



Are you unsure how to get in touch with the Studierendewerk? How to find the right contact person for your questions? In this episode, we introduce you to the different communication channels of the Studierendewerk. Whether it's the website, app or social media – Sabine Rossetti from the Public Relations team tells you what each channel is good for.

Mang: Welcome out there. It's time for another episode of our my-stuwe podcast. Time for a lot of information that we hope will make your everyday study life a little easier. I'm Philipp Mang, the press officer of the Studierendewerk, and I'm really looking forward to a very special topic today. This time it's all about communication. For example, you can find out which media you can use to contact the Studentenwerk or how you can get the information that will help you with your hall of residence or BAföG application. These are all things that I deal with a lot in my job. But because I don't want to talk to myself here, I've invited a really great colleague. Sabine Rossetti.

Hello Sabine, nice to have you with us. Together we want to show you out there today how you can benefit from the services of our department, namely public relations. But let's start with you. Sabine, please introduce yourself briefly. You've been working at the Studentenwerk for quite a while now.

Rossetti: Yes, hello everyone! Philipp, you are really right. I've been with the student union for a long time. After my training, when we were still the Studentenwerk Tübingen, I first changed to the Social Services Department. It was quite varied there: granting loans to students in emergencies, the administration of the day-care centres, the cultural programme with exhibitions and simply quite interesting courses. The brochure Dschungelbuch (Jungle Book): Here everyone could see what was available in Tübingen at the Studierendewerk, at that time still the Studentenwerk, simply a forerunner of our StuWe Kompass. We had insurance, tutoring programmes, so we had a lot. But since 2020, I've been in communications and I really like it there.

Mang: Exactly, you just said it, now you have landed in

public relations. Maybe you could describe to our listeners in more detail what you are now responsible for and what you particularly like about this job.

Rossetti: In this job, we simply take on the PR for the entire company. That means all forms of communication internally with colleagues and externally, of course, for you students. Of course, we are represented digitally and online. We have a bilingual homepage, we have the StuWe app, which we have just launched. Then, of course, we have really quick information about menus, opening times and simply important dates or competitions via the app. We also have social media. We have Instagram, Facebook and at least two weekly posts on topics that interest you. And in addition, you can take a quick look at the menus in the story. What's on offer today and where? Then, of course, we still have print media: the StuWe Compass and department flyers, but I'll talk about those later. And we also have something for our staff, namely the staff newspaper StuWelt. It contains all the important things that interest our colleagues. Then we have the annual report. It is published every year and distributed to various institutions. Then we have press enquiries. Then there are the study launch fairs, the Markt der Möglichkeiten (market of opportunities), and all the other things. And it's never boring. Every day is different.

Mang: Absolutely. You see, we definitely have a very varied job here. Let's go through all the media you just mentioned one by one. Starting with our website, we have completely modernised and revised my-stuwe.de in 2022. What do you think are the most important advantages that our students can gain from this site?

Rossetti: Well, I find the new design completely appealing. Then there's the navigation, of course, which is

totally coherent through the individual areas, and we've set off the individual departments in colour, making them totally manageable. And you get all the information about contact persons for your own needs at a glance. The menus. You can find the documents for your Bafög application. The halls of residence are presented in a really clear way, of course with rental prices and the most important information. I think the website is really great.

Mang: Yes, you have already mentioned a lot of functionalities and advantages, but that is not all. For example, you can send us questions and feedback about our services via a contact form or book an appointment for a free initial consultation at our psychotherapeutic counselling centre. In addition to the website, there is also – and you mentioned this earlier – our app. There has only been a completely new version since May 2023. Now, Sabine, it's like this: we have countless apps on our mobile phones. Why should a student get an additional app on their mobile phone? Are there really benefits for the students?

Rossetti: Sure. So like on the website, of course you'll find menus and opening hours. But we also have absolutely exclusive content just for the app. For example, we organise competitions every month, where you can win cinema tickets or vouchers for the canteen. And participation is only possible via the app. Then, of course, we have exclusive offers for products from our cafeterias, which you can only get if you have the app. So download it!

Mang: So you see, it's really worth it. Download the app right now from the app stores. Let's go one topic further. What about social media? The Studierendenwerk is also represented here. What content can students expect from us here?

Rossetti: Sure, we are present for you on Facebook and Instagram and yes, we make sure that we create posts twice a week on topics that interest you. Currently, for example, tips for the small purse, how you can cook something cheaply or where you can party for free. Then, useful information about our halls of residence and Bafög, or when we have something new and tasty in the refectory. A great dish or a great burger. We just have that in our posts and every day we just put the menus in the story and then you can have a look: Hey, what's good in the refectory today?

Mang: Yes, and here too: You can always write us mes-

sages and give us feedback via Facebook and Instagram. We are also happy about that. But as you have noticed, we really do have a very, very strong focus on the topic of digital media. But apart from that, we still offer – and this might surprise some people – printed mass media where you can read the facts. Sabine, what exactly are these media and what are they helpful for?

Rossetti: First of all, there's the StuWe compass. It's mainly for first-year students. We publish a new edition every winter semester, and then we have editions for different locations. That means that every student gets absolutely exclusive information about their place of study. Which halls of residence are there? Which refectories and cafeterias? Is there perhaps even childcare there? What are the special features of the place? Of course, there are tips on going out, clubs, tourist highlights or simply dates such as city festivals and other events. Depending on where you're studying, you can get the StuWe Compass either in a first-year bag, which some universities offer, or at a student fair like the Markt der Möglichkeiten (Market of Opportunities). But of course we also hand them out in the university facilities or in the refectories and cafeterias. Of course, we also offer a digital version, the StuWe Compass. Then you simply go to the homepage and download your location edition. In addition, we have departmental flyers in print form for our departments, such as the refectory, the daycare centre and student loans. This is simply special information. We have them in print or you can download them digitally from the homepage. And there you can find all the data and contact persons in such a condensed form. And yes, it really pays to look at the homepage and use the print media. We offer you information on all channels.

Mang: Very good. Those were really all examples of very classic media work. But on a few occasions you can also get in touch personally with the Studierendenwerk and especially with us as the public relations department. What else can you perhaps tell us about this? So what kind of opportunities are these?

Rossetti: We are present at study information days, for example at the University of Hohenheim, something like that takes place in the summer. Then we have the Ersti events at the beginning of the semesters, like in the winter semester, I think it's usually in October. These are really good opportunities to talk to the students – to you – because you often don't know our spectrum yet and you only know part of our services, so we're happy to help you.

Mang: So you can definitely see that personal contact with you is important to us. Apart from that, there are certainly many other topics and projects that are dealt with in public relations. Why don't you give us a few more examples?

Rossetti: So brand new: we have now entered the field of podcasts. Like this one. A few have been produced by us or are still being produced. We are currently working on an image film. Quite exciting. Of course we are available for you, for example via Google reviews and enquiries, also via e-mails that reach us. And you will get an answer.

Mang: Well, I think overall we have now presented you with an incredible number of ways in which we provide you with information that you need for your everyday study life. Maybe you could summarise for us how students can get in touch with the Studierendenwerk. You often read on the internet that we can't be reached. Why don't you summarise that for us again?

Rossetti: Well, you can find our facilities on the web via Google Business, for example, and there is Google Chat. There you can make reviews, enquiries are possible. Then there's the very, very classic e-mail. We have an e-mail address: presse@sw-tuebingen-hohenheim.de. Then we have a contact form on the homepage and in the app. By phone, of course, that's also possible. But just check the office hours of the individual staff members beforehand to make sure they are available. And the management hotline from the imprint is really unsuitable.

Mang: Yes, that brings us to the end of today. Sabine: Thank you for being our guest today. I hope we were able to show you out there that there are really many different media through which you can get in touch with us. It doesn't always have to be a classic email or a phone call. Feel free to use the entire range of media that we have just presented to you. Otherwise, feel free to come back next time. Until then, take care and Ciao.

**Note: This transcription of the podcast was generated with the help of machine software. We apologise for any minor discrepancies or spelling mistakes.*