

Midterm 2023-2024 DASG Social Media Officer Application

Legal First Name

Victor

True/Preferred First Name; Only if Different from Legal First Name (OPTIONAL)

Legal Last Name

Pham

Your Pronouns

(e.g. he/him/his, she/her/hers, they/them/theirs, or others)

he/him/his

How did you hear about the vacant position?

I heard about the Student Election mainly from my committee as well through social media and De Anza's website itself.

Have you held a DASG Senate, De Anza College Student Trustee, or other Student Leadership position in the past?

No

If you have held a DASG Senate, De Anza College Student Trustee, or other Student Leadership position in the past, what was your position?

Why do you want to become the DASG Internal Officer position you applied for and what do you hope to achieve?

As someone who has been with the Marketing Committee since the beginning of Fall and became the Marketing Editor during the same quarter to aid Interns in their content's factuality, inclusivity, and clarity, I'm looking to become the Social Media Officer as I believe this opportunity's role and platform can help me better communicate and manage Intern tasks while also encouraging students to engage social media outreach onto different in-person and online platforms. As Social Media Officer, one of my goals that also aligns with the role's responsibilities is improving how Interns are trained when it comes to social media creation and videography. Additionally, I also want to make more flexible due dates for Interns when it comes to the Content Calendar by implementing a feedback due date as currently the Marketing Committee only really has a hard deadline for Interns. Lastly, I'm hoping to expand the Marketing Committee's network of communications by emphasizing public relations and outreach through encouraging and incentivizing Interns to take initiative when it comes to researching innovative marketing and publicity material or having them communicate with different clubs, organizations, and programs and then having them make their own marketing requests from there.

What are some of the skills and experiences that you will bring to the DASG Senate?

In the past, I've had experienced in a student-led community with my High School's ASB program where I spent 2 years working as a video editor and events assistance helping out with different school-wide events and promotion. Through ASB, I've sharpened my skills as not just a content creator, but also as a leader through learned and improved skills that consists of diplomacy, patience, and teamwork. In the same time-span, I was also engaged with being the President in my High School's Weightlifting Club

where I spent most of my time afterschool working with and helping both underclassmen and upperclassmen understand the importance of nutrition and proper execution of technique while also going into basic human anatomy. In the present, I am currently involved in DASG through the Marketing Committee as a Marketing Intern. Besides being the Marketing Editor, I've also done my fair share at social media creation through creating various Instagram posts and reels, in-person flyers, TikTok videos, with the intention of inclusiveness, clarity, and quality based on the DASG Brand Kit. I've also recently become a Marketing Intern for Mentors@DeAnza where I've currently worked on a social media post promoting Peer Pairing Internships as well as working soon on a Interview style video with the other M@DA Marketing Interns that will highlight the experiences and advice from different Mentors of the program.

What other commitments do you have and how will you manage your time?

Of course, this is De Anza Student Government where "Student" comes first so I'm always mindful when it comes to how my extracurriculars interfere with my school work. Besides DASG, I'm involved in M@DA and also looking to become a member of the Ultimate Frisbee Club just for fun. When it comes to time management, I have a strong understanding of this quality as I try to get most of my school work done before they're due to ensure that I have ample time to not only finish my Marketing work but also to help out other Interns by checking over their work to see if all the information is correct and that their post upholds the quality of the Marketing Committee's standards. I also try to collaborate as much as I can with other Interns to ensure that we have exact dates when it comes to filming or editing and enough time so that we can all effectively work on the post together. So far that's been working quite well for me as I've been able to attend all of the Marketing Meetings ever since the Fall and even attending some Senate Meetings too. Getting all of my Marketing work done on time or before their due dates, I hope to share this knowledge and skillset with Interns if I become Social Media Editor as I believe that an effective Marketing Committee has to work and provide for each other,

especially in this busy quarter schedule. I understand the Social Media Officer position will have a lot more responsibilities than a Marketing Editor, but from past experiences with time management, I'm confident in applying myself for these responsibilities while also helping out other Interns when it comes to social media creation through helping out during Committee Meetings, Office Hours, and providing additional resources like videos and inspiration posts outside of usual meets.

Additional Comments (maximum 200 words)

No matter what happens during the Senate Meeting, I'm just happy to be involved in DASG in one way or another :D

What student concerns do you feel the DASG should address?

I have two parts to this question about DASG—externally and internally. Outside of DASG, I feel it is important for DASG to adequately address all student concerns and feedback and, in order to do so, I feel that the Marketing Committee should become more open and informative to students about issues within the school. These issues do affect them but aren't well-known enough for students to make educated decisions about these issues to take their own stance on the matter. From shared governance to more in-depth talk like Measure G, I feel that DASG should become more open to students so we can understand students' concerns and utilize their feedback in our own decision-making process. Of course, I want to continue the Marketing Committee's agenda for promoting school events and programs, but I think having a separate section for these types of posts is beneficial to the interests of the students and DASG themselves. Within DASG (internally), one concern that I wish to address is changing the training process for Interns to be more inclusive to those who don't have experience when it comes to social media creation or video editing. One idea that I want to help establish and improve as Social Media Officer is expanding upon the DASG Brand Kit, the document that Marketing uses to help Interns when it comes to color contrast or font types and sizes. I hope to expand it so it has more resources

and aids for Interns such as different page layout suggestions for Instagram posts and TikTok videos as well as in-depth guides showcasing the basics of using Canva or Capcut which aren't emphasized enough for those that don't have backgrounds in Marketing. I believe this would be in the best interest of DASG as a more effective Marketing Committee can not only put out more posts with high quality but also encourage creativity that catches the eyes of students and further fosters engagement from them.

File Uploads

Please add files required to apply for the position, if any, here (Graphic Design Examples, Sample Resolutions, etc.).

None

Web Addresses

Please add web addresses (URLs) for any documents (Graphic Design Examples, Sample Resolutions, etc.) or any other relevant information here. Please add each address on a separate line.

Westmont ASB:

- https://www.instagram.com/reel/CplHU_oAX_G/
- https://www.instagram.com/reel/CnxB5nDK_qK/
- <https://www.instagram.com/reel/ChXff-nJQ7n/>
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- <https://drive.google.com/file/d/1PjMaz8CAj6A3URHPtfwTGXNV1-MF04ma/view?usp=sharing>
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- https://drive.google.com/file/d/10Gu7iAaDgX0_HCZacOW1XGG-iCjWOkZc/view?usp=sharing
- <https://drive.google.com/file/d/1tBIJe4oZMcEcQ93HXrWDu0g3Hyyxn6pG/view?usp=sharing>
- <https://youtu.be/HS7usyYHodo?si=B7jAc6nuQgjbqxn0>

DASG:

- https://www.canva.com/design/DAF0AbgozOM/I74ki9SAXPU1xCmvd9zwXg/edit?utm_content=DAF0AbgozOM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- https://www.instagram.com/p/C2YVhMtPM-C/?img_index=1
- https://drive.google.com/file/d/1uYNvFbeww1SSpCug2Q_OyPd9IPk_ZwQf/view
- <https://www.instagram.com/reel/C0fwchQgtZN/>
- https://www.instagram.com/p/CzNLcKyL1Z_/?img_index=1
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- https://www.tiktok.com/@deanzastudentgov/video/7338529265262234926?is_from_webapp=1&sender_device=pc&web_id=7296655887254554154
- https://www.tiktok.com/@deanzastudentgov/video/7338529950074473770?is_from_webapp=1&sender_device=pc&web_id=7296655887254554154

M@DA:

- https://www.canva.com/design/DAF-IL3b1rE/6l8OPR9-UrB8AfQmCC3c0A/edit?utm_content=DAF-IL3b1rE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

DASG Elections 2024-2025:

- https://www.canva.com/design/DAF9f9KS1HM/RFSOclg1CkJ9zaNHxYQFSQ/edit?utm_content=DAF9f9KS1HM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
- https://www.canva.com/design/DAF9lkZZMSI/ioJrI5OI60MnnYjBink4IA/edit?utm_content=DAF9lkZZMSI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
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