
COMMUNICATIONS COMMITTEE

ANNE DEBERTIN'S EXPERIENCE

With a passion for writing and blogging, and with a savvy familiarity with social media, I joined the communications committee in 2015. Since, I have had the opportunity to write a guest blog post reflecting on my experience extending the fair trade movement to my university, to draft Twitter and Facebook posts, and to create images for the Instagram account. In writing my blog post, the process of reflecting on my journey thus far and the generous support of the communications director Anni encouraged me to become even more involved in the committee. Anni not only offered her creativity to help me brainstorm an idea for the topic, but then she also generously edited my draft. I was astounded by the number of people who read my article and shared it on Facebook, serving to increase awareness of fair trade among my friends and family. This experience working on the communications committee has since inspired me to create my own website and blog, equipped with insights on blogging and messaging.