



Imperial College Union Communications Committee

12 September 2018

AGENDA ITEM NO.	6
TITLE	Officer Trustee Communications Plan
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EXECUTIVE SUMMARY	An outline of the strategic approach to Officer Communications for 2018/19 to improve their visibility among members and better facilitate year round democracy. The plan has already been reviewed with OTs.
PURPOSE	For Committee to note the plan and provide feedback.
DECISION/ACTION REQUIRED	Feedback on the strategy, underlying aim, or tactics involved.

Officer Trustee Communications Plan 2018/19

Officer Trustee as Champions

Aim: To put student representatives at the heart of Union communications

Rationale: The Union (our 18, 000 members) elects leaders annually to represent their interests and oversee the agenda of their membership organisation. It is these reps who are accountable to the membership, and therefore, should be the face of the organisation. This means championing year round democracy through constant consultation with members, communicating decisions and developments, and shouting about our impact.

The aim of this Communications Plan (Comms Plan) is to outline the structures and activities needed to help OTs function in the communication role of Union champions in 2018/19.

Review:

In 2017/18, the following encompassed OT activity:

- A group picture on the front page of the website with links to their contact information
- Individual blog pages, where each OT wrote at their convenience at irregular intervals
- Use of their faces and voice in some campaigns and messages, usually at the request of individual teams or project groups, or based on individual OT projects.
- Posters with group pictures of OTs in Union spaces and Sherfield Walkway
- OTs in the annual handbook and in publications such as Welcome handbook, Impact Report and Annual Report
- Individual OT Twitter accounts
- Occasional Instagram takeovers

The above meant OT visibility was not as strong as it could be and was subjectively achieved based on efforts of individual Officers. OTs spent too little time interacting with their constituents and too much time in physical offices.

Proposed 2018/19 approach:

In 2018/19, the following communications objectives are desirable through deliberate activities:

- To increase visibility of OTs by making them the face of the Union
- To have OTs truly be the voice of the Union through the role of communications champions

The Officer Trustee as *face* of the Union:

In keeping with the rationale above, it is desirable that the images and titles of elected representatives be more visible across physical and digital Union spaces. This helps members better identify their reps, draw a stronger link between the services/ activities members enjoy and the Union which provides them, and have a positive effect on democratic processes like elections.

Physical spaces:

- OT image on main wall of ground floor entrance at Beit
- OT images in Main Library at South Ken
- OT images in bars and shops with images that area relevant to the area of service – eating together in bars or wearing branded merchandise in the shop, with their contact information)
- Relevant OT images in places applicable to their portfolio. For instance:
 - In FiveSixEight: contact Claudia if you’ve got an idea about our bars, etc.
 - In Library: Contact Alejandro if you have an idea for improving our
 - In gyms or activity spaces: Contact James if you’ve got an idea for improving our Clubs & Societies
 - In our chaplaincy areas or Student Hub, contact Becky if you have an idea for improving our Wellbeing
- OT images in a common space of each Faculty Building, along with Academic & Wellbeing Reps for each Department.

Digital spaces and publication:

- OT group picture as profile for all accounts on social media
- OT group picture in our weekly newsletter banner header
- OT group pic in our Felix Union page header

OTs on Campus:

- OTs could host a series of stalls throughout the year to engage members at different locations on campus. The stalls could serve any of the three main communications purposes, whether information, interaction or impact. These could either be in groups or together as a unit. OT group to flesh this out according to schedules.

The Officer Trustee as *voice* of the Union:

In keeping with the rationale above, it is desirable that OTs become the voice of Union decisions and developments, Union consultation, and Union impact. Union communications to members tend to fall into one of three main categories:

Information	Interaction	Impact
One way communication telling members about: <ul style="list-style-type: none"> • Projects • Services • Deadlines • Awards • Changes 	Two way communication requesting responses from members regarding: <ul style="list-style-type: none"> • Feedback • Surveys • Consultations • Voting • Polls • Nominations 	Usually one way communication telling students the results of their engagement or representation efforts throughout the year: <ul style="list-style-type: none"> • Election results • Survey/poll outcomes • Decisions • Wins by members • Varsity results • Awards • Successes of Union

		generally
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Champions

It is desirable that as much as possible, OTs should give voice to all categories. This means their role will be that of champions for work done by Union teams and for all programmes delivered by the Union.

In keeping with that role, the following is proposed for OTs:

- **Each major Union project should have an OT champion;** In keeping with our decision to simplify the way we talk about the Union, each major project should readily fall into one of the six categories which characterised the 2018/19 Union handbook:

Being the champion could mean any or a combination of the following:

- Having the OT champion's face on announcements and collateral
- Having the message come directly from the OT champion in our Union Comms.
- OT pushing particular projects on their individual accounts
- OT email address being used for feedback on projects instead of general Union emails
- OT actively finding ways of boosting campaigns through daily activities and initiative

OT Communications activities 2018/19

Activity	Frequency	Responsible	Status
Web			
Update homepage with OT photos	Once annually	Marketing	Done
Update OT webpage template	Once annually	Marketing to update template	Done
Update OT webpages with manifesto plans	Once annually	Individual OTs	OTs to redo page layout to include all OT information on one page per Alejandro's suggestion
Update major project pages with OT email links	Ongoing	Teams	Ongoing as pages are updated for projects
Update OT blogs	At least one OT blog per week (decided by OTs)	OTs	Start mid – September
Upload OT video to OT webpage	Once annually	Marketing	Footage shot, editing to be completed by end of September
Social Media			
Update profile pages on all five accounts	Once annually	Marketing	Done
Transfer individual Twitter accounts	Once annually	Marketing	Done

Instagram stories and takeover	Once weekly	Individual OTs	Initiate weekly during term starting mid-September
Snapchat stories	For major events	Individual OTs	Initiate as needed
Share OT video across accounts	Once annually	Marketing	Footage shot, editing to be completed end of September
Spaces			
OT faces to be erected in replaceable acrylic signage in Union Ground floor	Once annually	Marketing	End of September
Erect OTs' image in Bars and shop	Once annually	Marketing to shoot OTs	End of September
Erect OTs' image in Library in replaceable acrylic	Once annually	Marketing	End of September
Replace individual OT designs in digital screens	Once annually	Marketing	End of September
Events			
Welcome Talks	Once annually	Marketing to help with presentations & OTs to deliver	Welcome Week
Fair stall in IBC Lobby	Once annually	Marketing to help with set up/OTs to deliver	Freshers' Fair
Welcome Stalls	Several during Welcome Week	Marketing	Welcome Week
Meet your Officer stalls: face to face engagement in high traffic areas across campus to discuss plans and promote Union programmes with relevant collateral for that period	Once a term	Marketing to provide collateral and set up; OTs to man and deliver	Starting in October after Welcome, and during Elections to encourage participation
Newsletter			
Create header with OT faces for 18/19 newsletter template	Once annually with seasonal changes, eg OTs wearing festive hats or ugly jumpers, etc.	Marketing	Mid-September
Write stories as reported speech from OTs with quotes and links to blog updates.	Weekly	Marketing to wrote newsletter stories, OTs to update blogs by Thursday evening	Mid-September
Felix			
Create Union header			