

WATERLOO ENGINEERING DIGITAL MEDIA COUNCIL

Daniella Cross, Digital Media Manager

Faculty of Engineering

PURPOSE

- Collaborative centralized **support** for the ongoing development, deployment, delivery, and maintenance of the **103+** Waterloo Engineering websites, and social media channels
- Achieve a **consistent** look and **user experience** for official websites
- Consistently **represent** the Waterloo Engineering **brand** across digital media
- Share **best practices** and brainstorm **solutions** to common challenges (ie: events!)

UNIVERSITY OF WATERLOO

ADMISSIONS ABOUT WATERLOO FACULTIES & ACADEMICS OFFICES & SERVICES SUPPORT WATERLOO

SEARCH

ENGINEERING

PM tells student hackers to 'dream big, work hard'

Engineering home

About Engineering

Departments, Schools and Programs

Research

Entrepreneurship

Teaching and Learning

International

News

Events

INFORMATION FOR

Future undergraduate students

Current undergraduate students

Future graduate students

Current graduate students

Alumni and Friends

Canada's Largest Engineering School

Ranked among the top 50 engineering schools worldwide, Waterloo Engineering is committed to leading engineering education and research.

We are the largest engineering school in Canada, with more than 9,500 students enrolled in 2016. In 2016/17, external research funding from Canadian and international partners exceeded \$64 million, a strong indication of our extensive industry partnerships and the excellence of our engineering research programs.

NEWS

EVENTS

NOV. 21, 2017

Alumni, supporters celebrated at annual awards event

Accomplished alumni, outstanding current students and committed supporters of Waterloo Engineering were all celebrated as more than 400 people gathered recently for the 2017 Awards Dinner.

Along with hundreds of graduate and undergraduate students recognized for their academic and extracurricular successes, the

EDUCATING THE ENGINEER OF THE FUTURE
SHOW YOUR SUPPORT

ADVANCING NEW TECHNOLOGIES
RESEARCH

Tweets by @WaterlooENG

Waterloo Engineering Retweeted

UWaterloo Alumni @uwaterlooalumni

Shout out to alumni in Calgary! On Dec 1st visit the @calgaryzoo to enjoy skating, lights & a film festival! ow.ly/IT8930gJo4T

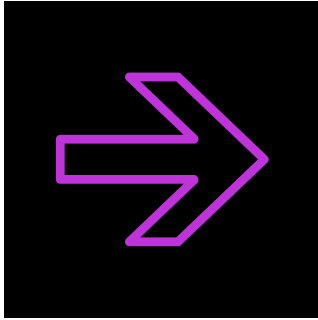
STRUCTURE

- Chair:
 - Daniella Cross, Digital Media Manager, Faculty of Engineering
- Open membership to:
 - all Waterloo Engineering website managers/content maintainers
 - social media content managers/creators
 - WCMS IST representative
 - Web Advisory Council (WAC) representative
 - other interested stakeholders
- Quarterly meetings (or as needed)
- Consensus to be achieved through discussion

RESPONSIBILITIES

- Share **strategic direction** for Waterloo Engineering websites and social media channels
- Establish appropriate **policies, processes, and procedures** to govern current and future Waterloo Engineering website standards
- Suggest global changes to **structure, branding, navigation**, etc. as needed (to be taken to WAC for consideration)
- Recommend additional **templates** or changes to existing templates
- Ensure **compliance** with all legal and regulatory standards, including **accessibility** (AODA), **security**, etc.
- Ensure digital media **quality and content integrity**
- Monitor **audience analytics** on a monthly basis
- Identify and **resolve** non-compliance issues

JOIN US!



To join the Waterloo Engineering Digital Media Council, please contact:

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