Launch a Comprehensive Digital Engagement Platform

Policy Overview:

As SRC Editor, one of my key goals is to ensure students are not just informed, but actively engaged with everything the SRC does. To achieve this, I propose launching a **Comprehensive Digital Engagement Platform**, a unified communication system combining a monthly digital bulletin and an enhanced social media strategy to deliver relevant, timely, and engaging content to the student body.

Key Features of the Platform:

1. **Monthly Digital Bulletin:**

   - A professionally designed e-newsletter published every month.

   - Will highlight:

     - Key SRC activities and accomplishments.

     - Student achievements and spotlight features.

     - Upcoming campus events, deadlines, and programs.

     - Summaries of SRC decisions and leadership insights.

   - Distributed via student platforms, and WhatsApp groups in both PDF and mobile-friendly formats.

2. **Revamped Social Media Strategy:**

   - Consistent, engaging content across platforms (Instagram, WhatsApp, TikTok, Facebook).

   - Includes:

     - Creative posters and short reels/videos.

     - Memes and motion graphics that make announcements fun and memorable.

     - Interactive polls, Q&A sessions, and student shout-outs.

   - Weekly engagement campaigns to keep students participating in conversations.

How It Will Be Achieved:

1. **Formation of a Student Media Team:**

- Recruit passionate and talented students skilled in content writing, graphic design, videography, and social media.

- Assign clear roles (writers, designers, video editors, social media handlers) to ensure steady workflow.

2. **Collaborate with SRC PRO and IT Committees:**

   - Work hand-in-hand with the Public Relations Officer to maintain consistency in messaging.

   - Use IT resources to automate bulletin distribution and enhance reach.

3. **Feedback and Analytics:**

   - Monitor content performance using likes, shares, comments, and feedback forms.

   - Conduct monthly feedback surveys to understand what students want to see more of.

Expected Impact:

- **Increased SRC visibility** and student participation in campus initiatives.

- **Stronger trust and transparency** between students and SRC leadership.

- A more **vibrant, connected, and informed** student community.

NOTE: Digital Monthly Bulletin sample/template will be provided during discussion.