



جامعة الفلاح
AL FALAH UNIVERSITY

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 Ghazi	College of Law	Member
6	Ms. Kholoud Zammar	Vice President, Academic Affairs Office	Member
7	Mr. Hani Sabri	Library	Member
8	Ms. Ryhanna Khalid	Student Recruitment Unit	Member
9	Ms. Christel Garces	Reception	Member
10	Mr. Irfan Shafi	Bookshop	Member
11	Ms. Sarah Ocaba	School Nurse	Member

Meeting Schedule: Once a month