



Manifesto for VP for Communications & Media

Please read and follow the following **guidelines** cautiously.

1. Answer each question with a maximum of 150 words per question.
2. Don't delete any question.
3. Feel free to include colours, graphics, images, links, etc.
4. Submit completed form in both Word and PDF format to elections@tudublinsu.ie before Nominations close.

1. Please introduce yourself. What would you like students to know about you?

Hello TU Dublin Students, My name is Esther Blessing Soyele. I am a final year law student in Grangegorman and the Public Relations Officer for SVP society. During my time as the PRO, We have gained hundreds of followers for the Instagram by my ideas. This role piqued my interest for promoting on social media specifically designing graphics for events and filming social media promotions. I am also a lead student ambassador for Student Success. Ever since I was 9 years old, I have been heavily involved in Irish Girls Guides, this is where I have received the Trailblazer Award, The National Guide (2020) which shows the consistency and drive that I have. Currently I am Irish Girl Guides Leader for girls aged 10 to 14 teaching and nurturing them to be confident and intelligent young girls.

2. How would you ensure that the student voice is heard? What does it mean to you?

To ensure the student voice is heard, I would like to be in touch with the students, by placing posters that ask about the students opinion on certain topics pertaining to them, allowing for new ideas and a broader viewpoint directly from them. I will additionally use extensive methods of communication for all campuses like polls on Instagram. I will approach members of societies requesting for information specifically about their societies to gain their insight on things that could help them. This would also create content boosting social media presence for TU Dublin expanding sponsorships and international students. Ultimately, the student voice means power, accountability, and participation. My role is to amplify it, protect it, and make sure it drives real change.



3. How will you increase student engagement through the Students' Union communications platforms?

I will prioritise content that speaks directly to students' everyday experiences for example, accommodation, academic pressure, cost of living, events, and opportunities. Additionally, I will have students expressing their opinion on the SU page in order to directly showcase their thoughts, This would allow a natural and authentic point of view which will attract students. I will create engaging media for the students following the latest trends across social media and having current members of the student union do said trends. I will also collaborate with the events and engagement officer to promote events to ensure there's a large turnout during events and for interesting events to gain coverage. Consistency will also be key; by maintaining a clear posting schedule, strong visual branding, and concise messaging I will build trust and recognition across platforms.

4. What would you like your legacy to be as VP for Communications and Media?

I want my legacy to be a part of a Students' Union that students genuinely connect with, to be a Union that is diverse, visible, trusted, and impossible to ignore. Communication is more than social media posts; it is how students understand their rights, their supports, and their power. I want to leave behind a Union where students always know what is happening throughout the campuses and feel confident that their voices are being heard. I want to leave a culture of transparency, to give out clear updates, honest messaging, and no confusion about decisions that affect students. I want engagement to increase, not just in likes and shares, but in real participation: more students voting, attending and enjoying events, and becoming more aware of things that could help them throughout their academic career. Most importantly, I want students to feel represented and informed.

5. How will you ensure the campaigns of officers are communicated effectively to the students?

My priority will be turning great ideas into visible, impactful campaigns that students actually see and engage with. I will begin by working closely with each officer to create a clear campaign strategy defining the key message, target audience, timeline, and desired outcome. Every campaign will have consistent branding, strong visuals, and simple, direct messaging so students immediately understand what it's about. I want the students to know exactly who is running, what their goals are and how they can elevate their student career. I will share their campaign on various forms of communication for example social media, email newsletters, digital screens and on-campus promotion. Different students engage in different ways, so our



VP for Communications & Media

Officers Elections March 2026

communication must meet them where they are. I will monitor engagement and adapt when needed. Effective communication is strategic, and student-focused, and I will make sure no campaign goes unnoticed.

6. How will you stay informed on national issues pertaining to student interests?

This position enables staying updated on national matters that are essential for effectively advocating for students and reacting swiftly when decisions impact us. I will actively engage with Aontas na Mac Léinn in Éirinn to keep up to date about national campaigns, lobbying efforts, and policy changes affecting students. I will keep an eye on updates from the Department of Further and Higher Education, Research, Innovation and Science, especially concerning funding, grants, housing, and student assistance. Moreover, I will monitor reputable national media and education reporters to stay informed about new issues as they develop. Maintaining strong communication with other Students' Union officials nationwide will enable us to exchange information and collectively respond when needed. Most importantly, I will translate national developments into straightforward, understandable updates so that students grasp what is occurring, its impact on them, and how their Union is addressing.

7. How would you ensure that you represent students at national and international levels?

In my opinion representation goes beyond campus, it means ensuring our students' voices are heard wherever decisions are being made. At a national level, I would actively engage with the Union of Students in Ireland, attending relevant briefings, contributing to consultations, and making sure our students' perspectives influence national policy discussions. I will frequently engage with our student body through surveys, class reps, and open forums so that when I speak nationally, I am speaking with a clear and informed mandate. At an international level, I will become a representative for EUT+, ensuring our Union stays linked to broader conversations around education, equality, and student welfare. Most importantly, I will prioritise accountability and feedback, updating students after meetings, explaining outcomes clearly, and ensuring representation is transparent. True representation means listening first, speaking with purpose, and always bringing the conversation back to the students I serve.



VP for Communications & Media

Officers Elections March 2026

8. Is there anything that you would like to add?

I want to highlight that for me; this role is not just about overseeing social media. It revolves around building trust between students and their Union. Communication shapes how students see their representation. If communication is unclear, inconsistent, or inaccessible, students become disconnected. My aim is to change that. I want every student to feel informed, included, and confident that their Union is working for them. I am ready to work hard, listen carefully, and communicate effectively because students deserve nothing less.