

**Imperial College Union
Board of Trustees / 28 October 2020**

Officer Trustee Communication Plan 2020/21

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Officer Trustees (OTs)

Purpose: To update Board on the plans for how Officer Trustees will keep students and other stakeholders up to date on their work.

1. Introduction

Alongside the work of the marketing and communications team, it is important that Officer Trustees are communicating directly with their constituents. This plan outlines the aims, minimum expectations, and KPIs around OT comms for 2020/21. Responsibility for implementing this will fall broadly onto the OTs, however help from the Marcomms, SOD, and Representation teams will be required.

2. Aims

The aims of OT communications are:

- i. To make students more aware of what OTs do
- ii. To improve the accountability of elected officers
- iii. To bridge the gap between OTs and key volunteers
- iv. To make students more aware of what the Union does
- v. To facilitate better engagement and easier feedback collection, hence improving efficacy of student representation

3. Tactics

a. Blogs

Description	Longform blog style writing on the website. Providing updates on general Union goings-on, what that specific OT has been up to, delving into one specific issue.
Purpose	<ul style="list-style-type: none"> • To provide more detail about what is going on for those interested. • To create a history/bank of relevant pieces on the website
Process	<ul style="list-style-type: none"> • Schedule for each week drawn up in advance, attempt to coincide with important matters for each OT but flexible if something comes up • Written at end of week by individual OT for publication on a Friday • Encourage review by other OTs ahead of publication
Who responsible	Individual OTs
Frequency	Weekly – published on a Friday (so once every 5 weeks, ~twice a term for each OT) + ad-hoc posts where needed.

b. Newsletters

Description	All-student newsletters that contain information about upcoming events, things to get involved with, important things for students to know, and message from OTs. The message from OTs will be written directly by the OTs, and will link to the blog post of the week.
Purpose	<ul style="list-style-type: none"> • To mass update students on most important matters • To call to action where needed • To advertise activity (both commercially and in membership)

Process	<ul style="list-style-type: none"> Thursday morning: M&C and OTs form list of items for newsletter Friday morning: M&C provide draft (without OT intro) for review Friday afternoon: OTs provide intro and final approval, M&C schedule on Mailchimp
Who responsible	OTs + Marketing & Communications Team
Frequency	Weekly (for all students), written on Friday for distribution over weekend.

c. Video

Description	Ranging from very short speaking to camera updates to longer edited videos (such as Welcome Video). Examples could include: 1 minute updates talking to camera while doing something tricky/entertaining. Fun/silly games with OTs with an element of providing information. Talking to the camera for a 15-30s video to inform about an upcoming event (suited to Instagram).
Purpose	<ul style="list-style-type: none"> To provide engaging content to update on important matters To entertain through lighter style content To provide information for those who absorb spoken content better than written
Process	<ul style="list-style-type: none"> For simple videos: filmed on phone and uploaded with minimal/no editing, scheduled by M&C team unless very urgent For medium complexity videos: filmed on phone and edited by OTs (or M&C team if possible), scheduled by M&C team unless very urgent For longer or more complicated videos: case-by-case, commissioned by external videographer
Who responsible	OTs + Marketing & Communications Team
Frequency	(Minimum): Fortnightly for simple videos, termly for medium videos, once/twice a year for longer complex videos

d. Social media

Description	Utilising our current ICU social media channels (Instagram, Facebook and Twitter), as well as personal Twitter accounts for any particular staff facing issues. Often will be a vehicle to promote other comms pieces, but also suited for shorter updates and information pieces. OT Instagram takeovers and short Facebook and twitter messages for very specific things. Individual OT Instagram accounts for frequent day-to-day, low barrier to post content and supported by main ICU account.
Purpose	<ul style="list-style-type: none"> To provide short updates on current work To support other pieces of comms work (e.g. blog posts, videos etc) To let students know about the day-to-day job of the OTs
Process	<ul style="list-style-type: none"> Instagram takeover scheduled by M&C team who also support delivery by OTs M&C team responsible for posts to support other comms pieces OTs have direct access to own
Who responsible	OTs + Marketing & Communications Team
Frequency	Takeovers at least monthly, or to coincide with relevant specific events. Instagram and Facebook updates as and when. Other comms support to match those frequencies. Individual Insta accounts multiple times a week (stories) and ~once a week for posts to feed.

e. Physical comms

Description	Will be less important this year, but should explore the viability of 'Sabbs on Tour' style stalls – depends on safety considerations and student numbers on campus. Printed material to improve visibility on campus.
Purpose	<ul style="list-style-type: none"> To reinforce visibility across campus To reach students who do not engage in social media, or open emails, but do study on campus
Process	<ul style="list-style-type: none"> TBC
Who responsible	OTs + Marketing & Communications Team
Frequency	TBC

f. Volunteer comms

Description	ACO and ASR (All Student Rep) emails that come directly from relevant officers with longer bits of information that are particularly relevant for those volunteers. Union Council & subcommittee updates that provide objective oriented updates on OT work. Informal meetings with senior volunteers in each area on regular basis to update and involve.
Purpose	<ul style="list-style-type: none"> To keep volunteers engaged To consult with the most engaged/informed when needed To empower volunteers with knowledge To be held to account
Process	<ul style="list-style-type: none"> ACOs and ASRs written collaboratively between relevant MS teams and OTs, released via Mailchimp OTs write own UC reports OTs organise meetings with reps, no formal agenda
Who responsible	OTs, SOD team + Rep team
Frequency	ACO/ASRs at least fortnightly (with numerous additional ad-hoc emails for specific issues). UC updates to match UC schedule. Meetings with volunteers on monthly basis.

g. Website

Description	Each OT has their own page which is their 'homepage'. Contains updates against year objectives, Council papers, links to blogs, and fairly free for use.
Purpose	<ul style="list-style-type: none"> To provide a single place to find out about all the work of an OT To provide space for OTs to communicate/'archive' in less structured/formal way
Process	<ul style="list-style-type: none"> OTs update directly on website
Who responsible	OTs
Frequency	<ul style="list-style-type: none"> Updated in week after next each Council meeting

h. Felix

Description	Articles from OTs directly discussing a particular subject or updates (could be reposts of blogs). Interviews with Editor as appropriate
Purpose	<ul style="list-style-type: none"> To engage with students and staff who read Felix To ensure accuracy in Union related matters in Felix
Process	<ul style="list-style-type: none"> TBC

Who responsible	OTs + Felix Editor
Frequency	<ul style="list-style-type: none">• TBC

4. OT comms champion

Every year, an OT will volunteer to be the 'OT Comms Champion' who will:

- Be interested in comms
- Responsible for keeping the team to tasks
- Taking the lead when liaising with the M&C team
- Motivating the team to do comms

Your esteemed DPW Shervin has volunteered for this year.

5. Measuring success

The following measurables should be used

- Relevant questions in the SES
 - Q14.2 I understand the role of elected Officer Trustees (full-time Sabbatical Officers)
 - Q14.3 I am aware of the work conducted by the Officer Trustees this academic year. understand what students
 - Q14.4 Officer Trustees work on projects that are relevant to me
- Data from Mailchimp (open rates, link click throughs etc)
- Social media engagement data and insights
- Engagement with blog pieces (e.g. comments, if possible)

Establishing KPIs will be a process that involves analysing previous metrics of these and setting improvement targets.