SSSP M&O Student Profile Proposal
Updated 5/20 in response to Board member comments and concerns – changes and additions to initial proposal are in aqua

In order to promote student membership within the Society for Social Problems, the Membership & Outreach (M&O) Committee proposes a social media campaign to highlight student work. To pilot the project, student representative members of the M&O Committee will reach out to divisions to ask that chairs nominate student members or for student members to nominate themselves for the spotlight. Following the nomination, a division would be selected each month for the student spotlight just based in the order students are nominated. ***The spotlighting of students will include four items: 1) a brief interview with the student; 2) the inclusion of the interview on a new Student Member section on the SSSP website; 3) a social media post; and the option for 4) a social media takeover done by the student.***

The spotlight would include a brief interview conducted by a student representative member of the M&O Committee to learn more about the students work and recent accomplishments. Alternatively, students who wish to be profiled could also fill out an applicable form where they can communicate significant milestones or other accomplishments (see example form below). Along with the interview, the student or nominator would be asked to share a photo of the student and a website or student profile that can be shared with the social media post and interview. While there is a Member News section on the website, it is suggested that a Student Member section be added either to the existing Member News section or to create a standalone section on the website. The Student Member section could be where the full interview is stored for easy access to the stories; student accomplishments; and student resources.

- **Example of an interview (Adrianna Spindle-Jackson is a member of SSSP):** https://www.bu.edu/hic/2021/09/30/hariri-institute-graduate-student-fellow-finds-a-home-for-innovative-research-methods/
- **Example of doctoral student accomplishment form:** http://www.sswrdoc.com/recent-accomplishments
- **Example of doctoral student resource page:** http://www.sswrdoc.com/resources

Divisions could share the link to the interview in newsletters and other division communications. In order to share the interview and student information more broadly, there is a social media component of this effort that includes spotlighting the students we interview on Twitter, relevant SSSP Facebook groups, and Instagram (if we have one).

Example Post 1- A designed image that includes key points about the student and the link to the interview.

Example Post 2- The student image provided during nomination and a brief description of their research.

In addition to sharing the interviews and student pictures on social media, to further student engagement we could also potentially do a social media takeover, where the student would do a "day in the life" series of social media posts. Social media takeovers would allow for students to act as a sort of "influencer" promoting their work with SSSP and their own research while engaging in conversation with SSSP social media followers.

- How to Run a Smart Social Media Takeover
- How to Run a Social Media Takeover From Start to Finish

Example of Social Media Takeover:
https://mobile.twitter.com/aspindlejackson/status/1417830341369339906

Potential for Reach

Graduate students currently comprise a significant portion of SSSP membership (about 43% of members). A commitment by the M&O committee to a consistent highlight of this constituency both has the potential to expose SSSP to the highlighted student's networks through postings on social media, and offers a platform for students to share their accomplishments, publications/other works, and (if applicable) to make the SSSP membership aware of their entry into the job market. Production of this content by our graduate student members also allows another avenue of service to the profession, and the organization.

Accountability/Responsibility

Responsibility for outreach and collection of data from students wishing to be featured will fall to the student representatives to the Membership & Outreach committee, with the bulk of the work of organizing and outreach falling on the senior student representative. Given the tenure of these positions, students elected to this committee would have at least a year to work with current reps to become familiar with the process for featuring graduate students. To ensure accountability for the task, and in acknowledgement of the work that this would require, we are requesting a modest stipend of $150 to support the work of the senior graduate student representative over the course of this 18 month initiative. This is similar to the compensation paid to student members who compile the Division newsletters.

Requirements/Resources Needed

We are proposing, for the piloting of the program, a quarterly feature of a graduate student member – quarterly features will include the following components: 1) a brief interview with the student; 2) the inclusion of the interview on a new Student Member section on the SSSP website; 3) a social media post; and the option for 4) a social media takeover done by the student. This allows for consistency and a timeline for posts, while given the person or individuals creating the content time to do so. One-off announcements and other communications of significant milestones to be featured on a Student Member announcements page would be in addition to the requirement for a quarterly, in-depth feature of a student member.

If a separate "Student Member News" section of the website is approved, this would require collaboration with SSSP's IT department to add this page to the current website. For the social media component of this feature, student representatives would need to submit the verbiage for any tweets or Facebook posts to SSSP's IT department.

Data/Metrics

The above initiative will be piloted by the current graduate student representatives to the Membership & Outreach Committee, with potential for continuation of the initiative based on demonstrated interest. Data to measure the reach of the initiative include social media metrics such as "likes," retweets and engagement with posts, in addition to the number of requests from graduate student members to be featured (e.g., how many nominations for student highlights were accepted, or how many times was a "feature me" form submitted). We are proposing an

initial pilot period of 18 months to determine interest and reach of this pilot initiative (August 2022-January 2024). Initial data and reception to the initiative will be shared with the Board after this pilot program, with determination of its continuance to be discussed then.

Submitted by: Greer Hamilton, Student Representative, Membership & Outreach Committee, and Janelle Pham, Chair, Membership & Outreach Committee