

# I just picked me a plum

## Why some student officers' social media works (and some doesn't)

JIM DICKINSON | WONKHE SUS  
@JIM\_DICKINSON



**WONKHE**  
SUs

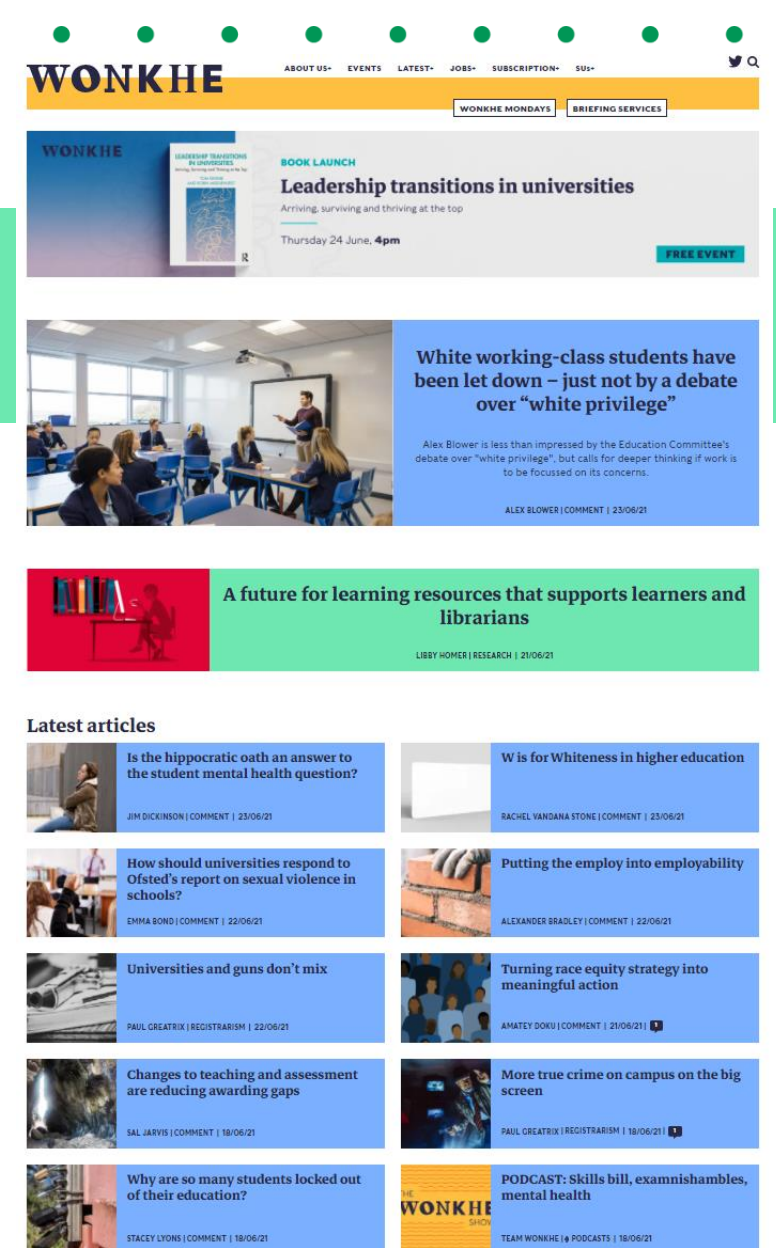
# Pick an SU

Twitter, Blogs, Insta, Facebook & TikTok

- How easy was it all to find?
- Do you know what they're doing
- Do you know what they're achieving?
- Do you know what they think about things?
- Do you know how they're handling things?
- General reflections

# Context...

- We spend a lot of time looking at political comms inc MPs and ministers (and VCs and uni SMTs...)
- SU officers' social media - some dry, some exciting, some "on brand", some painfully off-brand...
- Some barely post, and others overshare in a way that's genuinely upsetting.
- Emerging theory on political effectiveness
- What can officers (and staff that support them) do to build an effective and engaging presence online that builds profile, increases engagement and enhances accountability?





# About this session

- This isn't a session about building a following or creating engaging content or staying out of trouble or being on brand or handling pile-ons
- This is a session that anchors the output of student officers to their student (political) leadership role
- That involves leading a group of people (and its sub groups) and influencing others
- It's also about being a “player” in the community
- Platforms: Principally about Twitter and Blogs (with some Facebook)
  - That's not to say that political comms are impossible on TikTok and Insta, but...



# About

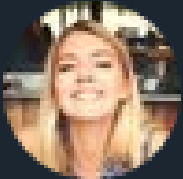
- This isn't a s  
creating eng  
being on br
- This is a ses  
officers to t
- That involv  
groups) and
- It's also abo
- Platforms: l  
some Faceb
- That's not  
TikTok and



# Officers as embodiment

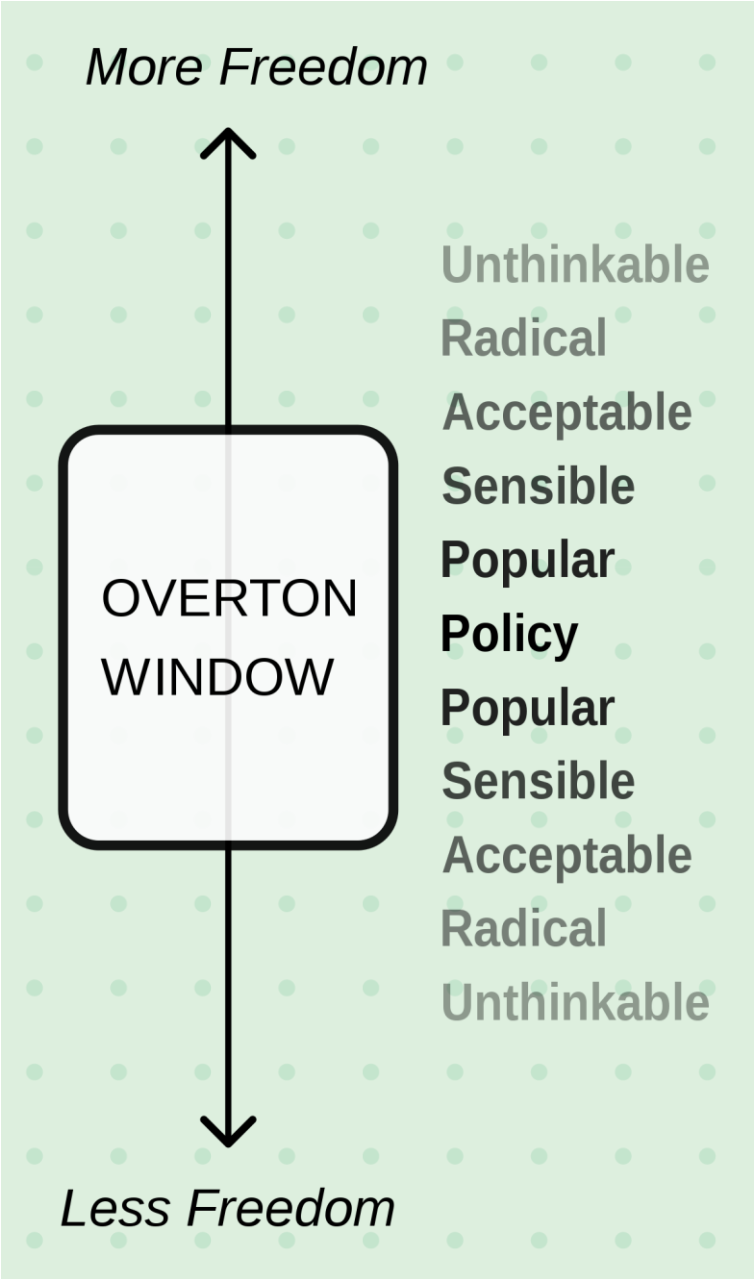
- SUs as organisations that reflect students
- SUs as organisations led by students – mutuals
- SUs as organisations that agitate for change (positively)
- SUs that make students' lives better
- SUs that make students feel more powerful

# They use it to help shift the overton window

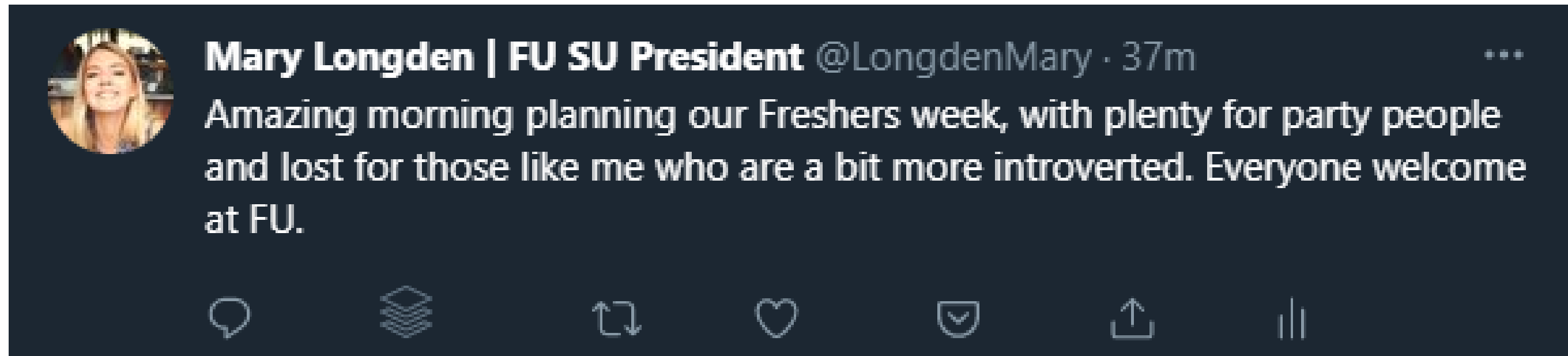


**Mary Longden | FU SU President** @LongdenMary · 36m

When we talk about blended learning, students tell me that watching lectures back on the bus is great. But moving house to come to uni only to find half of their lectures are online? Not so much.

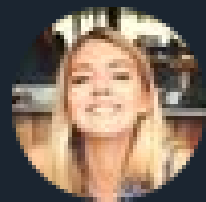


# They provide highlights of a day - with angles



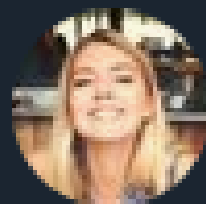


# They influence the norms on campus



**Mary Longden | FU SU President** @LongdenMary · 30m

Off to a meeting about the uni and the community later where I'll be talking about the amazing work our students do locally and how we can support more students to get those opportunities



**Mary Longden | FU SU President** @LongdenMary · 32m

In my experience the thing that makes FU such a great uni is that generally we treat each other with respect and we're not afraid to call each other out and learn when we get it wrong




# They bring the national to local and fill in the blanks

**Mary Longden | FU SU President** @LongdenMary · 26m








I've written a blog for higher education website Wonkhe today on why universities should do all they can to help students access well paid and good quality part time work while at uni.



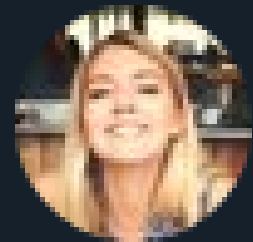
**Students at work need support too | Wonkhe**  
Paid work is an increasingly important component of the student experience. George Walker argues that students at work need ...  
[wonkhe.com](https://www.wonkhe.com)

**Mary Longden | FU SU President** @LongdenMary · 33m

A national report out today says that students are more anxious than ever. What's driving that? And what can the uni do to turn it around?



# They talk about wants as well as wins



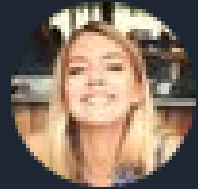
**Mary Longden | FU SU President** @LongdenMary · 31m

...

Got a meeting of university Senate today where I'll be pushing for more timely and effective feedback for students on assignments - because that helps us learn



# They make hidden students visible and build solidarity with them



**Mary Longden | FU SU President** @LongdenMary · 28m

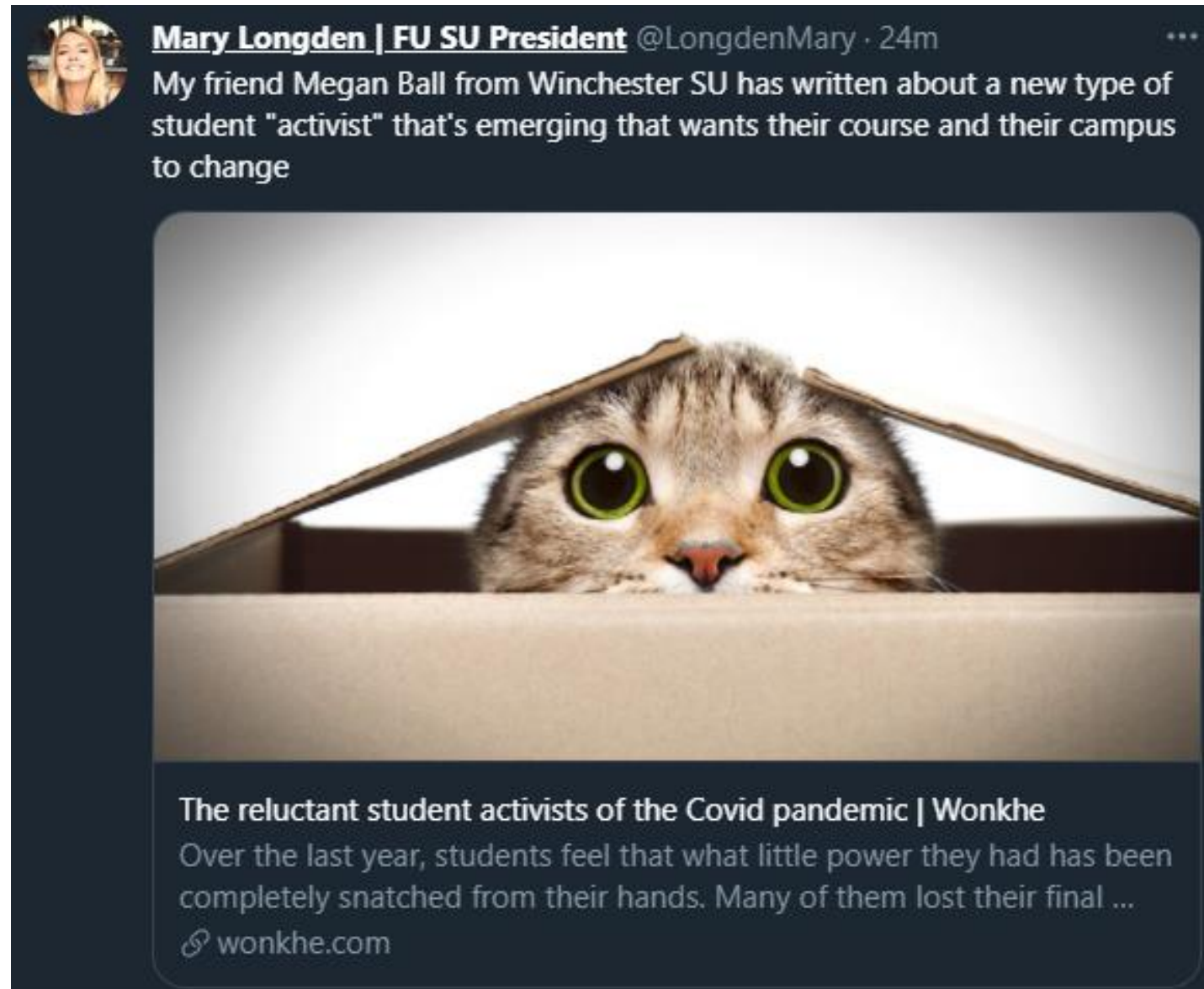
...

Some of our classmates have responsibilities that make getting involved in activities and poor timetabling real barriers to a rounded experience. Everyone in the uni and SU - including me - can do more to make uni rewarding for them.

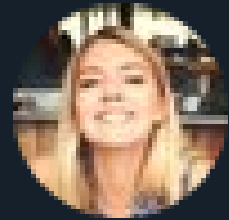




# They promote their own stuff and other officers' stuff



# They channel anger



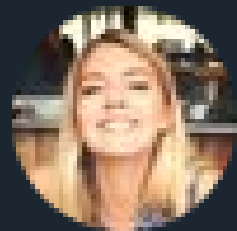
**Mary Longden | FU SU President** @LongdenMary · 18m

...

I'm furious about the decision to postpone graduations. Why weren't students consulted? I'll be demanding to meet uni management and will be pushing for flexible, affordable and early options for alternatives asap.



# They love their own members - all of them




**Mary Longden | FU SU President** @LongdenMary · 17m

...

Just heard that our students in the Cancer research society have raised over £5,000 from their sponsored tiktok baking event. Amazing work!



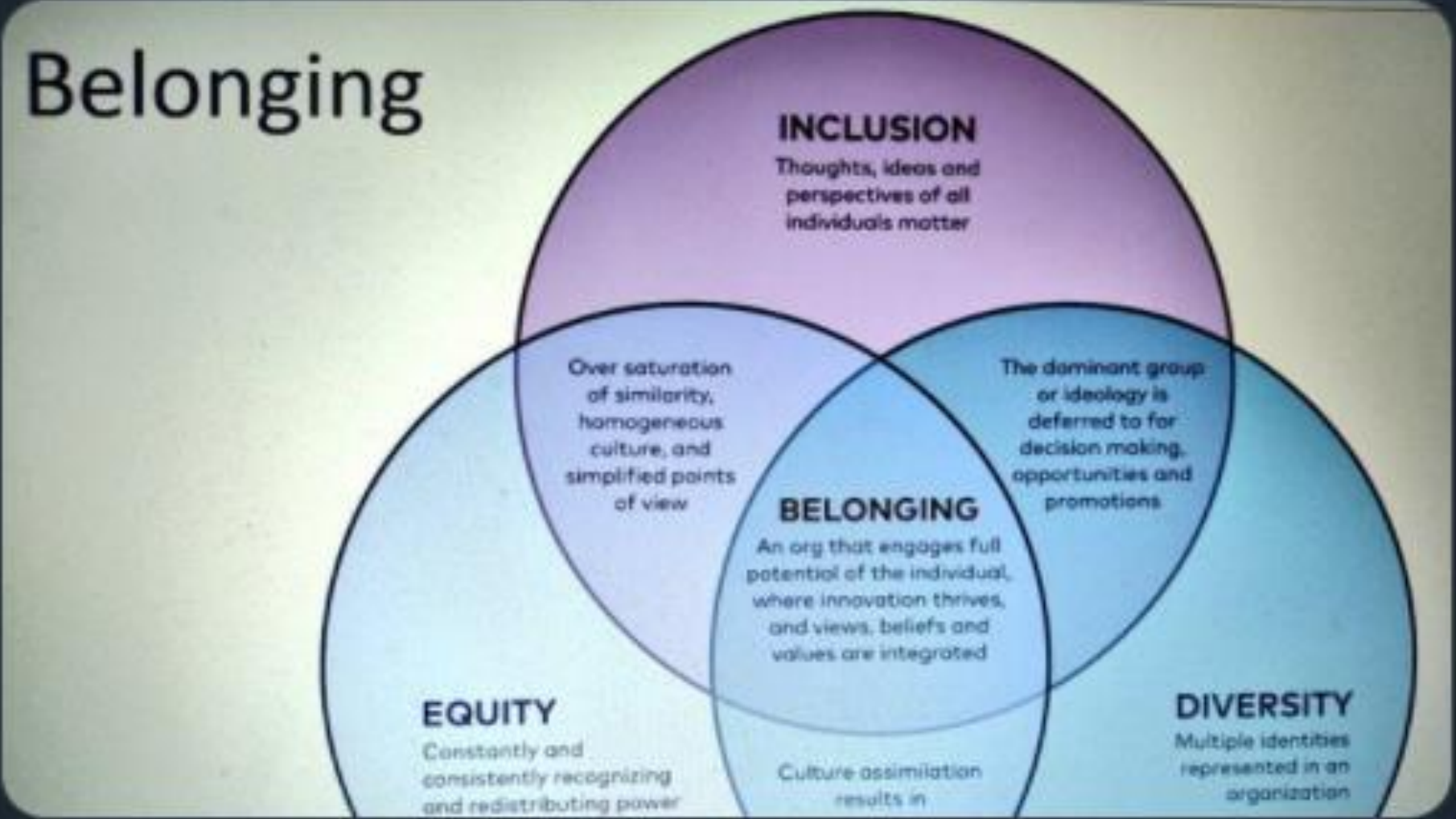
# They take followers on a learning journey



Mary Longden | FU SU President @LongdenMary · 8m

Been thinking a lot about student belonging and saw this at a webinar I was at. Does this chime in with you?

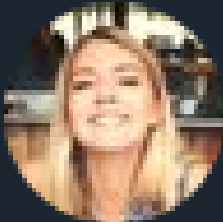
## Belonging



The diagram consists of three overlapping circles: a purple circle at the top labeled **INCLUSION**, a light blue circle at the bottom left labeled **EQUITY**, and a medium blue circle at the bottom right labeled **DIVERSITY**. The central area where all three circles overlap is labeled **BELONGING**. Each circle contains specific text: **INCLUSION** (Thoughts, ideas and perspectives of all individuals matter), **EQUITY** (Constantly and consistently recognizing and redistributing power), **DIVERSITY** (Multiple identities represented in an organization), and the intersections contain: **INCLUSION & EQUITY** (Over saturation of similarity, homogeneous culture, and simplified points of view), **INCLUSION & DIVERSITY** (The dominant group or ideology is deferred to for decision making, opportunities and promotions), and **EQUITY & DIVERSITY** (Culture assimilation results in).




# They have things to say about the student condition





**Mary Longden | FU SU President** @LongdenMary · 10m


+++


The job market for graduates is just dire - very pleased to join up with the University and fellow SU officers around the country to lobby the government for graduate support into the workplace.









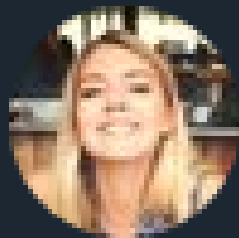








# They create pace and positivity around their activities



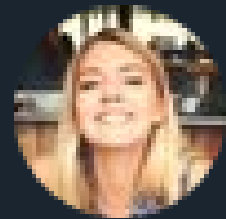
**Mary Longden | FU SU President** @LongdenMary · 11m

...

Now that vaccines have opened up to us lot in our 20s - go go go and book! Really easy through the NHS website. I have my first one for next Wednesday morning, and I couldn't be happier!



# They defend their own members when attacked

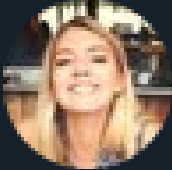


**Mary Longden | FU SU President** @LongdenMary · 6m

Sick of seeing the negativity in the press - it's a tiny minority of students causing noise and disruption in Garland - most students make great neighbours and put loads in.




# They explain the choices being faced by universities





**Mary Longden | FU SU President** @LongdenMary · 5m


...


If every uni gave every student a refund they'd be bankrupt. Some students have had it very tough, but generally we should be aiming our anger at the government - they're refusing to fund the fees justice we deserve.











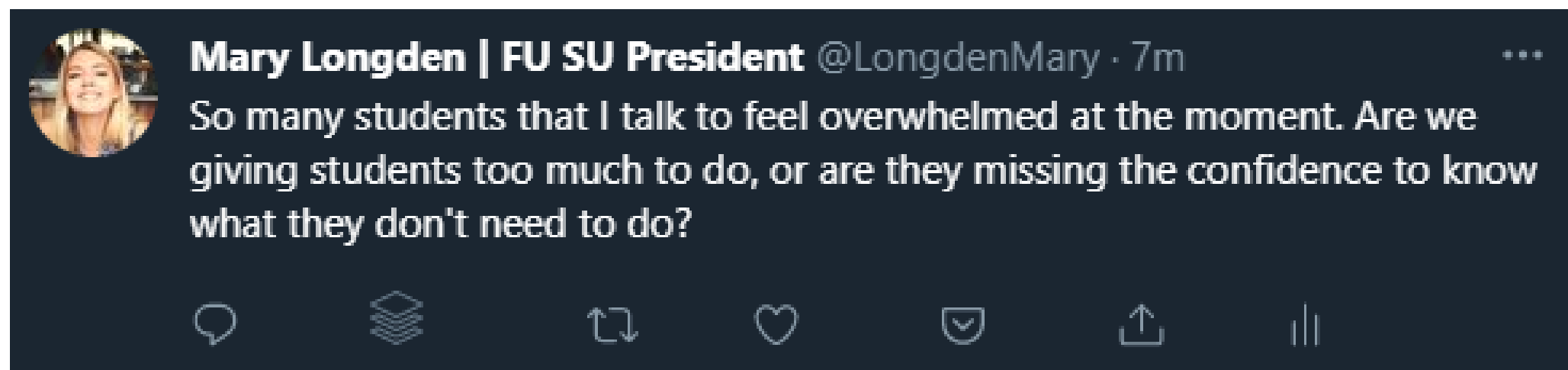








# They provide mind reading



# They update on events



**Mary Longden | FU SU President** @LongdenMary · 9m

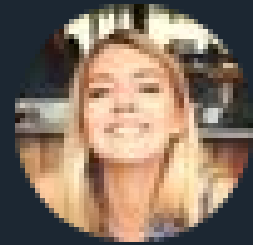
...

Reminder that I'm hosting a Q&A at 6pm with the Registrar, the NHS Senior Vaccination Officer for the region and GPs from the Student Health Centre. You can come with questions/concerns you have for acquiring a vaccine in the next few weeks!

Event link is in your inbox!



# They reframe controversy



**Mary Longden | FU SU President** @LongdenMary · 16m

...

Calling for "curriculum decolonisation" need not be divisive - it's about all of our students seeing themselves reflected in the people that are lauded in their subject area.



# I just picked me a plum

## Why some student officers' social media works (and some doesn't)

JIM DICKINSON | WONKHE SUS  
@JIM\_DICKINSON



**WONKHE**  
SUs