

YSTT Director of Publicity Manifesto

Lefteris Anagnostou

QUALIFICATIONS:

- PRESS & PUBLICITY OFFICER - YORK POLITICS SOCIETY

Creating graphics for the Social Media Posts and Events on Instagram and Facebook

Responding to messages on Social Media

- GRAPHIC DESIGNER - YSTT CORTADO JOURNAL

Templating of the Weekly Journal

Experience in working and collaborating with members of the Cortado

- TREASURER - YORK NEGOTIATION SOCIETY

Experience of working in an Executive Committee

Position of Responsibility, Organisation and Effective Communication

FOCUS:

- FACEBOOK AND TWITTER PAGE

Current Engagement is low

Promotion of our Facebook and Twitter Pages

- CHANGES IN THE INSTAGRAM POSTS

Consistency in the weekly posts

Grouping relevant posts together and more stories, instead of repeated posts

- MAKING POSTS MORE APPROACHABLE

Posts are too 'Career-Oriented'

More focus on the social side of YSTT

- CONTINUOUS COLLABORATION WITH THE COMMITTEE

Communication with the rest of the committee

Ensure there is agreement on our approach to Social Media Promotion

- COLLABORATION WITH OTHER SOCIETIES

Reaching out to other societies

Discuss possible promotion and events (upon agreement with the YSTT Committee)