was also able to procure the already made Facebook page which we had previously thought was lost.

* 1. Social Media

In an effort to grow our Instagram page I suggested that we do Instagram takeovers during the week of the 14th of June. Everyday a member of the committee took over the Instagram page and engaged with our followers. This allowed for our followers to get better insight and understanding into the positions of the committee. I was also able to gain access to our Facebook page which has the most number of followers and is helpful with reaching a larger audience when it comes to promoting ourselves. I also had to create a new Twitter page which we use to promote events and positions that have opened up.

# Second Sitting

The second sitting was held of Student Parliament was held on the 17th of June 2021 on MS Teams. All the attendees were notified firstly via the mass mailer a week or two earlier and then via our Instagram. There was no use of physical posters as I have still not been reimbursed from the time I paid for the posters and so I did not feel comfortable with paying again. There was also no attempt to advertise on the Neelsie big screen as I believe that we would not have been given an answer as last time.

# Challenges

# Attention of Members of Parliament

Just as with first term, getting meaningful engagement from members of parliament has been difficult, although the Instagram takeovers did improve our engagement. The second sitting did have a good turn out and there was much engagement happening during the sitting. It was still difficult to get members of parliament to join the task teams that were formed and as a result we did not receive as much applications as we would have hoped for.

# Goals

The main goal for third term is to increase engagement with members of parliament. I hope to do this by having ‘Leaderviews’ a concept that was made by the Speaker of Parliament. They would be interviews with leaders from other structures with members of the committee on a public platform such as Instagram. I hope to be able to procure leaders to have meaningful discussions on our platforms.

# 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. I am willing to do all that I possibly can in order to assist the rest of the committee in communicating what we need to communicate to our members of parliament. I will also work to ensure that we are engaging with members of parliament and utilise all our platforms as efficiently as possible.