



20201121

Material for Discussion on exposure and visibility

Problem

We believe this issue affects all of the groups within UF, however, we can mostly speak from our personal experience in the lecture group. We have noticed less participants in our online lectures and less interested people in the online events. We think this is largely due to the fact that UF is not as visible as it used to be, both in physical form (for obvious reasons) but also on social media. Included in this observation is that almost none of the board members attend the lectures, which also means that none of the other trustees show up.

Solutions

- 1- Increase the online presence of UF. This can be done in multiple ways:
 - 1.1 reigniting the Instagram channel (UPF Lund is doing a great job and we could take them as an example). Taking photos of the board, promoting the board posts. Do interactive IG stories, especially from our events like Career Day, quizzes, or lectures
 - 1.2 Sharing events prior to their happening on your personal Facebook and Instagram profiles
 - 1.3 Using the budget to pay for event boosts
- 2- Divide the work amongst those that have less to do and those that have more to do because of corona e.g. for the Ann Linde event
- 3- Promote events of groups that still hold events, e.g. Radio
- 4- Have pictures of the board members on social media

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- 5- Update the UF website
- 6- Increase cooperation with other organizations, such as UPS or Pax & Bellum
- 7- ATTEND THE EVENTS 😊

Rapporteur

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