WOMEN'S UNIVERSITY IN AFRICA

Addressing Gender Disparity and Fostering
Equity in University Education

WUA Digital Platforms For Ease of Learning & Campus Life

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WUA Digital Platforms

Official Website

Access site on: www.wua.ac.zw
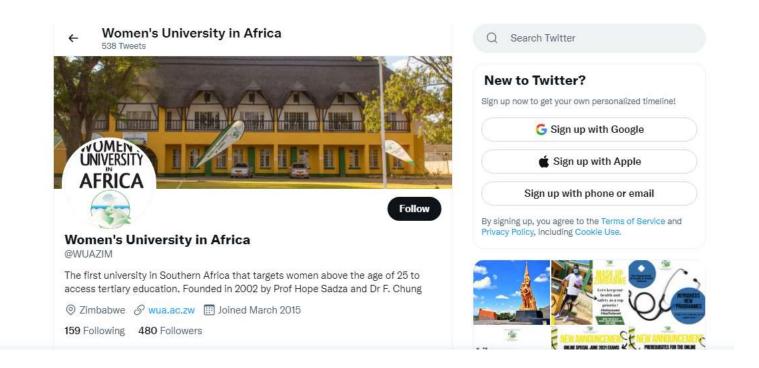
Facebook
@womensuniversityinafrica

Access page on:
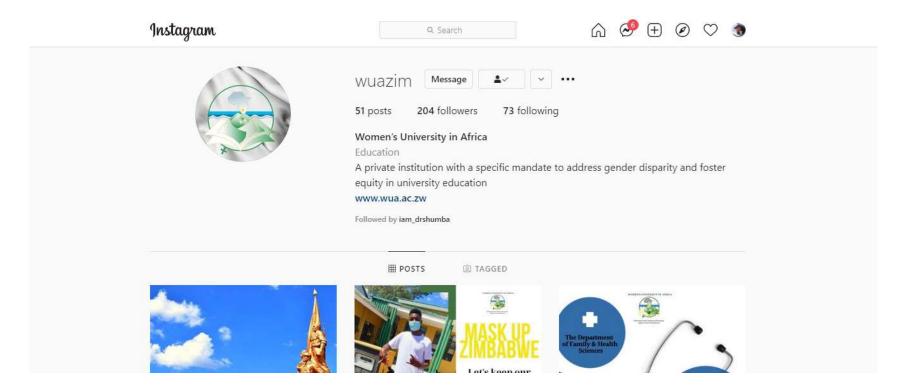www.facebook.com/womensuniversityinafrica

Twitter
@WUAZIM

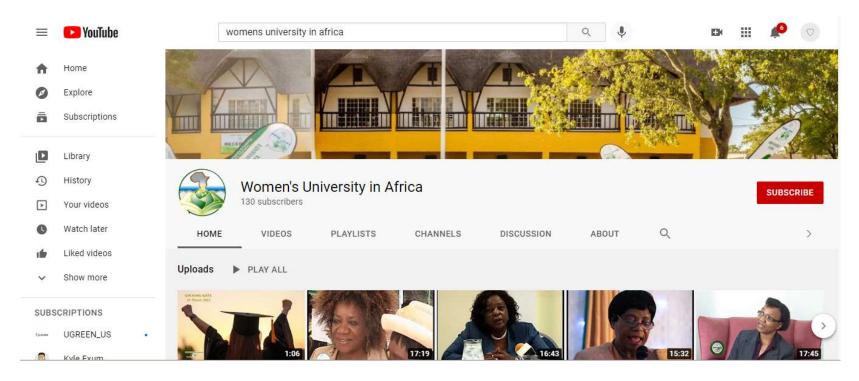**Access page on: www.twitter.com/wuazim**

Instagram
@wuazim

Access page on: www.instagram.com/wuazim/
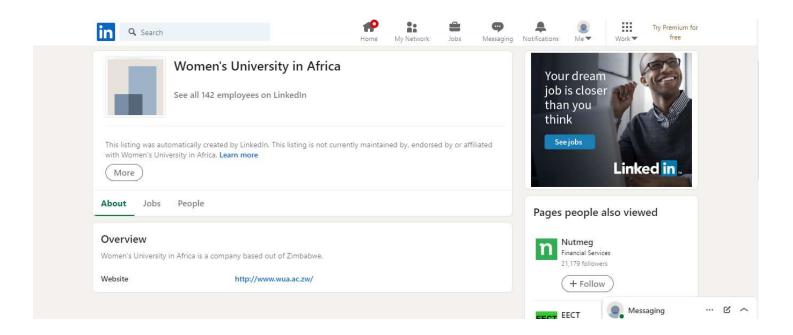
YouTube
@Women's University in Africa

Access channel on: www.youtube.com/channel/Women's University in Africa

LinkedIn
@Women's University in Africa

Access page on:
www.linkedin.com/company/women's-university-in-africa

Best Practices

- WUA understands the role of social media as a way to facilitate communication amongst our university community and the world. Students have the opportunity to develop friendships, discover talents, and explore the world through many of these popular online channels.

- Social media use is increasingly common and evolving just as rapidly. It can also carry just as many risks as benefits.

- This section provides students of WUA with information on how to be a good online community member , use of Social Media and provide suggestions on how to protect personal and organizational reputations while using social media.

Best Practices

Disclaimers
- When you publish on a personal social media site that is not sponsored by the University, but the content relates to the University, keep in mind that others may still see you as the "voice" of WUA. Kindly make it clear that you are speaking for yourself by using a disclaimer, such as: "The postings on this site reflect my personal opinions and not those of WUA."

- If you are posting information about a controversial topic or research study, include disclaimers and package the information so the post cannot be shared without them. Also, do not use intellectual materials or content produced and legally owned by others without express written consent. Any photos, graphics and written content produced and owned by others must be credited appropriately.

Best Practices

Strive for accuracy
- Get the facts straight before posting them on social media. Review content for grammatical and spelling errors. This is especially important if posting any information in relation to the university in any capacity.

Refrain from Publishing Complaints online
- If you have a university-related complaint, it is encouraged that you resolve the issue by speaking directly with your Programme Leader, supervisor or Faculty Manager. Guard against using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparages any member of the college community, or that might constitute harassment, bullying or accusation.

Best Practices

Show Respect

- To ensure an informative and engaging social media environment, respond appropriately to other's comments with fairness, good taste and decorum.

- Be careful, responsible and accountable for the of social media. A student's right to make a statement does not mean that the speech has no consequences in terms of impact on others.

- Refrain from posting or reposting profanity and offensive, derogatory or obscene words and/or phrases as well as images.

Best Practices

Show Respect

- If someone makes negative comments or complaints on your sites directed at the University, often the best strategy is to not engage them.

- Often, other posters will comment and diffuse the situation. However, if a poster's comments are blatantly harmful or incorrect, exercise good judgment in responding.

- Never be defensive or explanatory. If possible, move the conversation off social media. Send the person a private message to let them know who the appropriate individual or office is on campus to contact about the issue.

Code of Conduct per WUA Handbook & Statutes

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- Kindly refer to the University Student Information Handbook for the appropriate behaviour expected from a prospective WUA student. The student information handbook is designed and published primarily to bring vital and relevant information to the doorstep of every student undergoing studies at WUA.

- At times students do not know 'what' to do and when to do the 'what'. It is therefore hoped that information contained in the handbook will be helpful to students.

- The University Student Information is accessible on :
  http://www.wua.ac.zw/images/PDFs/Manuals/student_handbook.pdf

The Brand & Ambassadorial Roles

- WUA Student Ambassadorial roles are exciting and purposeful campaigns. We always looking for the best of the best students to help activate our visions both on the ground and digitally.

- As a University campus brand ambassador, your duties involve the marketing and promotion of products of the University via your platform and at education and trade fairs. You may act as a representative for the University by also taking part at University events

- The University will involve its brand ambassadors in digital marketing photo shoot and videos where scholars will have the opportunity of giving their testimonies on being a WUA student.

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You Are Most Welcome To The WUA Family

- Leave an impact and wish you a happy Journey at WUA

Produced by

The Department of Marketing, Communications & Public Relations