

My experience

Engagement Officer (TCDSU)

Investigating SU engagement issues and proposing tangible solutions.

Citizenship Officer (TCDSU)

Developed a strategy for “horizontal management” of student campaigns.

Classes Officer (DU ModLang)

Scheduling classes, hiring teachers, & running customer service.

Let me be your
light in the dark!



Find a plain
text version of
this manifesto!



 @Connor4Comms
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 ConnorForComms

Hi, I'm Connor and I'm running to be our next Comms Officer!

Voting Times

Arts Block

10am until 6pm

Tuesday 27th,
Wednesday 28th,
Thursday 29th

Hamilton

10am until 6pm

Tuesday 27th,
Wednesday 28th,
Thursday 29th

St James's

12pm until 5pm

Tuesday 27th

TBSI

12pm until 3pm

Tuesday 27th

D'Olier

3pm until 6pm

Wednesday 28th

Dublin Dental

11am until 2pm

Wednesday 28th



Bursting the Bubble

Most students either aren't aware of what services the SU offers (did you know we do IT repairs?) or they don't believe that reaching out can actually get results. I've seen the SU make a difference for students, and I'll make sure everyone knows that real help is out there, even if they're not in the bubble.

Marketing is a Service

The deals we make have an impact on students' quality of life. I will expand partnerships that make basic necessities like healthcare more affordable, as we have done this year with Merrion Square Dental. We can absolutely balance interesting perks for students with making essentials more affordable.

Present For Everyone

Students disengage when the SU is physically & socially distant. To remedy this, I'll work one day a week from the Hamilton and St. James's Hospital. I'll also respond to every email and message sent to SU accounts. Talking about engagement doesn't do any good if we're cloistered away.

In-Person Approach

Our comms have to go beyond social media. While digital spaces help us get in touch with students, physical interaction always has a greater impact. Filling notice boards, visiting lectures, & running stalls makes the SU seem real and shares information with everyone, not just those who follow @TCDSU.

A Hub for Student Deals

The SU's deals make Dublin more affordable but they're often hidden. I'll make a centralised hub for student deals so students can reference it and plan ahead (rather than just spot them in the weekly email). This has been promised before, but I won't overcomplicate it — a section on the website will do.



Lowering Barriers

Every email, graphic, and flyer either raises or lowers the barrier to entry for students. I'll establish binding accessibility standards for SU comms, ensure alt text is provided on all posts, and provide descriptions for necessary accommodations in any event bios circulated on @TCDSU social media, emails, and posts.

Informed Elections

Class Reps are the primary advocates for students, yet their elections aren't accessible. There's no way to campaign & some schools force students to elect reps without SU help. I'll make sure candidates are empowered, students understand their constituencies, and we resist efforts to run unsupported races.

Better College Comms

College is notorious for its poor comms, particularly with Joint Honours and Erasmus. This is unacceptable, and leaves students lost. I'll draft durable guides for these and other recurring problems, while relentlessly lobbying college and publicly holding them accountable when they leave students in the dark.

Following Up

Students don't know what the SU is doing aside from protests. I'll make sure we follow up on campaigns by informing students about our objectives, and identifying what our actions actually achieved. I'll make sure we collect evidence too, like sharing pictures of overcrowded lecture theatres.

Fixing Freshers' Week

Freshers' Week is the best opportunity to get students to buy into student activism. I'll make sure we share the history of TCDSU's campaigns to demonstrate that their union can achieve results. I'll also make sure we give students functional ways to get involved beyond the SU's bureaucracy.

Making Irish Equal

The SU's approach to Irish cannot be tokenistic. I'll ensure all comms are sent bilingually, that students do not have to read English to access Irish and that our platform is used to normalise Irish in all spaces. I'll also promote resources to learn Irish place names around campus to prevent defaulting to English.

Please give me, Connor, your No. 1 vote for Comms & Marketing!



Modernising the Website

The SU's website is in dire need of an overhaul. I'll make the website fit for purpose by designing it according to what students need (services, campaigns, contacts and information). I will also add an archive to the website and work with the Oifigeach na Gaeilge to introduce a fully translated version.

Revitalised Job Hub

The SU must use our reputation and connections to help students. I'll revitalise our Job Hub (where we post job opportunities) by actively encouraging employers across Dublin to share opportunities on it, while adding internships to the mix. I'll make sure the Job Hub is thoroughly advertised.

Standard Weekly Emails

The weekly email must be easily digestible and accessible. I'll include an outline at the top, group topics more clearly (campaigns, services, updates, etc.), and push for conciseness. I'll continue sending separate emails for English and Irish, and I'll make sure the postgraduate email remains in use.

Put Faces to Stories

The SU has a critical role to play in advocacy. Rather than always speaking on students' behalf, I'll offer them the chance to speak up using our platforms. This empowers them in their own right, and impacts viewers more personally. Not all students will want to do that, though, and that's okay.