



GLASGOW UNIVERSITY UNION



ELECTION OF OFFICE BEARERS AND BOARD OF MANAGEMENT 2024/25/26

MANIFESTO FORM

For the position of: Convener of Communications

Candidate: Rachel Webster

Proposer: Amy Herrick

Seconder: Xavier Lake

The space below is provided to allow candidates to explain their reasons for offering themselves for their respective positions and to list such qualifications and experience which are relevant to these posts in not more than 200 words.



1. Approachability

- Introducing more 'behind-the-scenes' content, so to add a sense of humility to the board of management.
- Informative posts about the responsibilities of duty board and their work at the union on club nights (including the work of operational committees)
- Entertaining content around the building ahead of fresher's week to make it a more approachable location for incoming students.

2. Interactivity

- More interactive content on the social media pages by utilising story suggestion boxes and interactive countdowns
- Challenges and competitions on the Instagram or other social media platforms in order for viewers to win prizes (e.g. free entry to HIVE)
- Increase the productivity of the TikTok committee members in the view of increasing our weekly post output.

3. Collaboration

- Improved content and graphics in partnership with other unions, specifically working with GUSA for the promotion of Sports Wednesdays.
- Collaboration with our external sponsors on digital content to promote sales of drinks.
- Cohesive visuals across all digital and print platforms to develop a wider brand for the union, and to develop a relationship within the wider student community.