

16/07/19 Meeting Minutes

Tuesday, 16 July 2019

Agenda

1. A Meeting of LSU Media held on 16/07/19 at 1.30pm till 3.30pm

Participants

RKE - Keetley Robyn

Action points summary	Completed		Overdues		Ongoing		Total
RKE - Keetley Robyn	1	50%	0	0%	1	50%	2
JT - Thompson Josh	1	100%	0	0%	0	0%	1
LSUM - Team LSU Media	0	0%	0	0%	1	100%	1
CR - Leroux Chris	0	0%	0	0%	1	100%	1
JB - Bodstock James	0	0%	0	0%	1	100%	1
AJ - Joy Alannah	0	0%	0	0%	1	100%	1
HL - Lucas Helena	0	0%	0	0%	1	100%	1

1- A Meeting of LSU Media held on 16/07/19 at 1.30pm till 3.30pm



RKE 16/07/2019

LSU Media Meeting Attendees:
Robyn Keetley (Media and Communications Intern)
Chris Leroux (Media Chair)
Josh Thompson (Media Vice Chair)
Alannah Joy (Wellbeing Officer)
James Rostock (Head of Hall Media)
Helena Lucas
Josh Gray
Eleanor Smith

- Items to Note:

SLT

- Chris has been going through handover training
- Chris has been working on stuff for next year with marketing
- More updates to follow as things develop

- Items to Discuss:

- Social Media Merge - converging accounts into singular pages under 'LSU Media' name
- Ideas and Plan for Freshers/Bazaars - what needs to be there? table layout? promotional materials? video/trailer?
- Media Marketing - develop cross sectional and individual sections brand strategies, make it unified

- Presentation by Robyn Keetley on transitioning Social Media into single combined account (i.e. 1 Facebook, 1 Twitter etc.)

- Feedback on Social Media Merge:

- General agreement that there should be more cross sectional collaboration
- Majority of attendees want to move to combined social media as it is in the best interests of LSU Media as whole (not just benefitting individual sections)
- Idea that LSUTV could have more control over Youtube channel, and start posting the majority of their content on that platform instead
- LENS section head agreed that only quality content should be posted to social media, to showcase the 'best of the best'

- Concerns Raised about Social Media Merge:

- Red light for LSUTV, want to ensure their content online remains distinct and separate to LSU Media and keep their distinct online brand and discoverability like other student TV stations are
- Concerned that by streamlining output and focusing on quality rather than quantity, student content that is not as 'quality' by comparison will be overlooked
- Feels like LSU Media should remain working as individual sections on social media, so as to highlight the importance of each individual section and their content
- Concerned that the Union and Marketing dept. are pushing the convergence of social media because they have limited control over the content that gets put out (don't know whether it's relevant, appropriate etc.)

- SLT Concerns about LSU Media:
 - Concerned that volunteers are unsure what LSU Media is (that it is all 4 sections)
 - Concerned that people don't want to follow multiple section pages, but would be more engaged and receptive to a singular page (This sentiment was concurred by other attendees)
- Ideas for Bazaars:
 - Table for LSU Media and a table for each individual section
 - Hall Roadshows instead of 'Make Your Mark'
 - Some type of Media Event Day (morning/afternoon)
 - A0/A2 Posters
 - TV on Wheels with Trailer (Why you should join LSU Media?) and also a highlights reel of produced content
 - Big signs with section logos on
 - Some way for people to buy memberships on the day
 - Standardised induction/introduction email to immediately get sent to potential volunteers

<input checked="" type="checkbox"/>	JT	16/07/2019	Action Point Email sent by Josh Thompson sent 16/07/19 @ 3.53pm
<input type="checkbox"/>	LSUM	17/07/2019	ACTION: Develop cross sectional and individual section brand strategy plans
	• @RKE	- Ongoing	
<input type="checkbox"/>	CR	17/07/2019	ACTION: Chris Leroux (CL) - Ask section heads and exec members to come to us for events / other things they are doing and meant for an internal audience
<input type="checkbox"/>	JB	17/07/2019	ACTION: James Bostock (JB) - Hall roadshow to see what dates work and whether other Union sections will be doing something. How you want to work with Hall Media Reps this year.
<input type="checkbox"/>	RKE	17/07/2019	ACTION: Robyn Keetley (RK) - Update on website progress
<input type="checkbox"/>	AJ	17/07/2019	ACTION: Alannah Joy (AJ) - Talk to Eleanor about stash designs and clothing type
<input type="checkbox"/>	HL	17/07/2019	ACTION: Helena Lucas (HL) - Find out if there are any national student photography awards/nominations

This file was generated using Beesy.me, integrating your Notes with your Tasks.