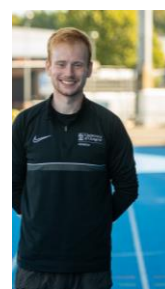


GUSA Council Member - Nomination Form & Manifesto 2025/26

Position:	Publicity Convenor
Name:	Josh Adams
Sport Club:	Athletics



Hi, I'm Josh and I am excited to be running for the position of Publicity Convenor for GUSA. I am a 3rd year Computing Science student and member of both the Athletics club and Hares and Hounds. Sport has been a massive part of my life and has had a huge impact on my University experience. Being a home student in my first year, I found joining these clubs to be pivotal in meeting new people and improving my experience at University and through this role I want to represent the energy and inclusivity within GUSA to encourage other students to get involved with sport at Glasgow.

For the past year, I have been the Athletics club's Publicity Convenor where I have run the social media and oversaw day-to-day communications between the club and other students. Within this year I have established a constant flow of content and developed a visual brand for the Instagram page. I have also leaned away from a more formal approach and created more of an approachable personality for the account where we showcase the fun and sense of community we have within our club which has been met with a greater level of interaction with the account. Through this valuable experience, I can use the skills I have developed to become a successful Publicity Convenor for GUSA.

My Vision

Cohesive Content Strategy - I plan to work closely with the other members of the committee to create a well-planned content calendar to ensure a steady stream of content that aligns with key events in the year. Additionally, through communication with the publicity convenors in their sub-teams, I aim to create a recognisable and consistent theme that enhances the GUSA brand.

Publicity Training – I would like to organise a training session for publicity convenors within other clubs who feel like they could use support when beginning the role. In this, students can share their own techniques and experiences that they have found effective and others can learn the best practices for social media management. Students will then be able to use this hands-on experience to improve their club's outreach and encourage new members to join.

Approachable Online Presence – I would like to introduce a lighter and more approachable online personality within GUSA. I believe through the use of engaging, humorous and interactive content we can make GUSA's social media accounts feel more like a community and not just an information board. Polls, Q&As and the creation of short-form video content can help engage the student body while still staying professional.

Planned Story Takeovers – Through the creation of a signup sheet I would like to create a detailed plan surrounding club takeovers on the story. I want to ensure that all clubs get the chance to be heard and promoted and introducing a structure to the procedure ensures that these takeovers can promote as many events and matchdays as we can within our wide range of clubs and ensure each receives the attention they deserve.

I am passionate about using social media to bring our community closer together and make GUSA more engaging and accessible for all students. With my experience, enthusiasm, and commitment to showing all that GUSA has to offer I am confident I can build a dynamic and approachable online presence that showcases our wide range of clubs.