



Website & Social Media Committee

Overview

The *Website & Social Media Committee* acts as a supporting body for the Media Office to accomplish Al Falah University's vision of **“distinguish(ing) itself as one of the premier universities in both the UAE and the GCC”**. The committee will oversee the online, virtual presence of Al Falah University in regards to contents published, and online feedback from global community. In addition, it will identify the graphical & textual materials needed to address different users' needs. These online users can range from prospective students, current students, alumni, academic faculty, administrative staff, future AFU members, & other individuals in the society. Having met their needs virtually, it will help distinguishing AFU as a leading university in the Arabs region and even in the world. Nonetheless, the committee will contribute in fulfilling AFU's vision in providing innovative online solutions, & supporting scientific research by AFU faculty.

Medium of Work :	DIGITAL
Channels Affected :	AFU WEBSITE
	<i>www.afu.ac.ae</i>
	AFU MEDIA CHANNELS
	<i>F.B: afu.ae</i>
	<i>Twitter: afu_ae</i>
	<i>Instagram: afu_ae</i>
	<i>Youtube: Al Falah</i>
GLOBAL DOMAINS/ WEBSITES	

Responsibilities & Duties

The responsibilities & duties of the committee fall into three mean categories:

1) Duties related to AFU website:

- Submit to Media Office (M.O) edited materials to be updated on the website.
- Write new contents that relates to users mentioned above.
- Identify missing contents that can't be written by the committee and addressing related colleges & units.
- Provide suggestions on new online solutions to implement on AFU website.



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- Provide correct, official documents that can be published instantly by M.O

2) Duties related to Social Media (Rescue Team):

- Publish specific materials on:
 - Educational Domains
 - Social Domains
 - News Domains
 - Forums & Blog Domains
- Raise the organic reach in AFU media channels

Chairman

Mrs. Durra Atatreh

Supervisor
Media Office

Members

N	Name	Position	Title
1	Ms. Aysha Ehsan	General Education Department	Member
2	Ms. Yvette Kristine Cruz	Vice President, Academic Affairs Office	Member
3	Mrs. Dana Mazen	College of Business Administration	Member
4	Mrs. Hibatollah Jawhar	College of Mass Communication	Member
5	Mrs. Ahlam	College of Law	Member
6	Ms. Kholoud Zammar	Vice President, Academic Affairs Office	Member
7	Mr. Waleed Zidan	Media Office	Advisory Board
8	Mr. Mousab Qutami	IT Center	Advisory Board
9	Mrs. Maria Sava	Media Office	Advisory Board
10	Mr. Mahmoud Al Masri	Media Office	Advisory Board
11	Mr. Hani Sabri	Library	Member
12	Ms. Ryhanna Khalid	Student Recruitment Unit	Member
13	Ms. Christel Garces	Reception	Member
14	Mr. Irfan Shafi	Bookshop	Member
15	Mrs. Malathi Govind	QAIEC	Advisory Board
16	Ms. Sarah Ocaba	School Nurse	Member
17	Ms. Mai Ali Mahmoud Alsafadi	Call Center	Advisory Board
18	Ms. Zaina Freihat	Student Affairs Unit	Advisory Board

Meeting Schedule: Once a month