

Eilidh O'Connor for Publications



Who am I?

My name is Eilidh O'Connor, and I study Law with French. I hail from the great city of Derry. As a Derry Girl through and through it was the Law and French degree that brought me to the Big Smoke but the spice bag that made me stay. I am running to be your Publications Officer as I have passion for social media and creating online content. Furthermore I have a wealth of experience working in student organisations and I would love to use this experience to make Trinity Hall a better place for all students.



My Experience

President of SSUNI

Before arriving at Trinity I spent the last 3 years involved with my national Secondary Students' Union. I was President of the organisation for the 22/23 academic year and a major part of my role was communications and publications. Over my time in office I wrote numerous press releases which often featured in the Belfast Telegraph, ran all of our social media accounts and managed the website. In 2021, I helped co-write and publish a Mental Health Report called Mental Health Matters alongside the independent thinktank Pivotal. The skills that I acquired over my years in SSUNI are invaluable. I believe it would be an incredibly smooth transition between myself and the current Publications Officer as I have the experience already and know what I am doing in this area.

Comms Co-ordinator for SDLP Youth

For a number of years I held the position of communications coordinator for the SDLP Youth. This role involved similar tasks such as making graphics and coordinating press releases. During my time in this role my main goal was to make the SDLP Youth social media accounts more engaging and reflect the fact that while we were a serious organisation we were also fun. This led to the creation of SlayDLP which was essentially a campaign to bring new people to the party and demonstrate that we were a group of young people having a good time. In my role as Comms Co-ordinator I launched the SlayDLP Instagram and Tiktok accounts which were used to create engaging content. The SlayDLP campaign showed me the power that clever use of social media can have and while SlayCR might not have the same ring to it, I know that I have the ability to create innovative content for the JCR socials.

Social Activism

My background in activism started with anti-bullying and mental health, then I moved into the world of student activism by joining SSUNI. I also volunteered for a couple years with the Children's Law Centre NI and participated in facilitating research for writing NI's UNCRC Report. I facilitated sessions speaking to young people from various circumstances including young offenders, young travellers, and individuals with mental health conditions. Through this I gained wonderful experience about how to empathise and communicate with young people from different circumstances. Connecting with people from different backgrounds is something I really enjoyed and I hope to be able to do the same as a JCR member. Furthermore, as Publications Officer I want to be able to give a voice to those individuals in Halls who are usually under represented.

WHAT ARE MY PLANS?



Accessibility

I want to ensure that all of the JCR social media posts are as accessible as possible. Therefore, I plan to use ALT text and dyslexia friendly formats to make sure that everyone in Halls can access our social media posts with ease. In addition I would like to have a google form readily available for feedback on our social media posts so that I can be made aware with any issues in relation to the accessibility of our posts.

Newsletter/Blog

As well as making the Halls Herald available in a digitised format, I plan to either create a new weekly digital newsletter or bring back to life the Halls Blog. I will gather feedback from the Halls residents during Freshers Week about which format they prefer. This new publication will be made by students for students and will include details of student deals, public transport timetables, recipes, information about local night life (both in Rathmines and in the city centre). Furthermore in order to humanise the publication I plan to include an Agony Aunt section and interviews with members of the JCR/Welfare team. I aim to provide students with the opportunity to contribute by writing weekly columns about their own experience of living in Dublin.

Creating a JCR TikTok

TikTok is one of the most used social media platforms by our generation. There is no doubt that creating a JCR TikTok will allow us to engage with students in way that Instagram and written publications cannot. Similar to the Welfare Wednesday format already employed on Instagram, I want to give Halls residents the opportunity to record daily plogs that will be posted on the JCR TikTok account. I will run competitions with the latest TikTok trends within Halls and whoever creates the best video will have it uploaded onto the account and win free tickets to the next JCR events. I believe that a TikTok account will create a sense of community within Halls and due to the algorithm show others that Trinity Hall is a great place to live.

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