

## **How to work on the visibility of your diversity network**

Visibility is essential to an active diversity network so staff members and/or students can find the network, can apply for it, and be up-to-date on news and activities.

### **Website + non-personal mailbox**

All UU diversity networks can be found online via a clickable button on <https://www.uu.nl/en/organisation/equality-diversity-inclusion/network>. A button can also direct you to the website of the network in question. Some examples of what you can find there are matters such as information on goals and the target group of the network. It is important that there is also contact information there. Diversity networks often use **non-personal email addresses**. You can apply for the non-personal email address [here](#).

Various kinds of websites are possible within the UU domain, each with various possibilities. The choice for a certain kind of website depends on the wishes and needs of the network, AND on the time the network has available for it.

- 1) A simple website, like [this one](#) of the ACHN.
- 2) A simple website with multiple pages, like [this one](#) of the CCAN.

The management of these websites is handled by Utrecht University. Good to know: changes are not regularly implemented. Please contact the [Diversity Network Coordinator](#) to discuss the possibilities.

- 3) A Wordpress website on [www.sites.uu.nl](http://www.sites.uu.nl). The responsibilities of adding content to such a website and maintaining it are with the diversity network.
- 4) A website on an external server. A number of networks have chosen this option because they are more broadly oriented than just Utrecht University. Some examples of these networks are [Accessible Academia](#) (multiple universities) and soon also USP inclusief (multiple organisations within Utrecht Science Park).

### **Membership Record**

A diversity network has its own basic mailing list with an overview of all its members, participants and interested parties. A Excel file is a handy tool for that. Ensure it is saved on a UU drive and not on your own laptop. It is important to handle personal data with care in regards to [privacy](#).

### **Social Media**

Various UU diversity networks have their own accounts on Instagram, LinkedIn or Facebook. These channels are used to promote activities and maintaining contact within their own communities. Besides this, you can also connect with the social-media channels of Utrecht University at central and faculty levels. There are also diversity networks with their own UU Teams groups for staff members and students.

### **Communication via the EDI Office**

The EDI Office can help to promote news and activities within Utrecht University. Would you like to reach (more) staff members and students? You can read more about the communication possibilities [here](#).