



Reem Baloch

Head of Media & Communications

About Me:

I joined LPI in 2024 in my second year of studying International Relations. I went on to become a blog contributor and an avid enjoyer of the pub quizzes. My experience in media and communications stems heavily from working alongside social media marketing agencies back home and through the management of my recent campaign for Lead LUU.

MY

PROPOSALS

01

Social Media Connection

Create a stronger link between LPI and the student body by refurbishing social media activity into a more interactive and frequent presence.

02

Diversifying Content

Increase the frequency of content published/ posted online by utilizing additional formats such as podcasts and short-form videos.

03

Event Organization

Diversify social events to add more inclusive activities while applying an RSVP requirement for events such as pub quizzes in order to correctly gauge footfall and have better organization and preparation as a result.