



# COMMS STRATEGY

2022/23



# UNION OF BRUNEL STUDENTS

## INTRODUCTION

This document outlines our strategic approach to how we communicate with members of the Union of Brunel Students. It is intended to provide staff and stakeholders with an informed plan, outlining the strategies we use to engage with our members and how we intend to talk to them.

We recognise that we operate in an environment that is constantly changing, with a diverse membership that consumes information in different ways and this plan aims to outline the different audiences and relevant channels to increase member engagement.



# AIMS & OBJECTIVES



## Achieve

Achieve our overall Union objectives, within our Union Strategic Plan & planning cycle.



## Two-Way

Effectively engage in two-way communications with our members. Value feedback and react to the voice of the students.



## Connect

Create content which our members can engage with. Use more photos and videos of students and move away from a graphics based philosophy.



## Stakeholders

Engage with our key stakeholders (Brunel University London, National Union of Students, Local Community).





## Understand

Allow students to understand who we are, and what we do through clear messaging and regular communication.



## Define

Define and make clear the objectives of the Comms Department, both long term and short term.



## Reinvigorate

Reinvigorate the One Brunel brand and make it something which students will want to be a part of. Bring the Venues to life with a rebrand and more consistent marketing.



## Share Success

Communicate our successes; the successes of our students and the benefits of our membership.



# THE CHALLENGES



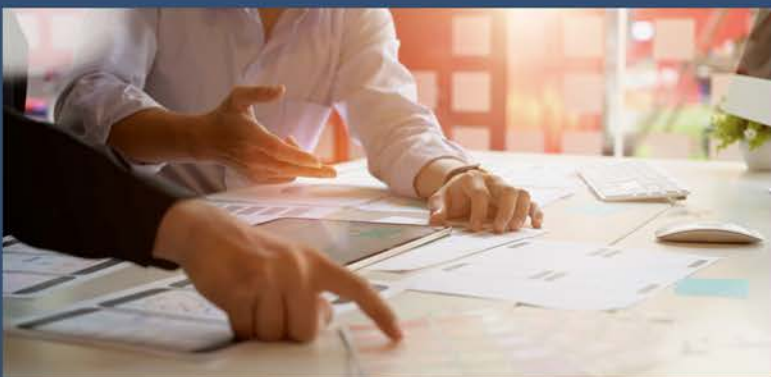
## Platforms

We need to constantly be ready to adjust our social media strategy if our members choose not to engage with Instagram, our leading social media platform.



## Engagement

Getting students to engage with our content will always be a challenge. It is our job to ensure that the content we create is always relevant and exciting for our members.



## Planning

Sometimes our key campaigns and projects struggle with the planning stage, which then hinders how we can tailor our work to our audience.



## Priorities

When last-minute tasks are introduced on a regular basis, we often have to change our priorities, this can result in some work not receiving the time it requires.



# OUR PRINCIPLES



## Relevance

We will always treat our members with the respect that they deserve by promoting events, campaigns, & activities which are relevant to them.



## Urgency

In a fast paced working environment, we need to stay reactive and be ready to communicate clearly with our members what we know, when we know it, with integrity and honesty.



## Partnership

Our work is nothing without our colleagues. By working together, we will improve communication ensuring that our work continues to inform and entertain our audience.



## Enthusiasm

We will always bring passion to our work. If we have a communications team that is excited to work then we will create more engaging content for our members.



# OUR PROCESS



## Brand

We will continue to build a strong brand by ensuring our Brand Guidelines, Style Guides and Tone of Voice are in keeping with our members.



## Resources

We will continue to resource our strong Communications Department, with regards to staff, training and equipment.



## Question

Wherever possible we will have a meeting to discuss the strategy of a project and will ensure that we are clear in what needs to be done before moving forwards.



## Outputs

We will continue to build a strong toolbox of mediums and channels including Instagram, Facebook, Twitter, emails, and TikTok.



# OUR AUDIENCE

Our members are a complex and diverse group of individuals. We still often talk about what a “normal student” looks like, and when we do we are often talking about 18-21 years old, undergraduate home students. We do this, because they are the most visible and most likely to engage with our work. As a department we are doing our best to think about our students expect of us and what their priorities are.

As such, there are 3 main groups of students that we can use to hone our communications projects.

**Engaged** - The members of sports teams & societies, student reps, our elected members, our event-goers and our social media followers. These students are core users of our services, but might not know that this success is created by “The Union”.

**Not Yet Engaged** - These students would be interested in our priorities, but they don't know about us yet or we haven't communicated the benefit our Union to them effectively.

**Never Will Engage** - This is a difficult group to think about. We often think that ultimate success is 100% of our members engaging with our work, either joining our student-led groups, voting in our elections or coming to our club nights. In reality, there are students out there who know exactly what our activities are, and actively choose to not engage with us because we aren't relevant to their lives.

It's possible that in the future, these students may become “Not Yet Engaged” or “Engaged” because we change our priorities as a Union - but this group will always exist.

As we move further with our overall Union and Communications Strategy, we should ensure that we take into account a range of factors before finalising our work including: Gender, Ethnicity, Disability, Geography (Commuters), Age, Religion/Spirituality, Socio-Economic Status, Race, Sexuality, Course Group (UG or PG), Care Leavers, Homeless, Class.





# SUMMARY

To summarise this strategy, we are a diverse membership driven organisation - sending students on minibuses to play sport, supporting students through academic misconducts, holding democratic cross-campus votes, campaigning on social issues and generating income from our bar, nightclub and external marketing.

Communicating all of that, and gathering feedback on those projects is difficult - but by working together, with enthusiasm & urgency; by being a high-performing, relevant source of communications with partnership in mind, we can celebrate success and converse with our members now and in the future.