

VOTE
**Beth
Strahan**



For Your Comms and Marketing Officer



@BETH4COMMS



@BETH4COMMS



@BETHFORCOMMS

Any questions at all, please do not hesitate to contact me via my campaign socials, or my personal email, bstrahan@tcd.ie

MY TCD PRESENCE

Since my time at Trinity began in 2020, I have not hesitated in letting my voice be heard...

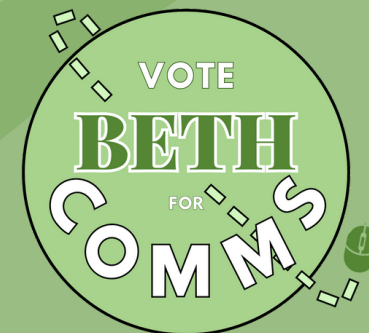
- **Director** of the **JCR Musical, *Legally Blonde*** (Trinity Halls, 2022)
- **OCM** of **Trinity Musical Theatre (TMT, 2022)**
- **Director** of the **TMT Musical, *Sweet Charity*** (The O'Reilly Theatre, 2023)
- **Director** of ***Cailíní*** (The Samuel Beckett Theatre, 2023)
- **Nominated for Best Individual** at the 2023 Central Societies Committee Society of the Year Awards for my contribution to TMT
- Took part in **TCDCancer Society's Naked Calendar (2023)**

1. Publications and Publicity

- I have headed the design team of multiple TCD student theatre productions as **Creative Director** to produce promotional material, including **directing TMT's promotional video** for ***Sweet Charity*** (The O'Reilly Theatre, 2023), which garnered **26.4k instagram views** and sold **1,144 tickets** out of a total 1,500 seats for the 4-night run
- I co-managed the promotional instagram page for my capstone project ***Cailíní*** to facilitate frequent posting with a focus on **driving engagement**, resulting in **sold-out performances**
- I collaborated with **Trinity News** and **TN2** to create **promotional video content** for student theatre productions

ABOUT ME

Hi guys, my name is Beth Strahan, a fourth year Drama and Theatre Studies student from Belfast and I am running to be your next TCDSU Comms and Marketing Officer!



Voting takes place 27-29th Febraury, 2024
Don't forget to register to vote!

3. Sponsorship and Student Funding

- Secured sponsorship with **BóBó's Burgers** as OCM for TMT in 2023, who provided **free burger meals** during rehearsals and at the 2023 Fresher's stand
- Worked alongside **JCR Vice-President (2022)** to ensure that student sponsorships were a focal point of JCR rehearsals so as to increase cast engagement
- Worked alongside student theatre producers to **fundraise** for theatre projects, including my own capstone ***Cailíní***, which raised a total of €600 (the max. Capstone budget)
- Organised and ran meetings with industry professionals in theatre, asking for guidance on pitching to the **Arts Council** and applying for Irish-based funding in the Arts

MY EXPERIENCE

2. Leadership and Management

Alongside director, I acted as **production manager** for TMT's ***Sweet Charity (2023)***, which entailed **chairing and taking minutes** of all production meetings, as well as maintaining email threads and **managing invoices** from outside theatre technicians



WHERE ARE YOU?

An SU For All

It is time for your SU to put equal energy into the diverse voices of Trinity. Do you feel ignored? As Your Comms and Marketing Officer, I want to:

- Increase engagement with first year students by collaborating with the **JCR Comms and Publications Officers**, as well as **S2S Mentors** to create accessible e-resources for Junior Fresh students
- Continue to support the recent passing of the Irish Language Referendum by collaborating closely with the new full-time **Irish Language Officer** to ensure accurate translations of all weekly emails, as well as discuss the potential space for the Irish translation of certain words to be used in all official SU communications
- Realise the potential inaccessibility issues this further poses onto international students and collaborate with the **International Students Committee** to produce multilingual e-resources, with a goal of having the weekly email available in five different languages
- Create visual content and give a platform to the plethora of welfare resources available to the student body, to include the sensory study spaces provided by **TCDSense**
- Platform and make accessible on SU platforms any “real world” resources on events/ campaigns that have direct impacts on **equality** within the SU, to include the upcoming Article 41.2 Constitutional Referendum

MY PLAN TO PLATFORM YOUR VOICE

As a drama student, it is clear to see where my skills and experiences lie. However, I see the goals of theatre marketing and the SU’s social media platforms to be very similar. With their **shared aim** being to **increase engagement**, my ability to sell out a theatre and put “**bums on seats**” would be a win for the Union. Just as I have seen a packed auditorium, I will strive for crowded council meetings and increased signatures in surveys and referendums.

So, my question is, why do Trinity students seem to not care about their Union? **Where is everybody?** We see you in your masses at Freshers Week and Trinity Ball, so my interest lies in challenging the boundaries of this role; AKA, **I’m finding you!**

Social Media and Digital Engagement

Given as I would be glued to the screen, here is what I would do to revitalise social media connections and interactions within your SU:

- Curate an **SU-specific digital calendar**, to include Ents events, as well as **scheduled instagram takeovers from the PROs of CSC societies** to further integrate the SU into student and society life
- Coordinate information across **all** SU social media platforms to **destabilise the hierarchy of “importance”** established between different social media platforms and provide equal access for users of all online platforms
- Establish clear communication with all **class representatives** so as to ensure for **specific, digital student feedback** and to correlate social events with the SU calendar
- Focus on **visuals and short video content**, to include captioning and Alt text, so as to conform to the appealing, immediate gratification that is provided by many contemporary social media algorithms
- **Put a face and voice** to the platforms of the SU by releasing a **podcast-style “debrief”** alongside all weekly SU emails to be posted on instagram and facebook stories to drive engagement by **depolicising, familiarising and making digestible** the key points of every week

Sponsorships

Lets face it, even the SU of the most revered college in Ireland needs funding . I want to keep a student-focus on money, and:

- Lead student-focussed sponsorship proposals so as to continue on from the success of Freshers week 2023, whereby there was a **different sponsor in the Pav every day**
- Collaborate with the CSC in order to guarantee transparency over their **grant application form**, so as to ensure all treasurers of societies on-campus are provided with adequate funding/ training
- Establish working relationships with willing CSC societies to discuss making specific, society-wide sponsorships available to all students
- Be realistic with the incentive behind student sponsorships, aka those that offer discounts/ free items, in order to further engage and align the SU with the base needs of students living in Dublin
- Continue to foster professional and fruitful relationships with the SU’s current sponsors to ensure a safety net for years to come
- Collaborate with the **sponsorship officer** to assist consistent and dynamic student sponsorships