

The 20152016 term of the Communications Director End of the Year Report to the
Student Government Body
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This has been an interesting year for communications of Student Government. As technology becomes more advanced, it is becoming more pertinent for institutions like ours to keep up with where its audience is and how to connect with them. As a committee all of my own, the duties of Communications Director were big shoes to fill without previous experience on the body. It is difficult to express the success of my position this year, as there are no preplanned events that I continued or specific goals to accomplish. However, based off of the expansion of our social media and availability and range of posters distributed through campus, I believe that Student Government is headed in the right direction when it comes to communicating our mission and successes to the student body. Student Government's social media has expanded to include two Twitter accounts, a Facebook page, as well Instagram, Snapchat, and YouTube. On average, Twitter posts gain at least 100 impressions, with some earning over 1,000, and on average, Facebook posts gain around 50 views, with pictures and videos gaining well over 1,000.

Below are recommendations that I would like to pass on to the next Student Government body and future Communications Director.

Recommendations to the Student Senate body:

- In order to be the most effective when promoting events through printed posters, the more time given to design and print, the better. It takes time to go through design edits, Publications, and finally to Printing Services. If you know of an event coming up in your committee's future, try to get the information and design ideas to the Communications Director as soon as possible.

- Once posters (and similar publications) are received from Printing Services, it is essential that they get distributed as soon as possible. To maximize the publicity around campus, committee heads should do their best to organize their members and get posters spread through campus quickly.
- When pushing events on social media, either request access to the accounts, or have specific dates of when you want posts made. Events can easily be shared and posts can be scheduled if given enough time.

Recommendations to the Future Communications Director:

- Utilize the scheduled posts on Facebook and Twitter as often as possible. It takes off a lot of stress when having to go in and remember to post.
- Use resources such as TweetDeck to control multiple Twitter accounts. It is much easier than having to log out of each account (and possibly your own) to post.
- Utilize insights on Facebook and Twitter to learn more about your audience, and see which posts are the most effective. It will help you get your message across in the most effective way.
- Keep a running list of all tasks that need to be done, who needs them, and when they should be completed by. It will make you a more effective Communications Director and help you organize your position more effectively.
- You are your own committee. If you get swamped with projects, ask for help. The members of Student Government have a lot of talent that you can utilize. Use them a resource.

I am so grateful that I had this experience with Student Government, and I hope that the future body and Communication Director position only grow to be everything I know it can be.