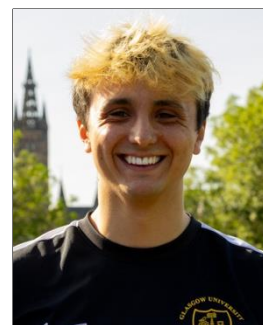


## GUSA Council Member - Nomination Form & Manifesto 2024/25

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



	Nominator's Name	Signature
1.	<u>Evan Edwards</u>	<u>Evan Edwards</u>
2.	<u>Lucy Kelly</u>	<u>Lucy Kelly</u>

### Who am I?

Hi, I'm Edward Corbett, I currently study Aeronautical Engineering and am in my 3<sup>rd</sup> year. As of this year, I no longer play competitive sport for the University of Glasgow having played American Football for two years and coached the GU Men's Basketball Team. This decision has been fantastic for highlighting the recreational aspects of sport and the need to better emphasise the variability of what we offer to students at Glasgow. Through my time at university, I have worked as part of the GUSA Publicity sub-committee through which I was given the fantastic opportunity of representing the student voice through @gusa\_gram as the Publicity Convenor 2023/2024.

### My time on GUSA Council

When running for the 2023/2024 GUSA Council my campaign was based on 5 pillars in which I would improve GUSA's social media presence, these were: *Unification of teams, Increased engagement, Content regularity, Accessibility of content, Fresher's Week.*

#### Unification of teams

This was achieved through the introduction of collaborative posts to @gusa\_gram, however publicity guidelines and training were sadly not achieved, if elected again I aim to rectify this and work towards training the 2024/2025 publicity convenors and teams to improve the cohesion of GUSA clubs.

#### Increased Engagement

True to my manifesto last year I used regular takeovers and collaborations with our 50+ clubs to improve retention and interaction with our media platforms. This year I aim to take this further as our greatest engagement was achieved through our shortform video content (e.g. TikToks and Reels). This can be attained through better use of my publicity team to create more regular shortform video content.

#### Content regularity

Due to a fantastic foundation laid by the previous publicity convenor I was able to continue regularly scheduled content alongside introducing new posts such as *Show your stripes*. On top of this with the help of GUSA Executive this year we began a content schedule to streamline communication between convenors and the publicity convenor to ensure no post is missed. In future I aim to continue the creation of more regular content including the reintroduction of GUSA Results Posts.

#### Accessibility of content

Not only did we introduce content accessibility with subtitles but this year we trialled the very first multilingual post to increase international student engagement, an area in which GUSA is working towards improving. As the publicity convenor 2024/2025 I aim to continue this drive for accessibility and trial alternative social media platforms such as WeChat.

#### Fresher's week

I believe being given the responsibility of T-Shirt and Badge design this fresher's week has greatly benefited my confidence while also allowing me to learn new skills. This included the trial of NFC Tag ID Cards allowing fresher's helpers to more effectively share our Instagram. Alongside fresher's week merchandise I was also responsible for the design of Active Buddy T-Shirts and plan to design more merchandise for events, teams and initiatives.

#### Other projects

This year I have also been responsible for allocating and presenting a budget report to the Student Experience Committee to receive funding for publicity equipment. This equipment should increase the ease of future publicity convenors lives as it will reduce the barrier to entry for creation of high-quality professional content. If elected again I aim to use this new equipment to build a foundation for future publicity convenors through the compiling and cataloguing of all media into a central location, alongside the creation of a bank of up-to-date photos of all 50+ clubs for use throughout our and their social media. While in attendance of club sessions to gather the media bank, I will use both GUSA and my personal equipment as a freelance photographer and videographer with the aim to update GUSA's promotional reel.

### Summary

If elected your 2024/2025 GUSA Publicity Convenor I strongly believe my experience on GUSA Council this year and the foundations I have laid for the next year will lead to a major increase in GUSA's social media presence. Social media platforms dominate our lives more than we realise and their influence is only growing, this powerful tool comes with great responsibility. A simple post about a taster session can deeply alter a student's university experience. It is for this reason I believe sharing the opportunities GUSA has to offer as widely as possible is the most important and rewarding position available. It has been an honour to be trusted with this duty this year, and if elected I hope to continue to best represent the fantastic experiences provided by GUSA that have been responsible for so many of my greatest memories at university.