

# NCUC Media and Communication Team Meeting Summary

**Date:** 25 April 2025

**Time:** 15:00 UTC

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**Attendees:** Adarsh Bu, Theorose Elikplim, Aji Fama Jobe, Emmanuel Nnaemeka Vitus, Kossi Amessinou, Godsway Kubi, Mohammad Atif, Herve hounzandji, Karsen Gabriel.

**Apologized:** Remmy Nweke.

**Managed by:** Amin Hacha and Sara Ali.

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## 1. Introduction and Agenda Confirmation

The meeting commenced with a brief introduction of members, followed by the confirmation of the meeting agenda.

## 2. NCUC Website Discussion

Several key points were discussed regarding the NCUC website:

- **Shared Update Document:** A Google document will be created to collect comments and suggestions from all members.
- **Dynamic Content:** It was proposed to incorporate animations and videos to enhance user engagement.
- **Technical Enhancements:** Focus will be placed on improving both the front-end (user interface) and back-end (security and functionality) to ensure better usability and protection.
- **Content Review:** The team recognized the need to review and update outdated content, with responsibilities to be assigned internally.
- **Visual Consistency:** A unified color scheme was recommended to improve the site's branding and visual coherence.
- **Design Leadership:** Leadership for design and layout improvements will be internally assigned.

## 3. Social Media Strategy

The team discussed ways to strengthen NCUC's social media presence:

- **General Management:** Efforts will be made to enhance overall social media activity and refine strategic communication.
- **Platform Focus:** Specific attention will be given to strengthening the organization's presence on LinkedIn and Twitter, and Facebook page.
- **Responsibility Assignment:** Management of social media activities and platform-specific initiatives will be delegated internally.

## 4. Content Management

The following points were agreed upon:

- **Centralized Content Platform:** All content will be coordinated and shared via a centralized platform to ensure consistency and collaboration.
- **Regular Updates:** Volunteers will be assigned to manage and regularly update content across all communication channels.

The next meeting will be held in two weeks.