



# REPORT

*From the office of the...*

## **Diversity + Equity Network Director**

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TO: Members of the Executive Board  
FROM: Ayesha Zahid  
SUBJECT: Diversity + Equity Network Report #4  
DATE: October 11<sup>th</sup>, 2023

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### **Yearplan Update**

DEN has been crossing off many of the initiatives it hoped to host during the Fall 2023 semester. Through the help of our executive team, we have also begun planning for November's events. Nonetheless, there are some challenges we have faced in the different collaborations and initiatives we hoped to pursue.

### **Events, Projects, & Activities**

#### *General Service Usage*

DEN's service usage has increased substantially over the past few weeks. We have posted a series of introduction posts, showcasing this year's team. Additionally, DEN has posted an Instagram reel, and a post observing Orange Shirt Day. From September 11<sup>th</sup> – October 10<sup>th</sup>, DEN increased its reach by 363% and engaged 445 new accounts.



**Insights**

Sep 11 - Oct 10

Accounts reached	3,961 +363%	>
Accounts engaged	445 +14,733%	>
Total followers	3,043 -0.6%	>
Content you shared	24	>

**Next steps**



**Reach customers with messaging ads**  
Create meaningful relationships that lead to sales. >



**Download Meta Business Suite**  
Manage your business on Facebook and Instagram. >

**Your tools**

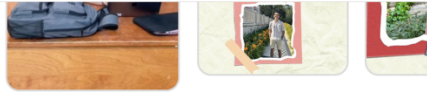
[See all](#)

- Ad tools >
- Branded content >





## Insights



### Hey guys, we are back with our Diversity On The S...

msudiversity · Original audio

October 6 · Duration 1:04

3399

144

7

14

11

### Overview ⓘ

Accounts reached 2,843

Reel interactions 176

### Reach ⓘ

# 2,843

Accounts reached


1,957  
Followers







886  
Non-followers



< **Insights**



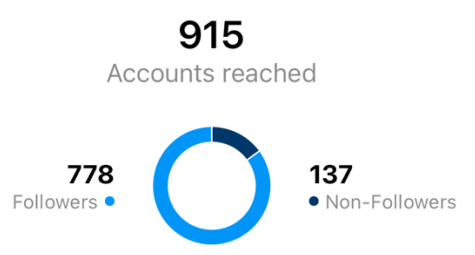
September 30 at 7:00 AM

 124    
  0    
  47    
  11

**Overview** ⓘ

Accounts reached	915
Accounts engaged	145
Profile activity	40

**Reach** ⓘ



*Projects & Events: Diversity on The Streets (DOTS)*  
 The DOTS series is a bi-weekly video initiative our Social and Political Advocacy Committee is leading. It engages the student body at McMaster in a humorous way. We hope that this series will serve to increase DEN's publicity and recognition as a MSU student service. We've found this series to be very well-received, and have noted that video initiatives tend to track greater engagement online. The next episode is scheduled for October 20!

*Projects & Events: Halloween Event*  
 DEN has nearly finalized its plans for an annual Halloween Event! This event will be a movie night, that will also incorporate a photobooth and other mini games.

The location for the event is not confirmed, though we hope to finalize all of our details soon to ensure we submit an EOHSS form on time, as well as release promotional materials.

### *Projects & Events: Unspoken x Staywoke Collaboration*

The last event DEN is hoping to host during late October (though likely early November), is an open-mic event with McMaster's Unspoken, and Staywoke student organizations. This event is anticipated to be held this year as it had a very great turnout last year. We are in communication with both organizations and hope to release promotional material soon!

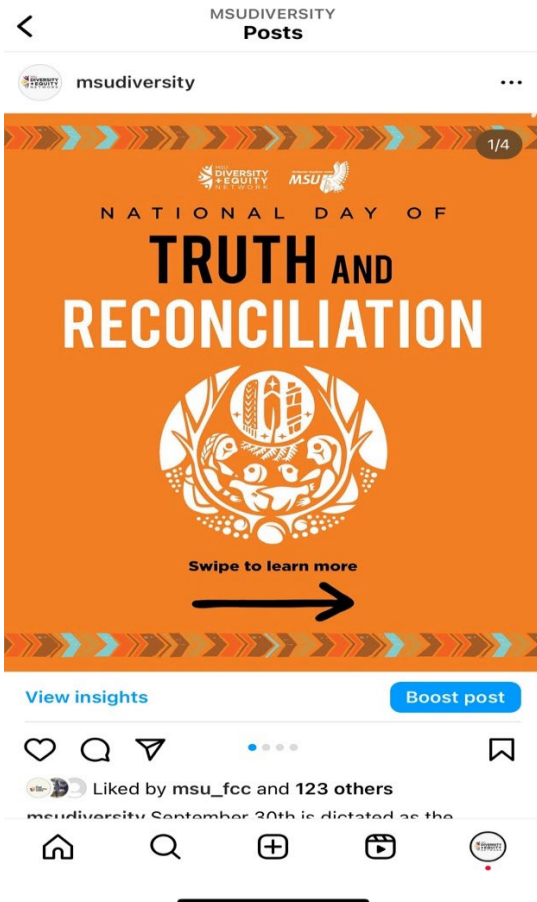
## **Outreach & Promotions**

### *Summary*

Instagram has been the primary platform through which Direct Messages have allowed DEN to promote its hiring initiatives. Engagement has increased significantly as we continue to engage with students. Our promotions team is very skilled in video editing which has allowed us to craft ideas for different video series as this would further increase engagement. DEN is also looking to work with TikTok. However, there are security concerns with this platform which has allowed us to reconsider this decision. Nonetheless, we will continue to use Instagram.

### *Promotional Materials*

*DEN has released several new posts on its Instagram, with the most recent being the post observing the National Day of Truth and Reconciliation. This post was well received as it was informative and respectful. This post received 123 likes, and was shared by many services through Instagram stories.*



### *Social Media Engagement since the Previous Report*

*The most recent posts on DEN's Instagram are the post observing the National Day of Truth and Reconciliation We are anticipating reporting a greater usage of Instagram, in the next Report as we continue to post more during October.*

## **Finances**

### *Budget Summary*

DEN has successfully used portions of its standing order to create the posts for Orange Shirt Day. We have also purchased a mini microphone to use for the Diversity on The Streets series. Our total spending is at \$551.89, with a \$4000 standing order with The Underground for promotional material throughout the year.

## **Executives & Volunteers**

DEN's executive team has been working hard on the different projects we have. Our team has decided to not hire volunteers as we have more executive team members than last year. This increase has served useful in event planning, and delegating tasks. For example, our promotions team has been divided to allow

for photo creation, and also video editing. We are optimistic this will also prevent burnout and a lack of engagement with initiatives.

### **Successes**

Our team is working well! As someone leading a team, my concern remained in fostering a team dynamic which would allow our members to work comfortably with each other. Seeing the ways in which this year's team communicates with one another and is also comfortable expressing themselves is amazing! We've also hosted a few in person meetings and hope to continue to foster a team spirit.

### **Current Challenges**

DEN hasn't faced too many challenges this month as much of our planning has been coming together for October's events. However, DEN has faced an obstacle in collaborating with a student club. Given its political associations, we have halted a collab as to not incite conflict in any way. We are reflecting on how to make the partnership meaningful for our community, while also ensuring a safe community for our service's users.