

GUSA Council Member - Nomination Form & Manifesto 2025/26

Position:	Publicity Convenor
Name:	Edward Corbett
Club:	N/A



Who am I?

Hi, I'm Edward Corbett, a 3rd-year Aeronautical Engineering student at the University of Glasgow. Over the past two years, I have served as GUSA Publicity Convenor, working to elevate GUSA's media presence and engagement. My experience as an athlete and coach has shaped my understanding of the role that sport plays in student life, and I am passionate about making it more accessible and visible. I am eager to continue building on the progress made and stand for re-election as your GUSA Publicity Convenor.

My time on GUSA Council

Over the past two years on GUSA Council I have strengthened our social media presence and ability to produce high quality content greatly. The 3 key areas I focused on in my most recent year, alongside our regularly scheduled content, were:

Strengthening Media Resources

- I was awarded the £10,000 budget to purchase professional grade social media equipment
- Developed a system to allow clubs to hire this equipment free of charge including writing contracts and lease agreements for the clubs to sign and researching the insurance needs of our equipment
- Accumulated a stock of high quality images of our 50+ clubs to allow for a wider range of clubs to be showcased in our regularly scheduled content
- Continued to offer free professional photoshoots for clubs competing at elite-level competitions

How I aim to build on this:

By ensuring clubs have access to high-quality media equipment and training, we can further professionalise GUSA's publicity. Creating handbooks for use of the equipment will allow for a lower barrier to entry for clubs looking to use equipment, removing the need for external photographers and the associated costs. Expanding the mediabank will create a long-term resource for clubs to enhance their promotional materials, this will include increasing the number of clubs eligible for the professional photoshoots ahead of their elite tournaments.

Enhancing GUSA's Social Media and Engagement

- Increased GUSA's Instagram following by over 25% (5.1K April 2024 -> 6.2K February 2025)
- Published over 100 Instagram posts and over 400 Stories including a number of club takeovers
- Continued to pioneer the use of NFC ID passes in freshers week to allow for easier advertisement of our social media platforms and important initiatives
- Increased the quantity of shortform content, to build another platform to highlight our events, initiatives and our incredible GUSA clubs
- Utilised the collaborative post feature, to highlight clubs in the 'Show Your Stripes' posts and 'Recstravaganza' posts and to reach a further audience outside our following

How I aim to build on this:

By forming positions on my subcommittee dedicated to short form content I aim to increase our usage to at least one post a week on other platforms such as TikTok allowing us to reach a larger scope of Glasgow University students. I aim to continue our use of new technologies such as NFC in freshers week and also better utilise the university's advertisement systems such as the screens across campus. All of these goals will be sought while still focusing on producing high quality content for our Instagram audience and passively growing through our current post schedule and maintaining current content accessibility such as 'Alternative Text' or multilingual posts to engage our International Student community.

Expanding GUSA Community Branding and Merchandise

- Continued our Show Your Stripes posts to create awareness of all our 50+ GUSA Clubs
- Designed freshers' week merchandise to help highlight our Helpers allowing freshers to communicate more easily and find out more about our offerings
- Publicised a number of clubs through @gusa_gram takeovers

How I aim to build on this:

By integrating merchandise in to events and club games, we can create a stronger sense of community and identity within GUSA. I aim to achieve this through familiarising myself with our upcoming Kit Tender (our search for a new kit sponsor every 5 years) and discussing opportunities for more fan focused merchandise available in the KitLocker store.

Summary

If re-elected as your 2025/2026 GUSA Publicity Convenor, I will build on the strong foundations set over the past two years. I am committed to making GUSA's presence stronger than ever through expanded media resources, increased engagement, and community-focused initiatives. Let's ensure every club and initiative gets the recognition it deserves. Vote Edward Corbett for GUSA Publicity Convenor!