



## 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.

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

### Responsibilities & Duties

The responsibilities & duties of the committee fall into two main 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:

- 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. Yvette Kristine Dela Cruz	Executive Management	Member
2	Ms. Kholoud Zammar	Executive Management	Member
3	Ms. Reham Yaseen	College of Business Administration	Member
4	Ms. Ahlam Ghazi	College of Law	Member
5	Ms. Rawand Hattab	College of Mass Communication	Member
6	Mr. Hani Sabri	Library	Member
7	Ms. Ryhana Khalid	Student Recruitment Unit	Member
8	Ms. Christel Garces	Reception	Member
9	Mr. Irfan Shafi	Bookshop	Member
10	Ms. Sarah Ocaba	School Nurse	Member

**Meeting Schedule: Twice per semester**