



MAKERERE UNIVERSITY

Mak Communication Policy and Social Media

Workshop on the Role of Social Media in effective communication, eLearning and Cyber-Crime

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Mak Communication Policy

- Passed by Makerere University Council
- Provides guidelines on communication in line with national and international law
- Institutional communication should be in line with the Mak Communication Policy
- Online access: <https://policies.mak.ac.ug>
- Click: Information Management Policies



Vision of the Policy

- To provide a pro-active approach to information management and dissemination, strengthen the University's image and build good will among the stakeholders.





Objectives of the policy

1. To streamline the flow of information within the University, with a view to promoting the educational, research and innovations, information sharing and networking activities of the University faculty, staff and students.
2. To streamline the flow of information between the University and other (external) stakeholders in Government, the knowledge industry, the wider society, the labour market, and donor circles.
3. **To provide guidance for effective and responsible electronic, print and verbal communication.**
4. To provide a framework for integrated and consistent marketing and branding programmes aimed at enhancing the university's brand identity.





Principles of Communication

The usage of Mak Social Media platforms should conform to the principles specified in the policy:

- (1) All communication shall be delivered in a **regular and timely** manner and **internal communication** shall precede the external communication.
- (2) Members of the University community who wish to issue out information are encouraged to cross **check the accuracy** of the information before communicating within and outside the University.
- (3) Information from the university should **be simple and clear without any ambiguities** that could lead to misinterpretation.
- (4) The policy shall seek to meet the information needs of the diverse stakeholders and aspirations of staff and students.
- (5) The University shall, subject to the principles of privacy, confidentiality and intellectual property rights conduct its activities in an open and socially accountable manner.





Communication Channels

Formal letters;
Emails;
Makerere website and
Intranet;
Minutes of Meetings;
Circulars and Memos;
Notice boards;
Mailing lists;
Newsletters;
Flyers, Posters, Events,

**Social media (Facebook,
Twitter, YouTube, Skype
among others);**

Exhibitions and Presentations;
Academic publications;
Open-days; and,

**Any other channel that may be
identified by the respective
units in conformity with this
policy**



Mak Comm Policy & Social Media

- The Policy stipulates multiple communication channels
- Highlights Social Media as Communication Channel
- **Facebook, Twitter, YouTube, Skype among others**
- The Policy recognizes that Social media and other traditional/mainstream, electronics, face to face etc, provide platforms to reach and interact with internal and external audiences/stakeholders
- Therefore Communication experts/ practitioners/ professionals/specialists use multiple channels cognizant of the diverse information needs, interests of the target audience, accessibility etc



Mak and its Social Media journey

- Mak created Social media platforms (Centre, Colleges, Library, DICTS, DRGT and other Administrative units)
- Mak Social media platforms provide timely, innovative, interactive , attractive and affordable ingredients to communication
- Social media and other traditional/mainstream, electronics, face to face etc, provide platforms for Mak to reach and interact with internal and external audiences/stakeholders
- Mak appointed a Social Media Officer/Specialist
- Mak has personnel/staff in different units assigned to handle its social media platforms



Some of the Mak Social Media Platforms



www.facebook.com

Makerere - Makerere University
MakLawSchool - Makerere University School of Law
MakerereCHS - Makerere University College of Health Sciences
MakCoNAS - Makerere University College of Natural Sciences
MakerereCHUSS - Makerere University College of Humanities and Social Sciences
MakCOVAB - Makerere College of Veterinary Medicine, Animal Resources and Biosecurity
MakCoBAMS - Makerere University College of Business and Management Sciences
MakCEDAT - Makerere University College of Engineering, Design, Art and Technology
MakCoCIS - Makerere University College of Computing and Information Sciences
MakCEES - Makerere University College of Education and External Studies
MakCAES - Makerere University College of Agricultural and Environmental Sciences



www.instagram.com

makerereu - Makerere University
makererechussofficial - Makerere University College of Humanities and Social Sciences



www.youtube.com

Makereretube - Makerere University



www.twitter.com

MakerereU - Makerere University
MakLawSchool - Makerere University School of Law
MakerereCHS - Makerere University College of Health Sciences
MakCoNAS - Makerere University College of Natural Sciences
MakerereCHUSS - Makerere University College of Humanities and Social Sciences
MakCOVAB - Makerere College of Veterinary Medicine, Animal Resources and Biosecurity
MakCoBAMS - Makerere University College of Business and Management Sciences
MakCEDAT - Makerere University College of Engineering, Design, Art and Technology
MakCoCIS - Makerere University College of Computing and Information Sciences
MakCEES - Makerere University College of Education and External Studies
MakCAES - Makerere University College of Agricultural and Environmental Sciences
MakDRGT - Makerere University Directorate of Research and Graduate Training
DICTSMakerere - Makerere University Directorate For ICT Support



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Pointers for Messages on Mak Social Media platforms

- Mak Social media platforms are institutional and not personal
- Should be used to communicate institutional messages in line with the vision, mission, core function and core values
- Enhance the visibility of Mak at national and global levels- promotion of advances in teaching and learning, research and innovations, partnerships, achievements
- The usage of Mak Social media platforms should conform to the principles that govern institutional communication
- Creativity, Innovativeness and Flexibility is key, but not a substitute for professionalism and accuracy



Mak Comm Policy & key highlights for Social Media communication

The Policy provides responsibilities for each and everyone involved in institutional communication (transmission/dissemination):

- The University logo shall be included in all official communication regarding Makerere University news or events and presentations
- All members of the various boards and committees are individually responsible for proper handling of information that comes to them in the course of discharging official duties
- Members of staff are free to communicate on matters within their area of expertise and are encouraged to cross check the accuracy of the information before communicating it within and outside the University



Key highlights continued:

The Policy provides responsibilities for each and everyone involved in institutional communication (transmission/dissemination):

- All Units advertising University products or services are urged to ensure that the information contained therein is accurate and up to date
- Makerere University shall refrain from accepting adverts that may be harmful to the positive image and brand of the University
- The members of the University are encouraged to check the accuracy of the information before communicating to the media
- Members of staff are urged to project a positive image of the university in communicating to the media





What happens when you disregard the Mak Communication Policy?

- You will live to tell the other side of the story

How?

Misuse of Institutional Social Media comes with dire consequences:

- Disciplinary action and Litigation (Computer Misuse Act)
- Providing misleading information puts your level of integrity and professionalism to question
- Communicating lies negatively impacts Mak image/brand
- Abusive language can lead to counter engagements (Sometimes more corrosive than what you expected)
- When you communicate lies (the users verify the info) and post images with the reality on the ground, and you become a laughing stock



Conclusion:

- Institutional Communication should be in line with Mak Communication Policy, national and international laws
- The Mak Communication Policy embodies professional and responsible communication premised on facts/evidence based
- Pro-active, Timely, Accuracy, Accountability, Openness within the confines of the law

SIMPLE LOGIC: SPEED + ACCURACY