

BruinsVote Social Media Fellowship

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Project Summary

The BruinsVote Social Media Fellowship was an experience that provided one UCLA student with a paid opportunity to support BruinsVote—UCLA’s non-partisan civic and voter engagement coalition—in promoting civic literacy, voter education, and democratic engagement through one of today’s most powerful tools: social media. The goal was that the fellowship would help diversify, expand, and strengthen the ways in which our civic and voter engagement efforts reach our Bruin community. After receiving a total of nine applications, we selected Sunaina Bose to serve as the Fellow for the 2023-24 academic year. Sunaina was a fourth-year Design Media Arts student who demonstrated superb design skills and a commitment to civic engagement. Throughout the year, Sunaina created all of the marketing materials for the Democracy Workshops (another VOICE project), content for the “Bruins in Government” series, and other posts around civic holidays and BruinsVote work. Additionally, she played a critical role in creating engaging and informative content for California’s March 5, 2024 Presidential Primary Election, such as table tents with important voting information, graphics with key election dates, and a recap post showcasing the three Vote Centers held on the UCLA campus. Sunaina concluded her time as Fellow in June 2024.

Impact

The fellowship provided two primary benefits to our campus community. First and foremost, it offered a student the opportunity to learn and develop valuable communication and marketing skills, while also developing her own civic literacy, awareness, and competencies. We also provided Sunaina with career and professional development support. Secondly, the fellowship helped BruinsVote expand its social media presence and outreach efforts in advance of the 2024

Election(s). Sunaina assisted BruinsVote in creating a recognizable brand so that, instead of just posting miscellaneous content with no vision, the organization was sharing intentional and aesthetically pleasing content. Also, Sunaina put a great deal of effort into collaborating with and sharing the posts of other campus partners, student organizations, and external profiles, resulting in greater reach and increased partnerships. Lastly, Sunaina concluded her time as fellow by developing a branding document and digital toolkit, so the next BruinsVote leaders are equipped to hit the ground running in advance of fall 2024. Overall, Sunaina was an invaluable member of both the BruinsVote and Campus Life teams and her excellent contributions and output allowed us to achieve many of our project objectives.