



## CIRCULAR

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To: Academic staff and students. From: University Management

Subject: Media Communication: Opinion articles/Op-Eds

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The University of Johannesburg (UJ) respects, values, and supports everyone's rights, including **academic freedom and freedom of speech**, [as enshrined in the Constitution](#) of the Republic of South Africa, 1996.

The University appreciates that **opinion pieces in the media** or other forms are composed and published according to UJ [values](#). To enable a culture for academic debate, amongst other factors, the university's strategic plan actively promotes the authorship of opinion pieces and also provides the opportunity for thought leadership in this way.

In this regard, the university, from time to time, finds itself having to field questions from the media and the general public regarding Op-Eds written by the UJ community. As such, the University encourages a reflective approach that balances academic freedom and responsibility. Opinion articles would ideally, indirectly or directly, promote the university's reputation. The same principles apply when communicating on social media [1] as these writings can have serious implications for UJ's reputation.

Opinion pieces are written in the *academic's or employee's personal capacity and should indicate as such through a disclaimer*. Furthermore, care must be exercised that *one's affiliation is reflected correctly*.

For further questions or guidance, including opinion piece avenues and authorship, please contact Mr Lebogang Seale ([lebogangs@uj.ac.za](mailto:lebogangs@uj.ac.za)), Senior Manager: Strategic Communications.

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1. [UJ Social Media Policy](#)

