



## Marketing and Student Recruitment **NWU SOCIAL MEDIA ESTABLISHMENT**

### **1. Intention to Use Social Media Platforms**

The North-West University (NWU) recognises digital and social media platforms as strategic communication channels that contribute to institutional visibility, stakeholder engagement, and reputation management.

The NWU Digital Marketing Team (DMT), located within Marketing & Student Recruitment (MSR), serves as the central coordinating and governance authority for all official NWU digital and social media platforms. The DMT provides strategic guidance, platform governance, and advisory support to faculties, departments, units, and approved structures wishing to establish or manage social media platforms.

While the DMT supports new initiatives and advises on existing accounts, the University follows a centralised digital model:

- Strategic oversight, governance, brand integrity, and risk management are centralised;
- Day-to-day content creation and community management are decentralised to approved account owners.

All social media activity must align with NWU's brand values, communication objectives, digital governance requirements, and applicable legislation, including POPIA.

### **2. Establishment of Social Media Platforms**

#### **2.1. Identification of Need or Requirement**

Any NWU staff member, structure, faculty, department, residence, or approved entity may identify a need for a social media platform, provided that the platform supports a clearly defined institutional purpose aligned with NWU's strategic and communication objectives.

Where a need is identified:

- A beneficiary unit (e.g. faculty, department, project, residence, or initiative) must be clearly defined.
- A responsible account owner must be formally designated by the beneficiary unit.
- The proposed platform must not duplicate existing NWU channels and must demonstrate distinct value.

The requesting unit is required to submit the following to the DMT:

- A brief feasibility and motivation outlining purpose, audience, objectives, risks, and sustainability;
- A three-month content plan, aligned to NWU brand and messaging guidelines;
- Draft creative concepts or artwork mock-ups, where applicable;
- Confirmation of available human capacity to manage the platform on an ongoing basis.

#### **2.2. Feasibility Review and Approval**

The DMT will assess the submission against:

- Alignment with NWU's Communication Policy and Digital Media Framework;
- Brand, reputational, and operational risk;
- Platform appropriateness and audience relevance;
- Capacity, sustainability, and governance considerations.

Where approved:

- The DMT will provide platform-specific guidelines, brand requirements, and onboarding support;
- The account will be registered as an official co-managed NWU digital asset;
- Roles and responsibilities between the DMT and the account owner will be formally clarified.

For governance, security, and continuity purposes:

- The DMT must retain administrative access to all co-managed NWU social media accounts.
- Account owners remain responsible for day-to-day content management, engagement, and compliance with approved guidelines.

The DMT reserves the right to review, suspend, consolidate, or deactivate platforms that no longer meet policy requirements, pose reputational risk, or are not actively maintained.

**Please complete the following:**

### **SECTION 1**

1. Name and Surname of Applicant
2. Staff **or** Student
3. Employee/Student Number
4. Contact number
5. Email address

### **SECTION 2**

1. **Beneficiary Unit:** Indicate the NWU faculty, department, unit, residence, project, or approved structure that will directly benefit from the proposed social media platform(s).
  
2. **Responsible Account Owner:** Provide the details of the designated NWU staff member or registered student (with valid staff or student number) who will: Serve as the primary account owner; Take responsibility for day-to-day content publishing and engagement; Ensure ongoing compliance with NWU brand, communication, and digital governance policies.
  - a. Name and Surname of Applicant
  - b. Staff **or** Student
  - c. Employee/Student Number
  - d. Contact number
  - e. Email address







## c. Risk Management

12. **Account Setup and Access:** For governance, security, and continuity purposes:

- Yes. If you have a proposed or existing NWU email address, please specify it here.
- No. If you do not already have one, the DMT will provide an NWU email address for account setup where required.

### **Submission Requirements**

Please submit:

- The completed and signed request form;
- A three-month content plan;
- Draft artwork or creative mock-ups (where applicable).

**All submissions must be emailed to: [digitalmarketing@nwu.ac.za](mailto:digitalmarketing@nwu.ac.za)**

**For assistance or clarification, you may contact the NWU Digital Marketing at [digitalmarketing@nwu.ac.za](mailto:digitalmarketing@nwu.ac.za)**

### **Applicant Signature**

### **Executive Dean (in the case of faculties)**

### **UMC Member (in the case of support departments)**