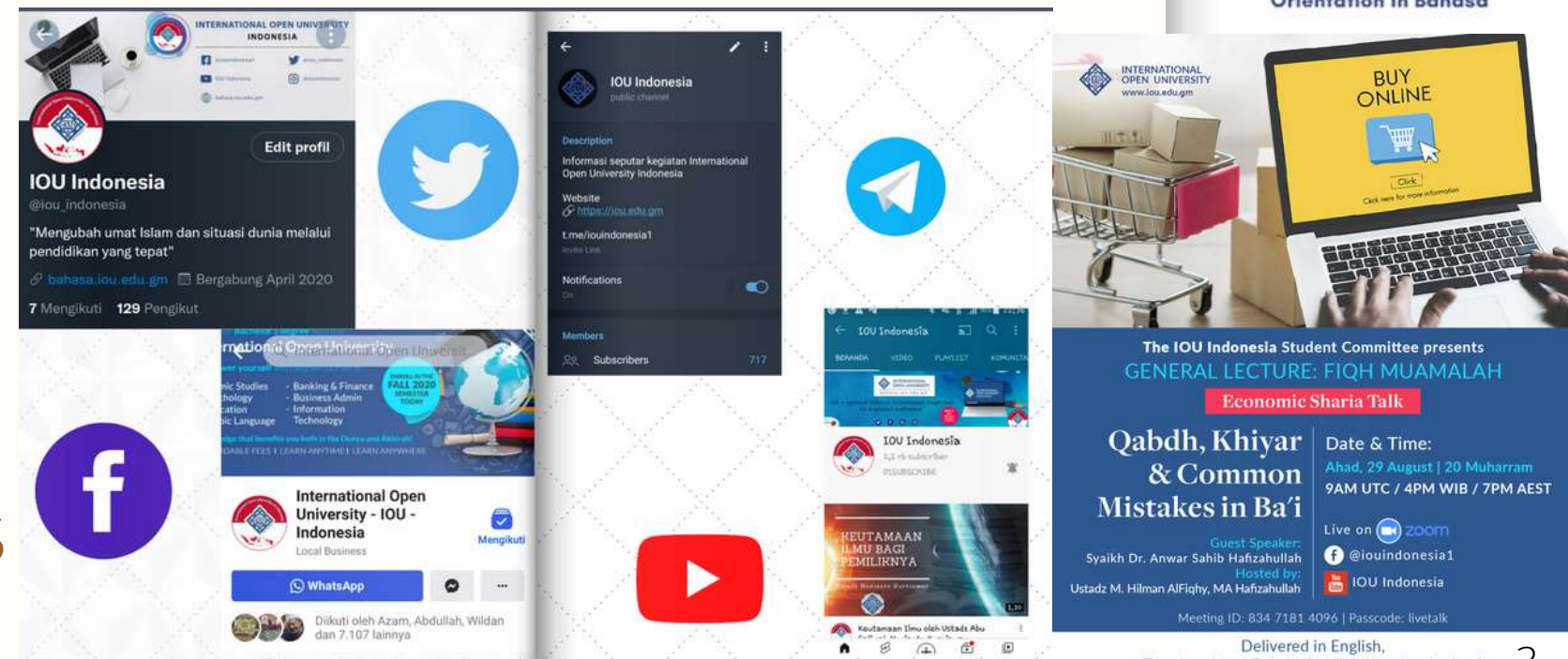


# Indonesia SC

- Daily interaction in IIC (IOU Information Center Group created in Feb 2021)
- Created IOU stickers on WhatsApp & Telegram
- Advertisements on motorbike Taxis
- 1-on-1 promotions on social apps
- Supported Exam center activities
- Coloured Profile picture campaign
- Social media campaigns on Twitter / Facebook / YouTube / Telegram
- LiveTalk sessions with competitions
- Collaborations with local & International scholars
- Created paper bookmarks, printed IOU booklets to give as gifts







Entrepreneur Division launched open order for printing IOU Handbooks and Moduls for IOU Students with affordable prices



IOU in collaboration with Ustadz Andy Octavian Hafidzahullah, founder alMinhaj Institute, his post about IOU certificate got **1692** liked.



# Live Talk Quiz #1

FALL 2021 EDITION



Questions are taken  
from "Live Talk"



2 main winners  
4 additional winners



Total prize  
Rp 200.000



## Social Media Report

 **3.572 Followers**

 **7.107 Followers**

 **2.100 Followers**

 **717 Followers**

 **129 Followers**

Special LiveTalk



IOU in collaboration with ETA  
economic sharia consultant  
present: "Economic Sharia Talk."  
reached 1300+

IOU in collaboration with  
Sabiluna.net & IOU TA present:  
"The 40th of Tarbiyah & Manhaj"  
reached 1200+



IOU in collaboration with  
Khawatir Abu Saleemah, present;  
"The difference between our  
knowledge and theirs"  
reached 1000+

IOU in collaboration with IOU TA  
present: "Tahsin tilawah ayat  
kursiy" Akhawwat Only  
reached 700+





# Philippines

## Online event on Zoom & Facebook Live

### -Importance of Islamic Education Amidst the Pandemic

- Helped students to enroll
- Offered GDIS scholarships
- Social media promotion campaigns



We've gained new likers and followers on our IOU page after the webinar. Alhamdulillah!



The IOU Philippines Student Committee Presents:

### Importance of Islamic Education Amidst the Pandemic

Guest speaker:  
Ustadh Hassanor Bansao

Saturday, 18th September, 2021

6 AM UTC / 11:30 AM IST / 2 PM PHT

Live f zoom



### GDIS SCHOLARSHIP

As part of our webinar, we have given an Essay Question for our webinar attendee to get a 1 year access to GDIS. They had to answer the above question based on what they learned in the webinar given by Ust. Hassanor Bansao.

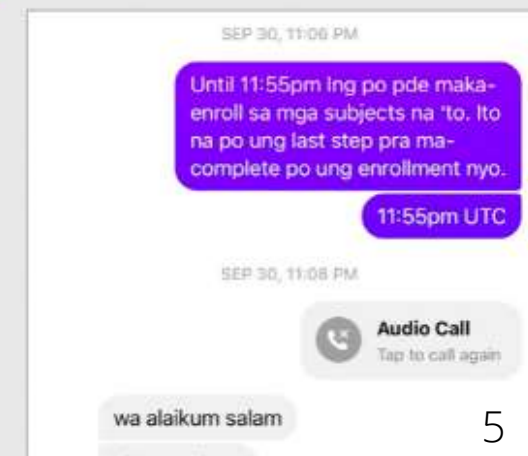
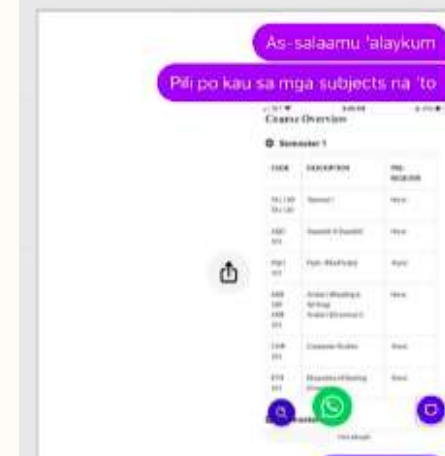


## Enrollment Assistance



At the last part of our webinar, Ust. Bansao has enumerated some online learning materials and schools that offer authentic knowledge.

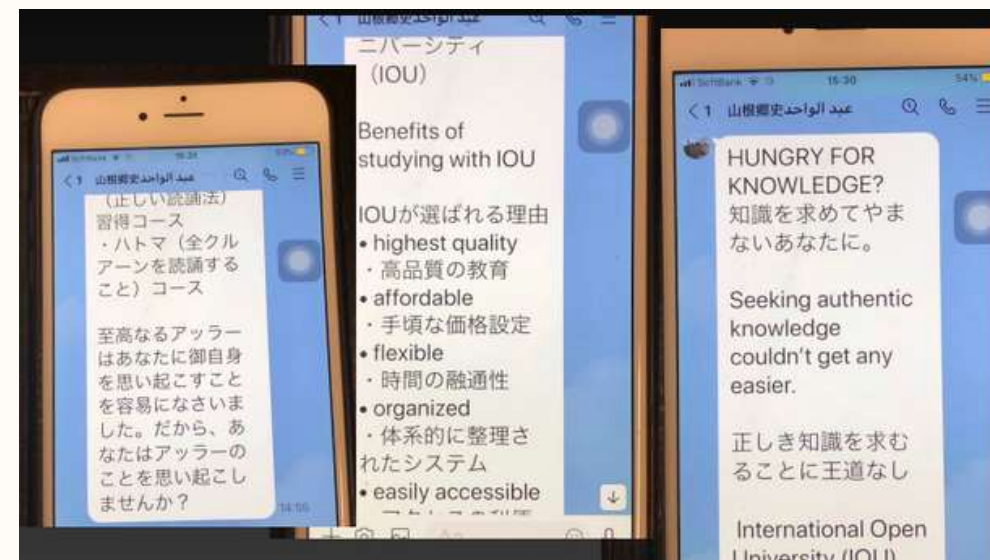
He mentioned IOU as the first on the lists, where you can enroll for different streams and courses. He also discussed in the webinar the importance of seeking knowledge amidst the pandemic, and not only during this time that we ought to seek knowledge. Indeed, it is obligatory to each Muslim to seek knowledge from cradle to the grave as mentioned in the hadith.





# Japan SC

- Distributed Brochures
- Social media Campaigns

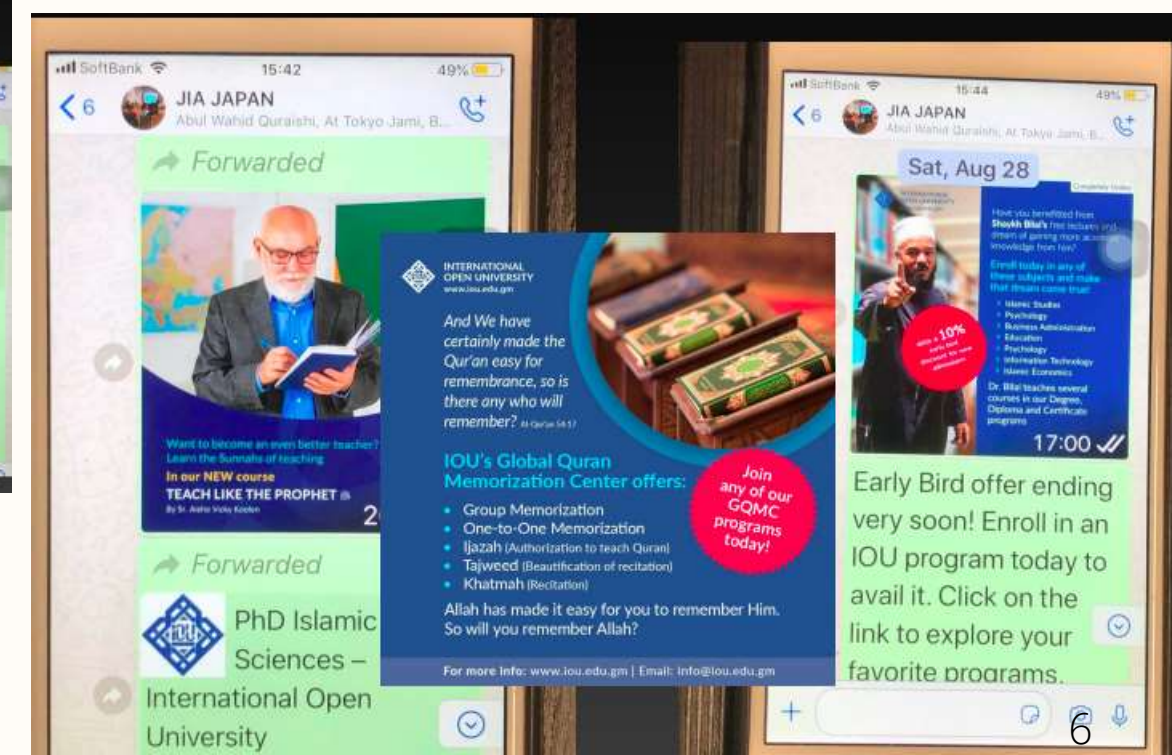
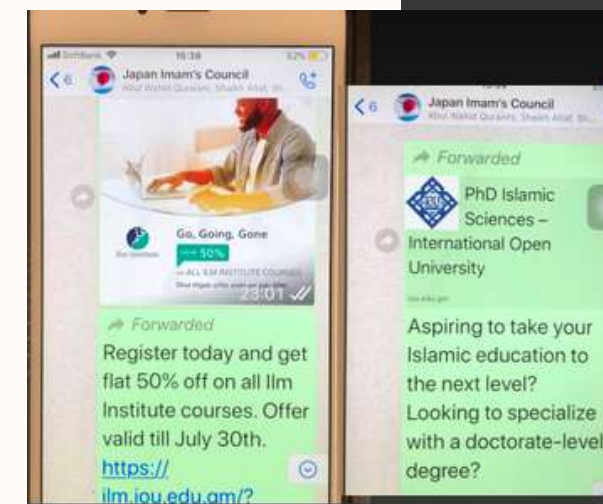


- Fukuoka Muslim community (has about 200 plus members )
- Teachers group - (teachers responsible for teaching Islamic classes to children and adults at Fukuoka masjid)
- Japan Imam's council
- JIA JAPAN, an Organisation for Dawah in Japan Based in Tokyo
- Okayama sister's Halaqa



- Future Activities:

- Student of IOU from Japan who actively taking part da'wah in Fukuoka Masjid will give a words about taking online course at IOU.



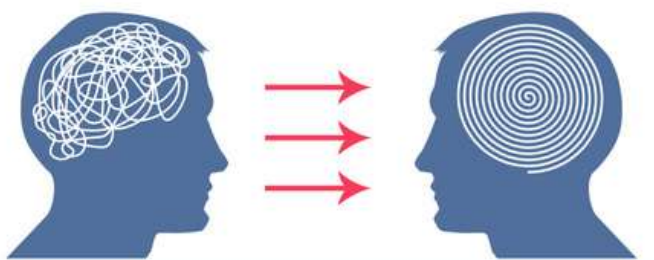


# Pakistan SC

- YouTube Online Event: Chaos to Calm - Putting Life in Order
- Local Facebook page promotions

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www.iou.edu.gm

IOU Student Committee-Pakistan Presents



**Chaos to Calm:  
Putting Life in Order**

**Part B | Family Edition**

By Ustaadah Ayesha Khattak  
Lawyer, Legal Advisor, Certified Counselor, Daai'yah & Haafidha


Sunday, 22nd August 2021  
8PM PKT / 3PM UTC / 11PM MYT

▶ **YouTube Live** ◀

@IOUPakistan & @ayeshakhattakofficial

INTERNATIONAL OPEN UNIVERSITY  
www.iou.edu.gm

IOU Student Committee-Pakistan Presents



**Chaos to Calm:  
Putting Life in Order**

**Part B | Family Edition**

By Ustaadah Ayesha Khattak  
Lawyer, Legal Advisor, Certified Counselor, Daai'yah & Haafidha

Friday, 27th August 2021  
8PM PKT / 3PM UTC / 11PM MYT

▶ **YouTube Live** ◀

@IOUPakistan & @ayeshakhattakofficial

International Open University - IOU - Pakistan  
20 September at 18:37 · 🌐

Join Dr. Zeenath Kausar in a critical exploration of feminism for the liberation and development of women!  
Register now  
<https://ilm.iou.edu.gm/.../islamic-feminism-a-critique/...>



50% off

NEW COURSE  
**Islamic Feminism:  
A Critique**


ILM Institute

Register Now!

ISLAM VS FEMINISM:  
EMANCIPATION, LIBERATION AND  
THE DEVELOPMENT OF WOMEN

By Dr. Zeenath Kausar

International Open University - IOU - Pakistan  
25 September at 21:17 · 🌐



IOU.EDU.GM

**Seeking authentic Islamic Knowledge is  
the need of the hour**

Learn More

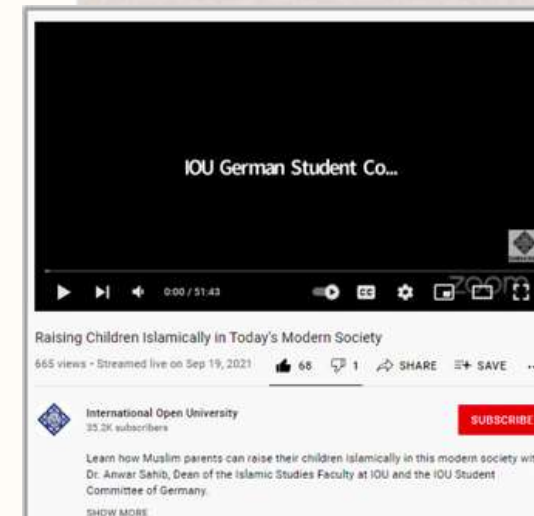
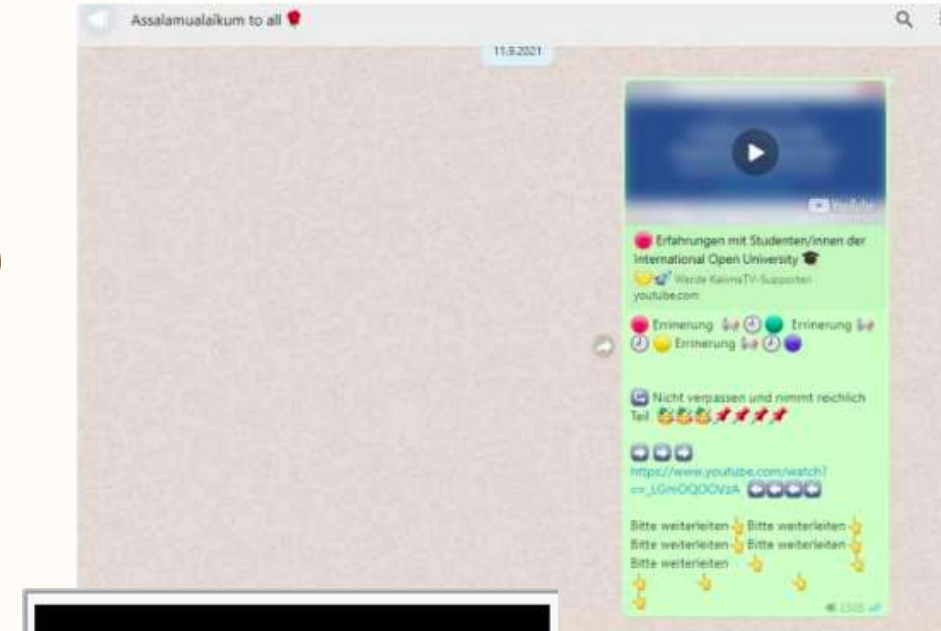
International Open University - IOU  
24 September at 23:30 · 🌐

We're now living in an era where correct Islamic knowledge has become more crucial than ever to believers in Allah and His Messenger (pbuh). Also in today's world where wrong interpretations and fabricated facts have been floating in social media, it becomes even more important to gain knowledge from



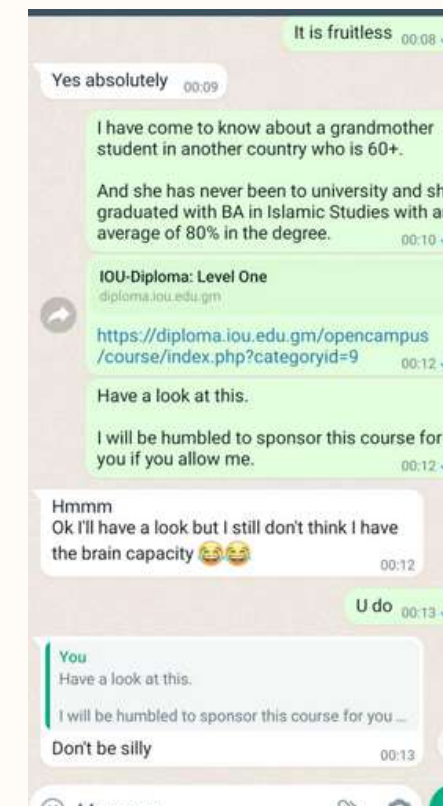
# Germany SC

- Online campaigns on Facebook / WhatsApp
- WhatsApp broadcast group
- 2 Online Events: YouTube
  - Partnered with a TV channel of 1.5K followers
  - German translated event
    - Translated IOU posts in the German language on local facebook page
    - IOU Events shared by blogger pages



# The United Kingdom Brothers SC

- Focused on strengthening the committee (follow up meetings)
- Online campaigns
- 1-on-1 promotions with families, friends
- Physical meetings with potential students and work colleagues





# Turkey SC

- FAQ WhatsApp group
- Social media promotion
- Representing IOU at an International Student meeting
- Assisted 8 students to gain admission
- Visited 2 centres in Ghana
- Daily posts on the IOU Facebook page of Turkey





# KSA Madinah Brothers SC

- Regular monthly meetings
- Focused on strengthening the committee
- Future activities:

-Webinar

-Collaborate with local scholars



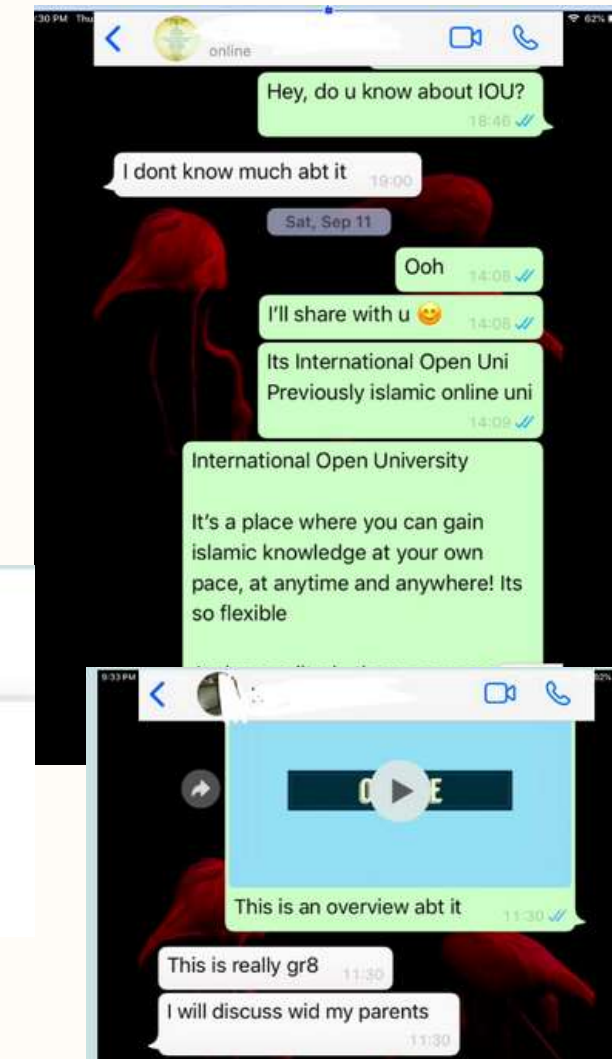
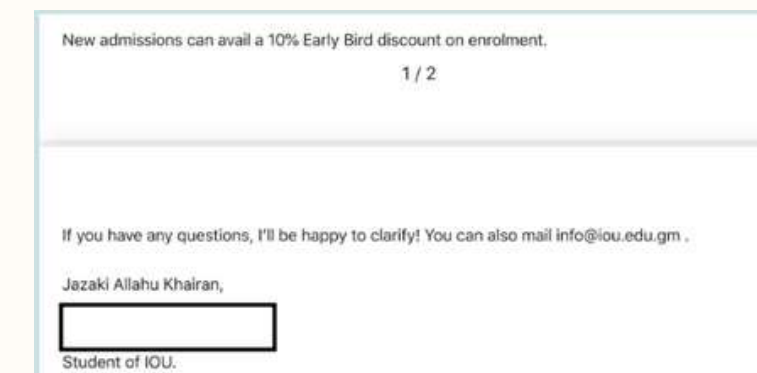
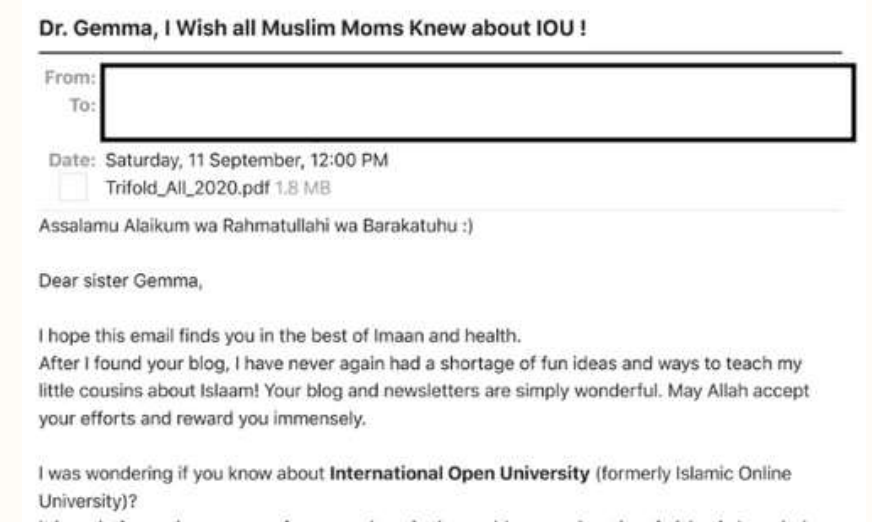
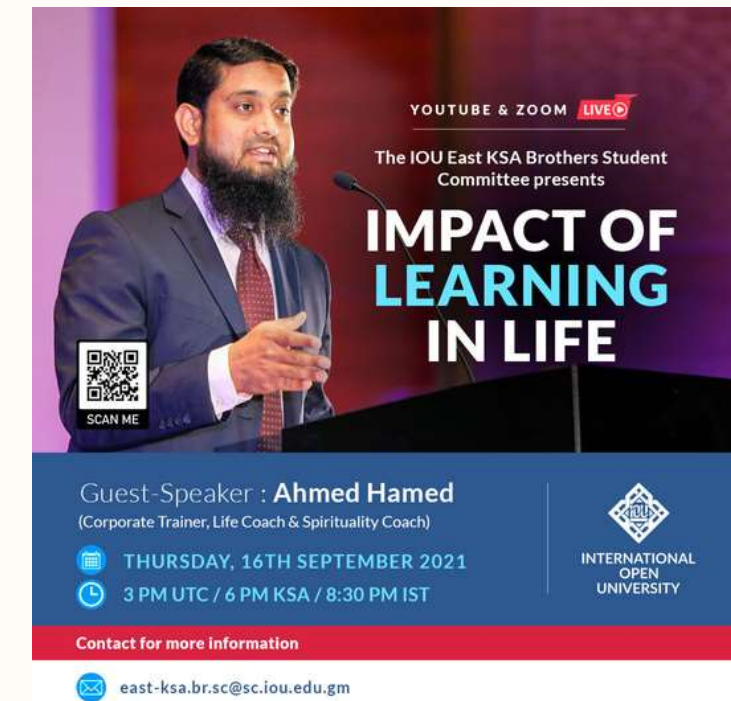
# KSA Eastern Brothers SC

- 2 live events organized:

- **Zoom** Live event (in Malayalam): Importance of seeking authentic knowledge (Full attendance of 100+ participants)

- **YouTube & Zoom** Live event: Impact of learning in life (49 attended on zoom)

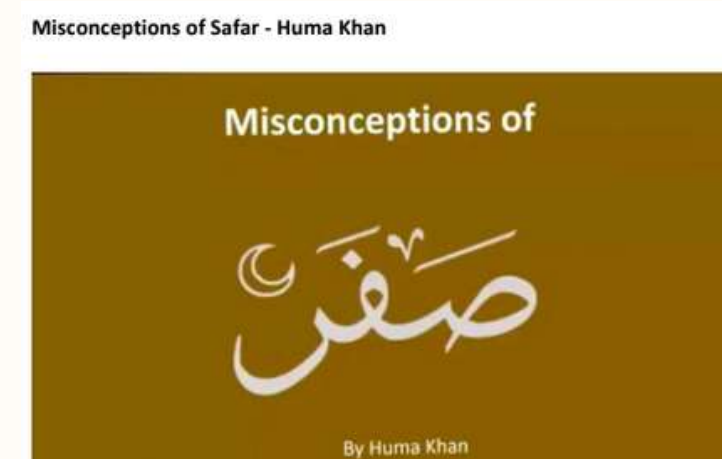
- Posters, Flyers & IOU Videos shared on WhatsApp
- Shared about IOU to 20 people via text.
- 1-on-1 Counseling to 10 potential students
- Contacted 4 Dawah centers.
- Personally visited 2 Da'wah centers to share IOU and request to put a poster stand.
- Requested 1 Blogger to announce about IOU





# Jeddah Sisters SC

- 1 Online event on Zoom
- Inhale Knowledge, Exhale Doubts!
- Number of Attendees: 50
- WhatsApp broadcast group
- Social media promotion





# Riyadh Sisters SC

- 2 Online events on YouTube

-Reconnecting with my rabb

-Number of Attendees: about 90

-1581 views on event recording

-Training our willpower

-Number of Attendees: about 70

-175 views on event recording

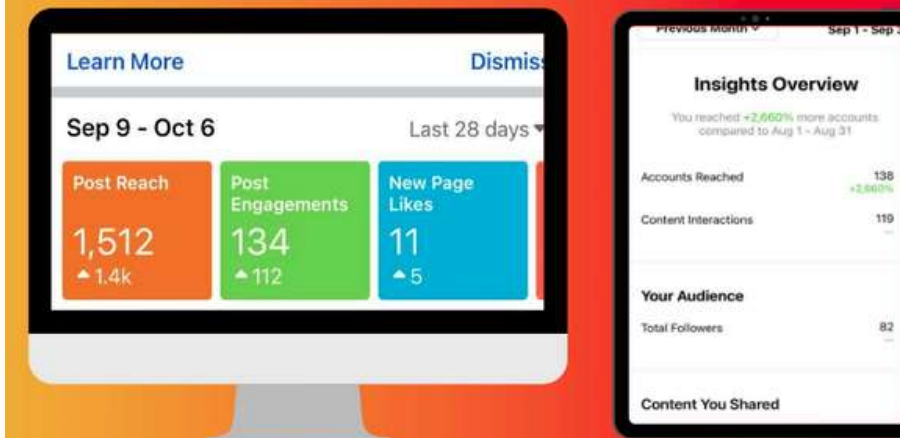
- Social media promotion
- Future activities:

01 Competitions

02 webinar (Local and international scholars)

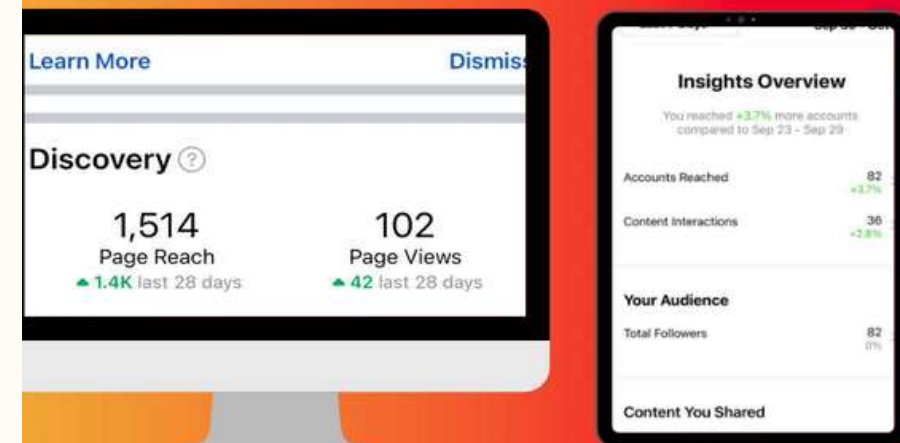
03 Debate

## Our social media

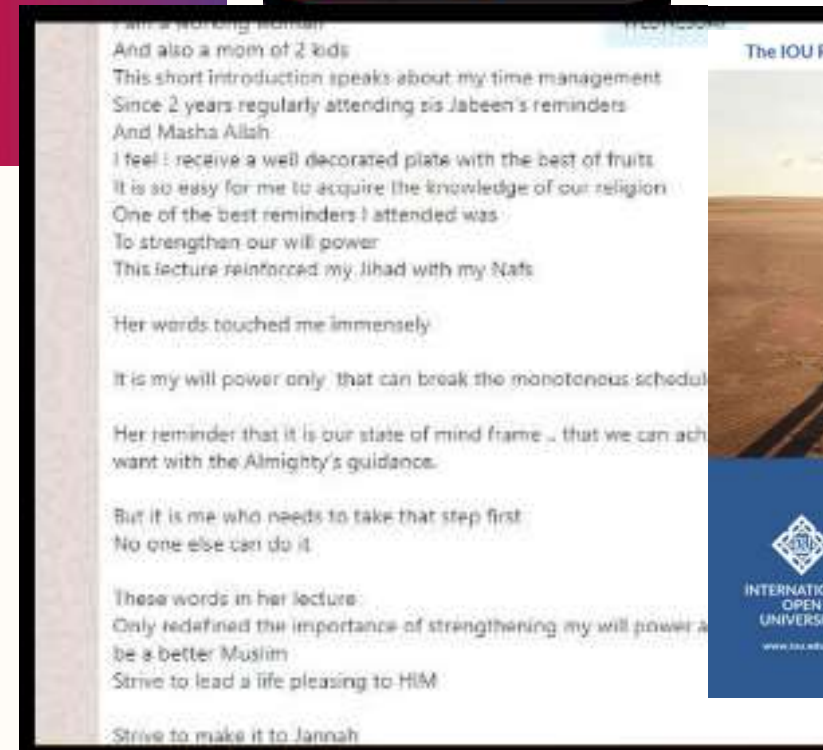
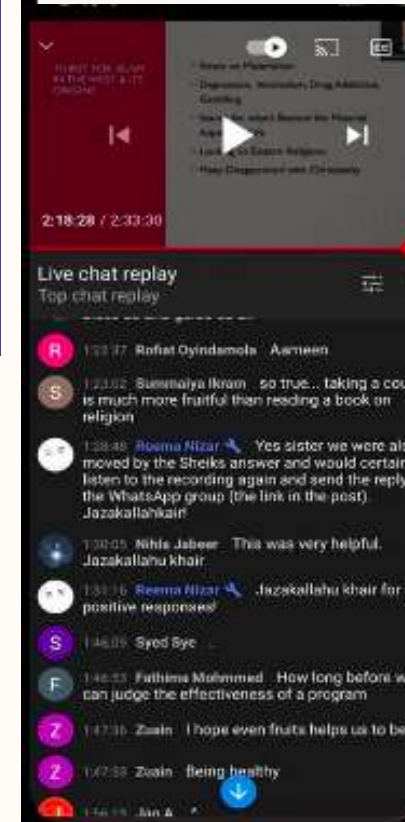
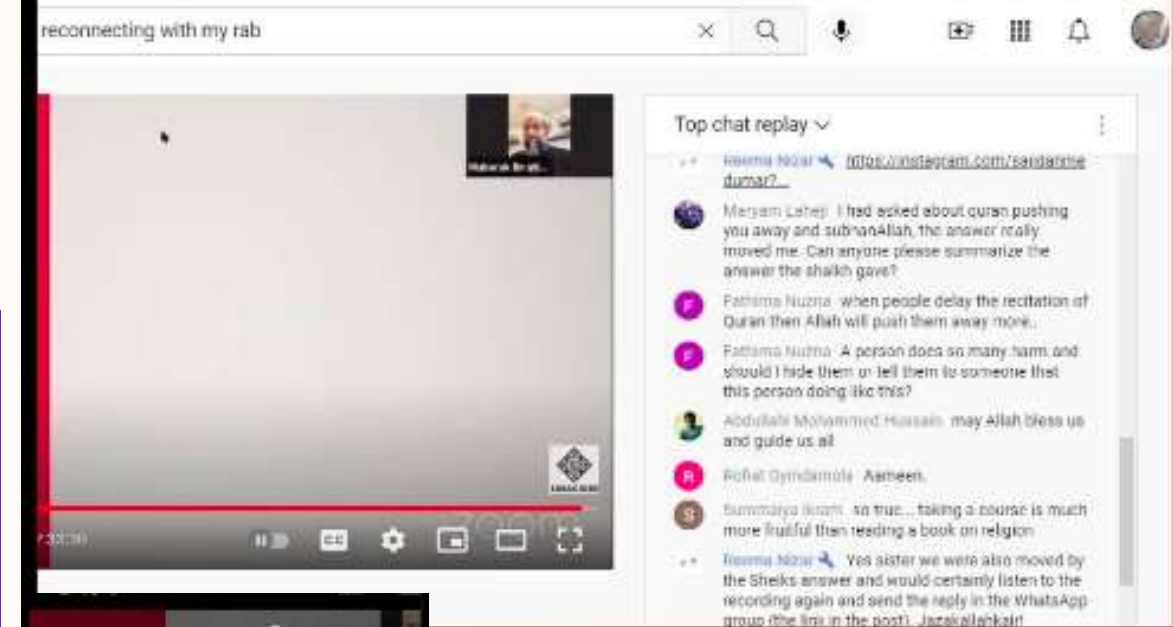


Incredible reach during the events.

## Our social media



Rapid progress in reach



As for me, i attended both the events and Alhumdulillah both were very beneficial. Learned a lot of new things.

I really liked the second event. Because that is the thing i struggle with the most.



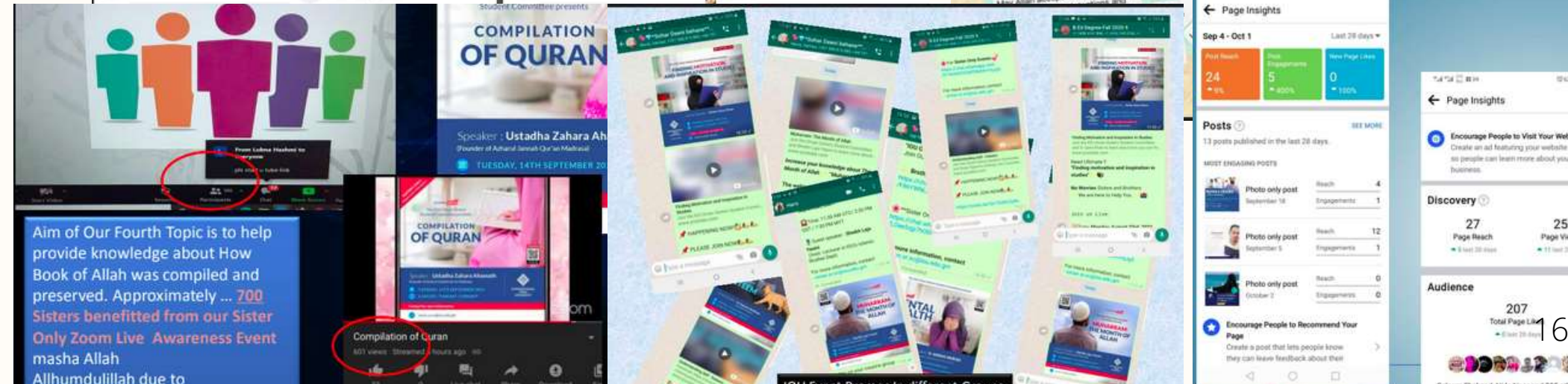
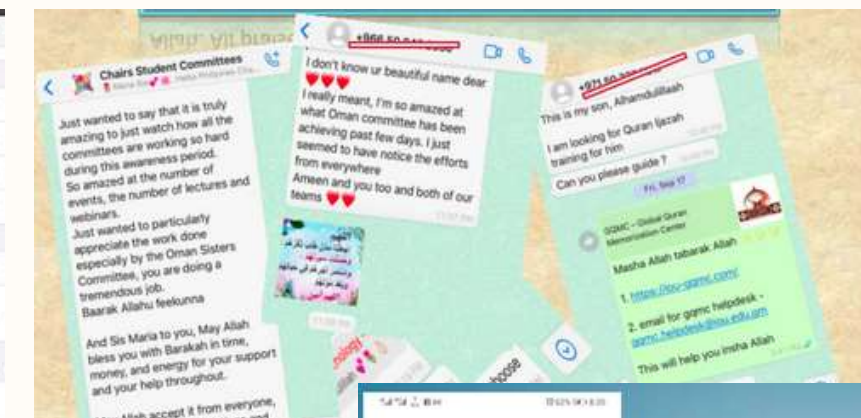
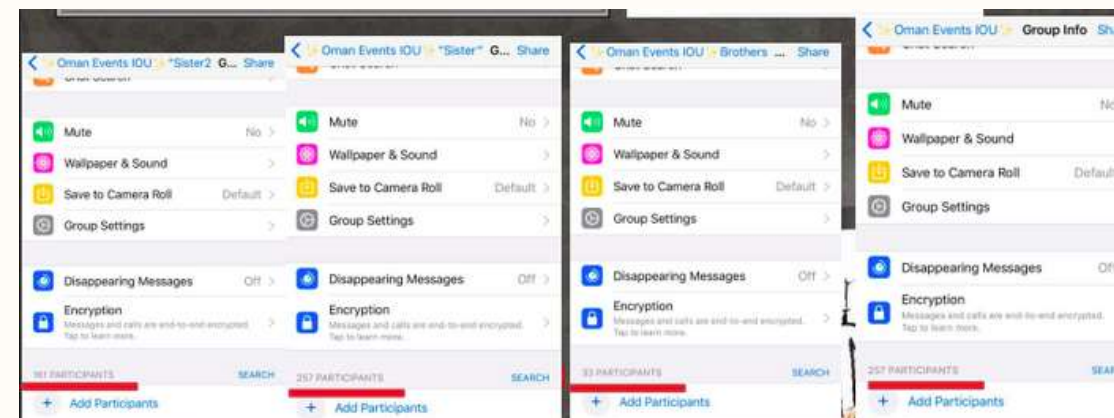
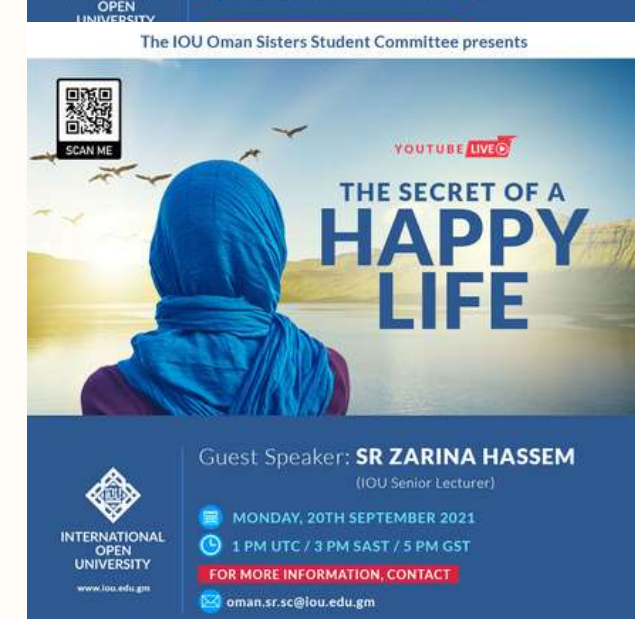
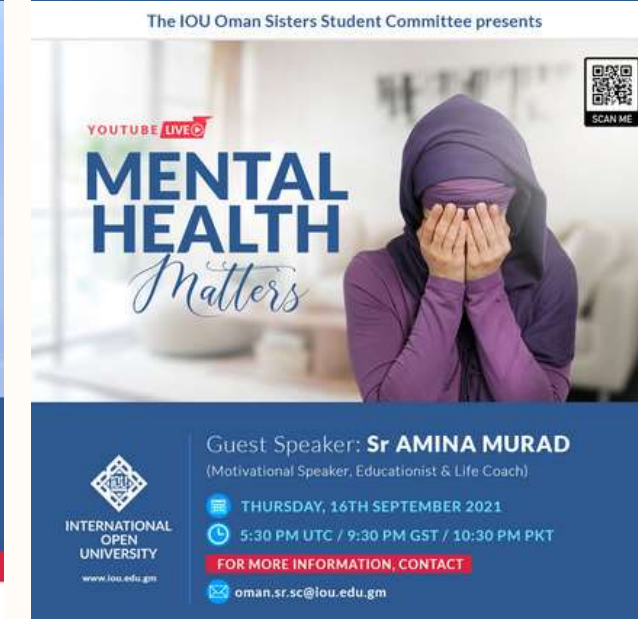
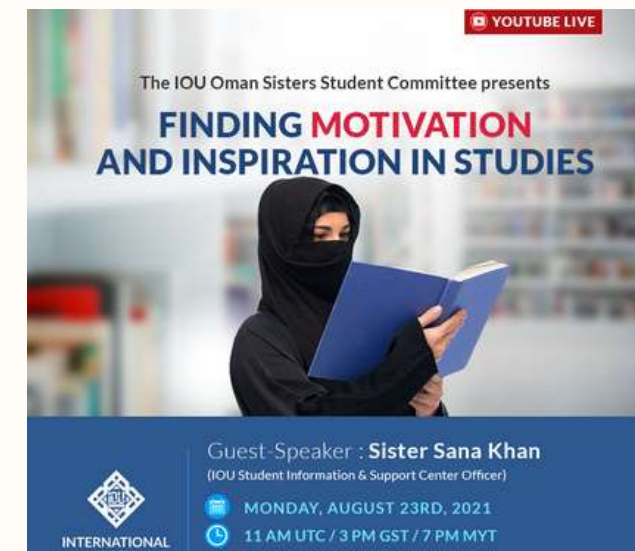
- 1-on-1 Consultations with 51 people (Physical meet-ups, phone and other communication channels)
- 5 registrations
- Social media campaigns (32 posts)
- approached 2 socially active influencers for awareness to their audience





# Oman Sisters SC

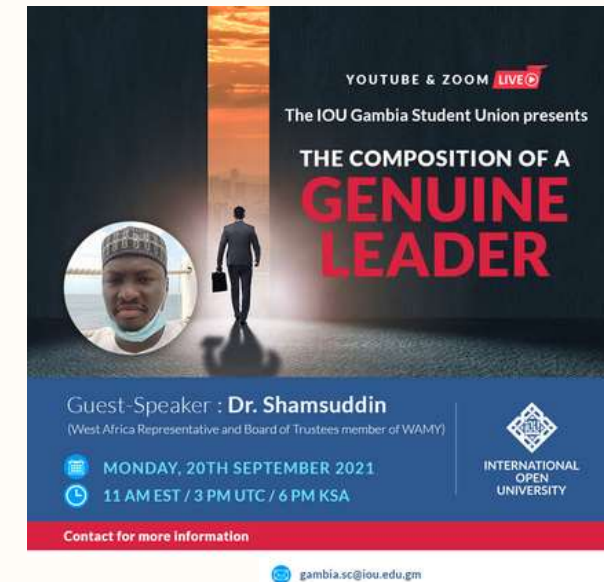
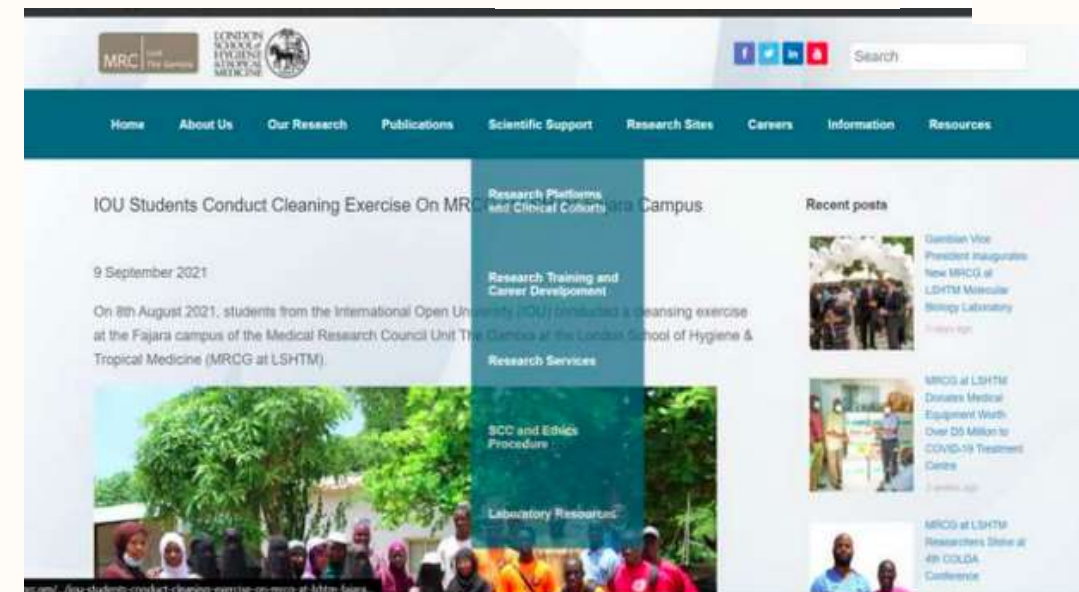
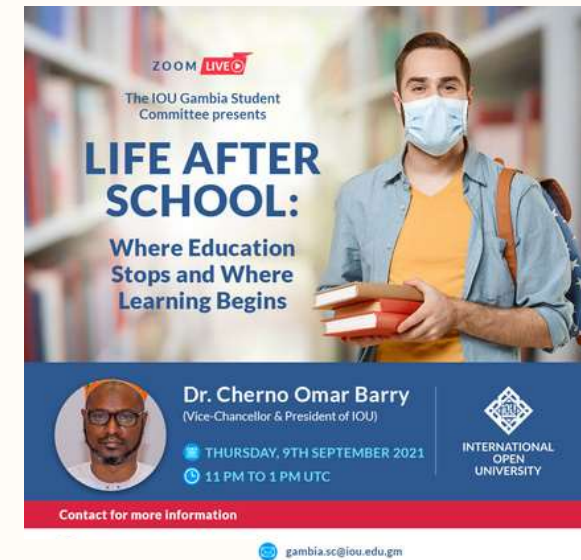
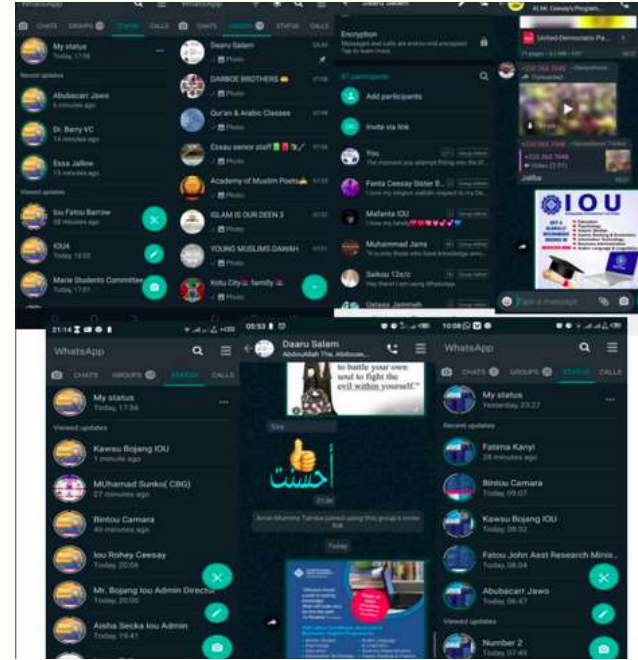
- 6 Online events on Zoom / YouTube
- Finding motivation and inspiration in studies (1.1K views)
- Muharram: The Month of Allah (343 views)
- Understanding Self-Esteem (1K views)
- Compilation Of The Qur'an (Full Zoom attendance of 100, 600 YouTube Views)
- Mental Health Matters (1K views)
- The Secret of a Happy Life (1K views)
- 4 WhatsApp broadcast groups
- Social media promotion
- 1-on-1 counseling with friends & families





# Gambia SC

- Family & Neighbourhood Sensitization/Awareness
- Social Media Campaign
- School / University visits
- Jumuah Sensitization
- 2 Hospitals Cleaning
- Student Enrolment Day
- 3 Masjids Awareness (6000+ attendees)
- Street Cleaning
- Street Awareness near a local market
- 2-day Entrepreneurship training session
- 3 Online events (Zoom & YouTube)





# Gambia SC



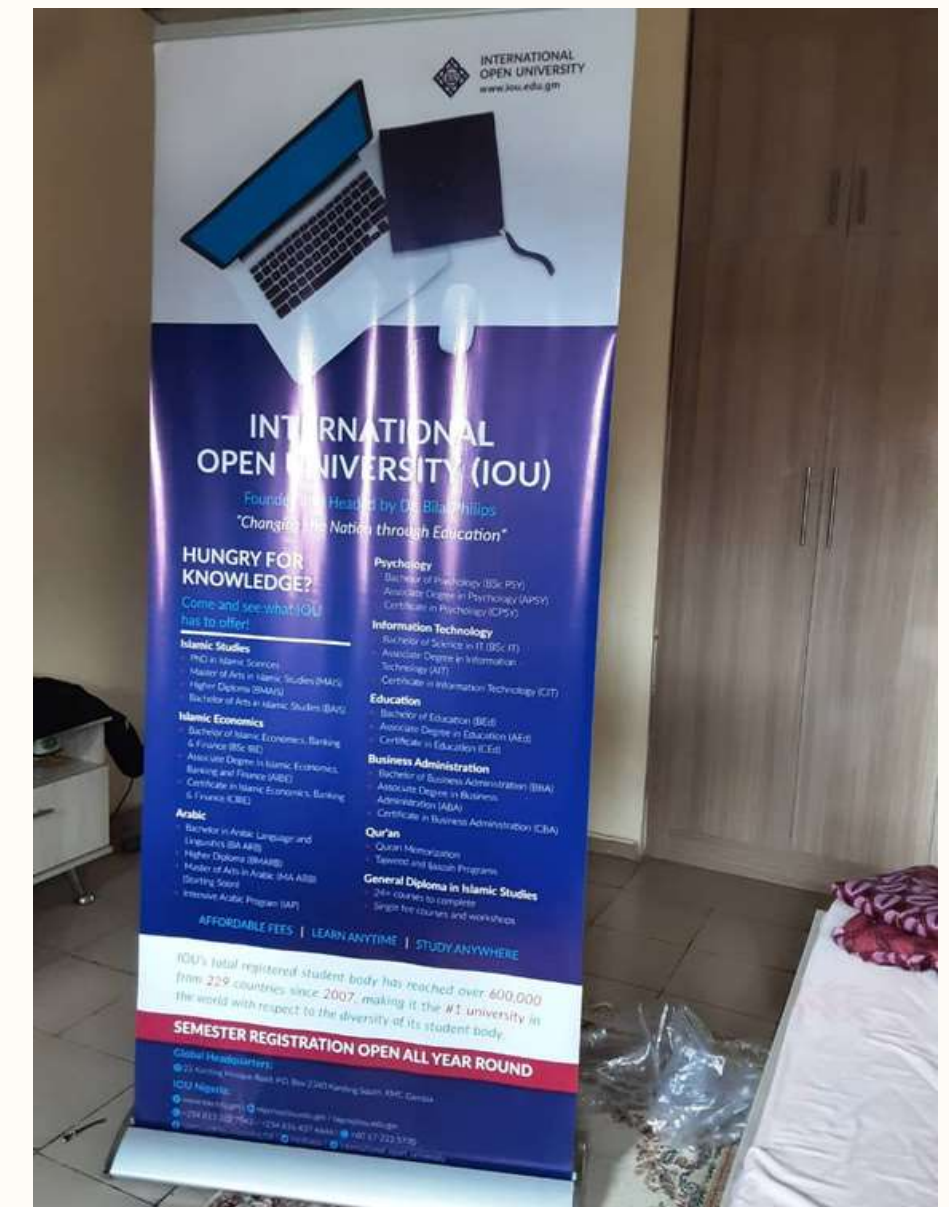


# Nigeria Abuja SC

- 1-on-1 consultations (2 students registered in GDIS)
- Printed one roll up banner
- Zoom Live event carried out just after the closing of Awareness month

----- Forwarded message -----  
From: IOU Team <[info@iou.edu.gm](mailto:info@iou.edu.gm)>  
Date: Fri, Sep 10, 2021, 5:51 PM  
Subject: Please confirm your newsletter subscription.  
To:   
<[bl...@...](mailto:bl...@...)>  
  
Please confirm your subscription.  
Hello ,  
Jazak Allahu khayran for registering at the IOU Diploma Campus. You are invited to join IOU's exclusive newsletter where from time to time you'll receive free gifts, special discounts and other beneficial materials in sha Allah. Hope you enjoy them!


----- Forwarded message -----  
From: IOU Team <[info@iou.edu.gm](mailto:info@iou.edu.gm)>  
Date: Fri, Sep 10, 2021, 6:11 PM  
Subject: Please confirm your newsletter subscription.  
To:   
  
  
Please confirm your subscription.  
Hello ,  
Jazak Allahu khayran for registering at the IOU Diploma Campus. You are invited to join IOU's exclusive newsletter where from time to time you'll receive free gifts, special discounts and other beneficial materials in sha Allah. Hope you enjoy them!  
To confirm your subscription, please click the following button.  
Confirm the subscription





# Nigeria North West Brothers SC

- 2 online events on Zoom
- Social Media Campaigns: Facebook / Twitter / WhatsApp




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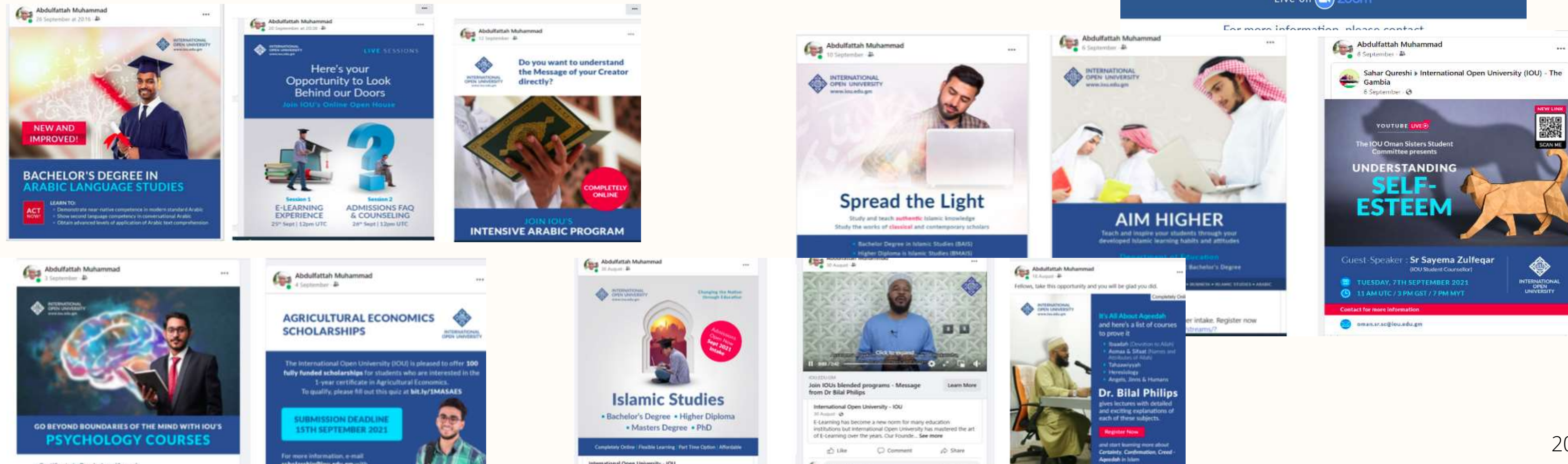
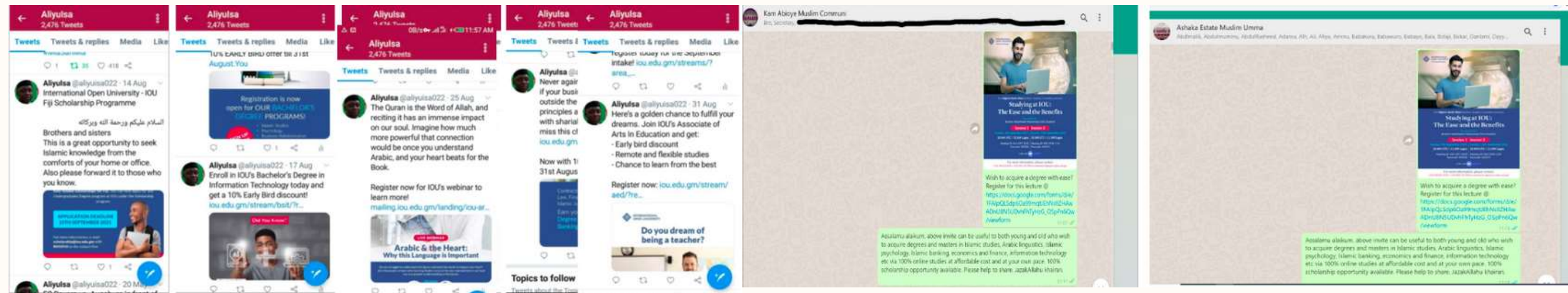
The Nigeria North West Brothers Student Committee presents

## Studying at IOU: The Ease and the Benefits

Presented by:  
Brother Abdulfattah Muhammad (IOU Student)

Session 1	Session 2
Sunday, 5th September 2021 10 AM UTC / 11 AM Lagos	Sunday, 12th September 2021 10 AM UTC / 11 AM Lagos
Meeting ID: 816 4297 2042 Passcode: 985581	Meeting ID: 850 2558 1134 Passcode: 624072

Live on  zoom





# Nigeria Lagos Sisters SC

- 1 Online event on **Zoom**
- If Today was Your Last Day
- Number of Attendees: 23
  - WhatsApp broadcast group
  - Social media promotion



**ZOOM LIVE**

The Nigeria Lagos Sisters Student Committee Presents

**IF TODAY WERE YOUR  
LAST DAY**

Guest-Speaker : **Sr Sayema Zulfeqar**  
(IOU Student Counsellor)

 **SUNDAY, 5TH SEPTEMBER 2021**

 **2 PM UTC / 3 PM LAGOS**

  
INTERNATIONAL  
OPEN  
UNIVERSITY

**Contact for more information**

 [lagos-nigeria.sr.sc@sc.iou.edu.gm](mailto:lagos-nigeria.sr.sc@sc.iou.edu.gm)  Meeting ID: 846 0070 9951  
Passcode: 174143



# Uganda SC

- Promotions through Radio & TV programs
  - Pearl Fm Radio
  - Radio Bilal
  - Voice of Africa
  - Salam TV
- Sheikh Lugoloobi shared about IOU on his WhatsApp community
- Social media promotions by committee members
- Word of Mouth promotions

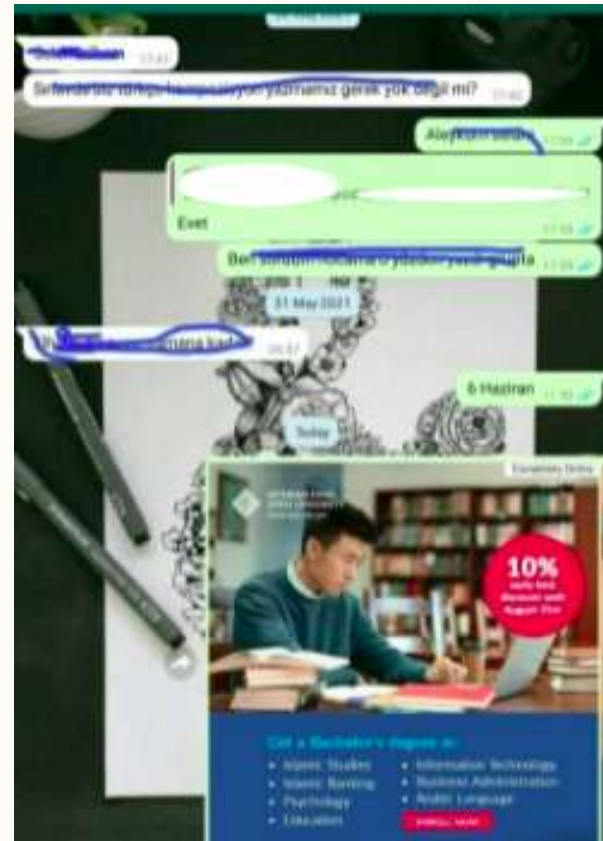
## Future Activities:

- Webinar
- Contacting headteachers of Muslim secondary schools



# Ethiopia SC

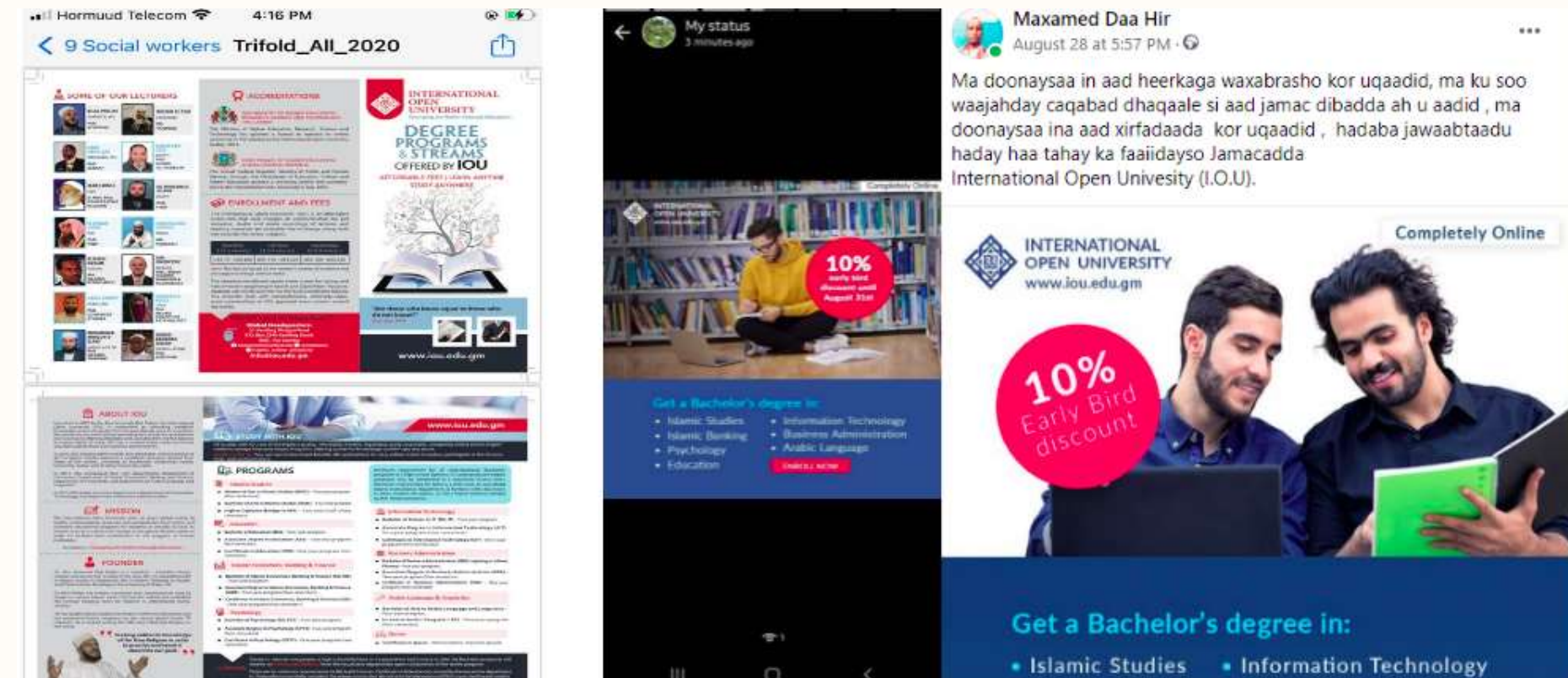
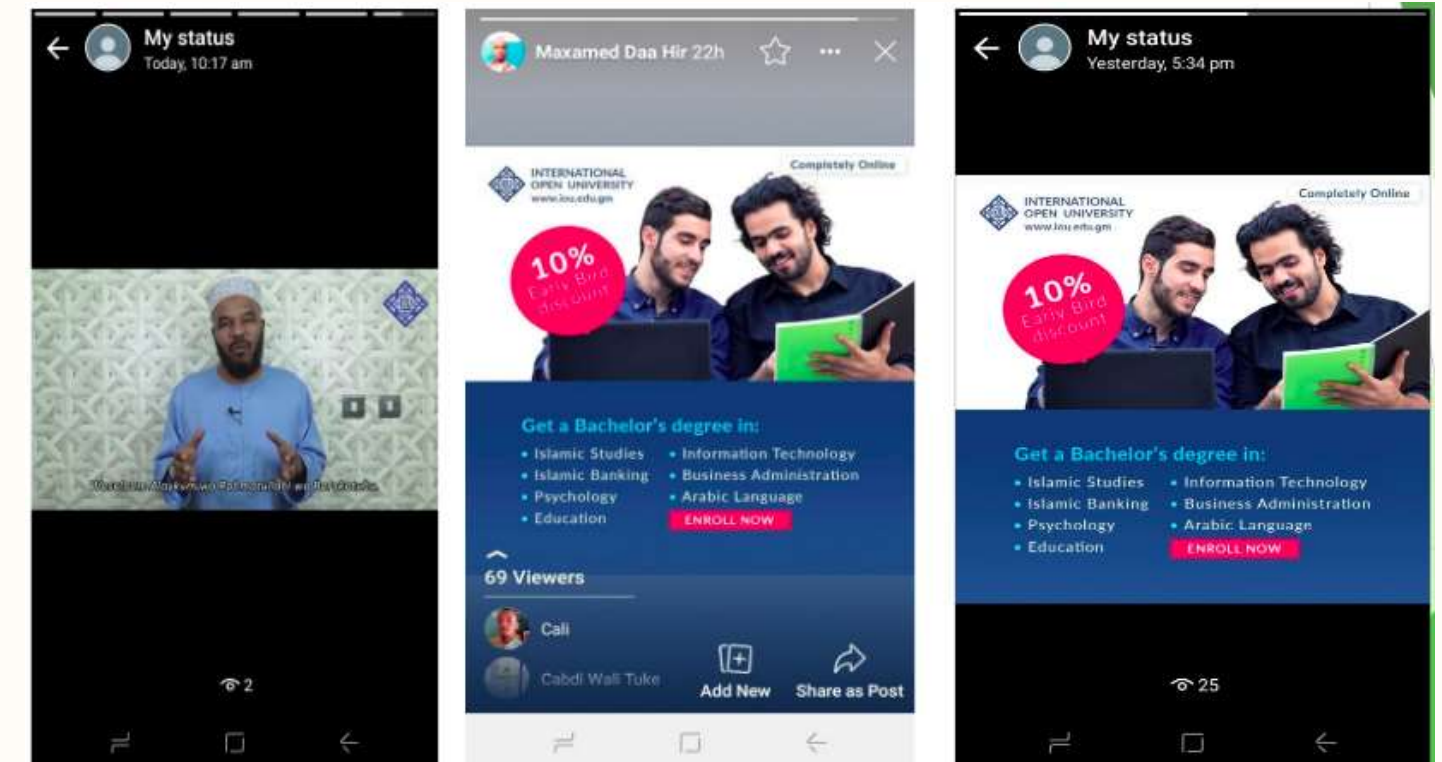
- Committee members Met on ground
- Online social media campaigns
- Posters displayed in public places: School board, Squares, walkways
- One telegram group created for easier communication with potential students
- 3 students registered





# Somalia SC

- Shared various posts on Facebook/WhatsApp groups/ Telegram
- One on one individual meetings with friends, colleagues and communities
- Shared flyers and posters to groups and families
- Created WhatsApp broad-casting group
- Disseminating the Promotion of early enrollment of 10% discount
- Individual promotion targeting: relatives, friends, neighbors, etc.





# Zambia SC

- Met with the Vice-Chancellor, Dr. Barry
- Discussion in regards to promotion methods



Figure 2: IOU VC presenting to attendees at the event in Kitwe



Figure 1: Introductory session at the Kitwe Event



Figure 7: IOU VC giving out IOU Brochures after the event



Figure 5: Librarian (Brother Hassan Suwilanji) presents Challenges at the Library (IOU nominee examination centre)



Figure 3: IOU SC Chairman (Zambia) presenting the status of IOU Student sand potential Students



Figure 6: Caulubaly asking a question at the event



Figure 4: IOU former Students' Committee chairman (Ricky Kamboyil) giving an analysis of how IOU presence can be amplified



# Zimbabwe Sisters SC

- **Zoom** Online Event: In Pursuit of Quality Education in the Heat of a Covid Pandemic

## Guest Speakers:

- Sister Zarina Hassem ( South Africa)
- Sheik Shuaib Asali (Zimbabwe)
- Sister Feda Abuhaija (Jordan)
- Sister Khadija Haveliwala (Cameroon)
- Emily Amini (Zimbabwe)



**ZOOM LIVE**

The IOU Zimbabwe Sisters Student Committee Presents

IN PURSUIT OF  
**QUALITY EDUCATION**  
IN THE HEAT OF A  
**COVID PANDEMIC**

Speakers : **Sr Zarina Hassem, Sheikh Asali**  
**Sr Khadija Haveliwala, Sr Feda Abuhaija**

**SATURDAY, 18TH SEPTEMBER 2021**  
**1 PM UTC / 3 PM CAT**

**INTERNATIONAL OPEN UNIVERSITY**

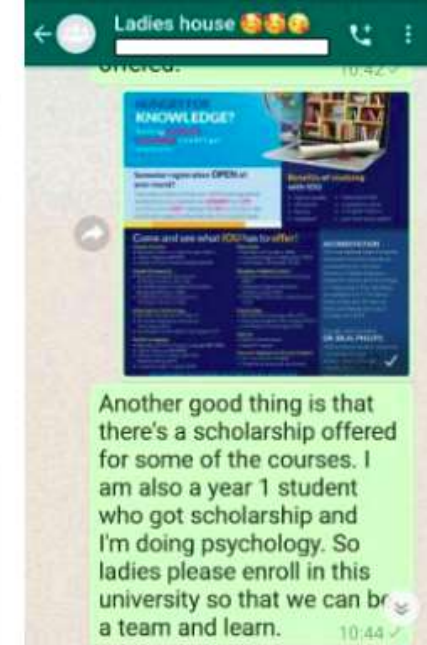
Contact for more information

[zimbabwe.sr.sc@sc.iou.edu.gm](mailto:zimbabwe.sr.sc@sc.iou.edu.gm) Meeting ID: 880 7383 1746  
Passcode: 567637



# Eswatini SC

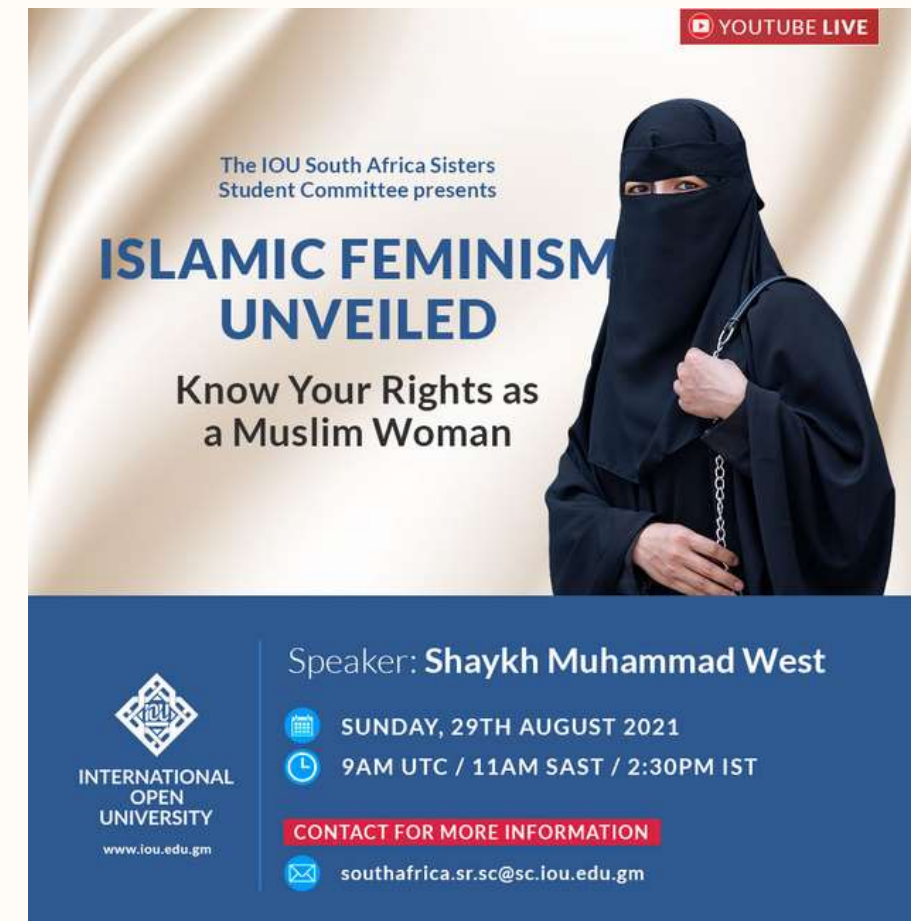
- 29 new students
- Focused on strengthening the committee
- Online promotion Campaigns - WhatsApp / Facebook
- On-ground Activities:
  - Velabanftu School visit (20 registrations)
  - Masjid visit
  - Mphaka Refugee camp (16 people attended)
  - Flyers distribution at Mphaka town (5 registered students, 1 enrolled in Fall 2021)
  - Orientation session conducted for new students





# South Africa Sisters SC

- 2 online events: **YouTube**
  - Islamic Feminism  
Live Attendance: +/-35  
Total YouTube Views: 1867
  - Insights into studying at IOU  
Live attendance: +/-15  
Total YouTube views: 592
- Social media campaigns - Facebook / Instagram
- Local IOU staff posters created and shared on social media





# Trinidad & Tobago SC

- 1 Online event on YouTube
- Improving Lives through Education
- Social media promotion
- 2 testimonial videos
- Nationwide Television Interview
- Distributed flyers on ground



Figure 1 - Testimonial Screenshot by MAIS Graduate



Figure 2 - Testimonial Screenshot by Current IOU Student

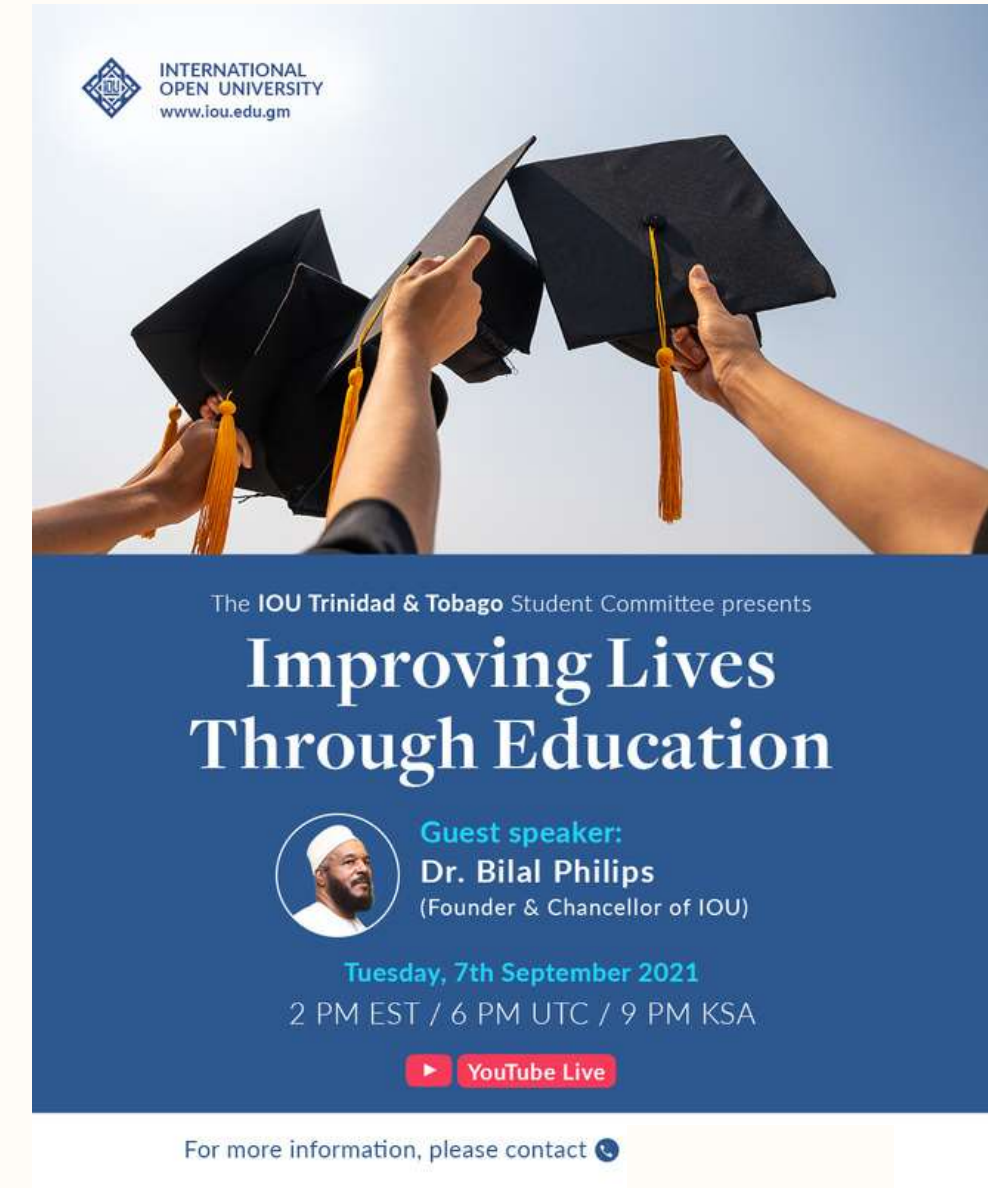


Figure 4 - Flyer being proudly displayed locally



Figure 3 - Screenshot of live interview with Dr. Bilal



# Canada SC

- **YouTube** Online Event: Seeking Knowledge  
– A Path to Reviving the Ummah
- Weekly Da'wah Booth Promotion
- Social Media Promotions
- 1-on-1 Promotions

**YOUTUBE LIVE**

The IOU Canada Student Committee Presents

## SEEKING KNOWLEDGE:

A PATH TO REVIVING THE UMMAH

Guest-Speaker : **Dr. Bilal Philips**  
(Founder & Chancellor of IOU)

**SUNDAY, SEPTEMBER 19TH, 2021**  
1:45 PM EST / 5:45 PM UTC / 8:45 PM KSA

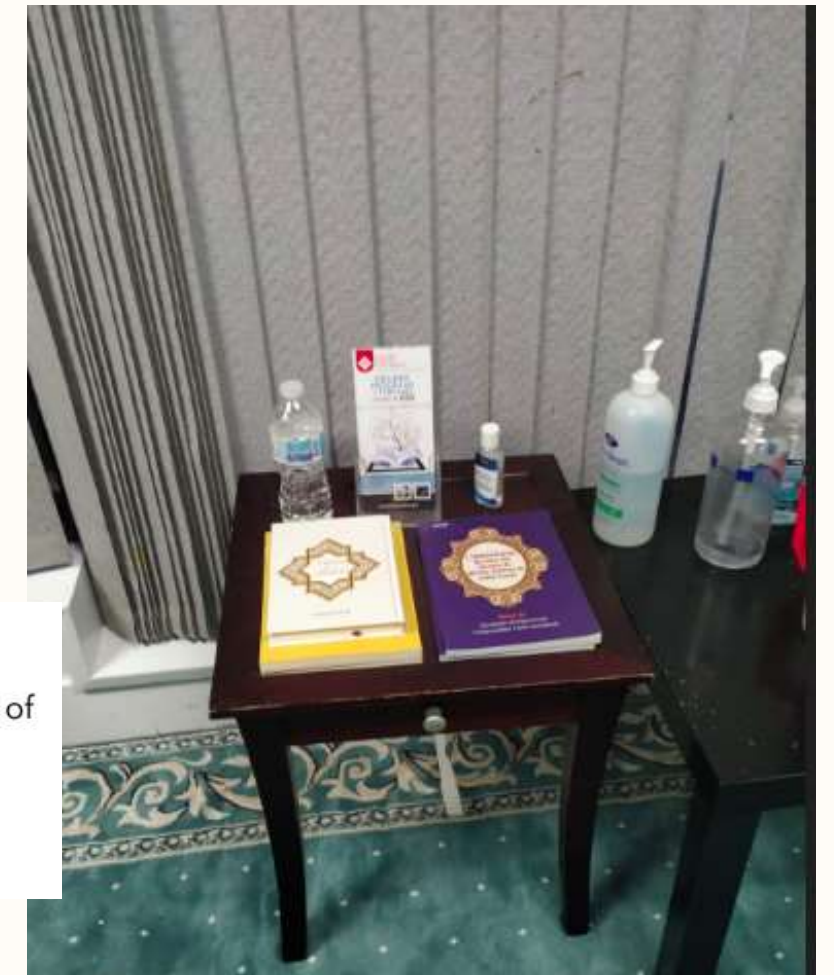
**Contact for more information**  
canada.sc@iou.edu.gm

**INTERNATIONAL OPEN UNIVERSITY**



### Weekly Da'wah Booth

- Vancouver, British Columbia
- Included IOU Promo Material at Booth



### Masjid

- Promo Material left in Masjid/Centres
- Various locations across Canada

**AAM Surrey Chapter**  
You: ...it, consider making your family members join. For any questions, please message me privat...

**Dawah - Burnaby**  
You: ...message me privately. IOU website: <https://iou.edu.gm/>

**Students of Knowledge**  
You: ...message me privately. IOU website: <https://iou.edu.gm/>

**Ask A Muslim Canada**  
You: ...message me privately. IOU website: <https://iou.edu.gm/>

**Dawah- Greater Van BGF**  
You: ...message me privately. IOU website: <https://iou.edu.gm/>

**Metrotown Muslims So...**

September 6, 2021

**Islamic Studies**  
• Bachelor's Degree • Higher Diploma • Masters Degree • PhD

Joining Islamic Online University is a great opportunity to learn our deen from the comfort of our homes. It is a fully online learning platform offering classes in Aqeeda, Hadeeth, Tafseer and others.

If you can't attend it, consider making your family members

### Social Media Promotions

- IOU Posters and other Promo material shared on IOU Canada FB page, etc.
- Committee Members shared material to WhatsApp and other Groups

**IOU offers online Arabic programs to help you achieve these goals. Enroll today to get a 10% discount offer which ends on the 31st August! Click on your preferred program below to start your journey today:**

**Dr. Bilal Philips**  
about his new book 'The Islamic Revolution' and how it will change the world.

**Dr. Muhammad Salama**  
Head of Islamic Studies Department

**LEVEL UP YOUR ISLAM**

**A REMINDER FROM DR. BILAL PHILIPS**

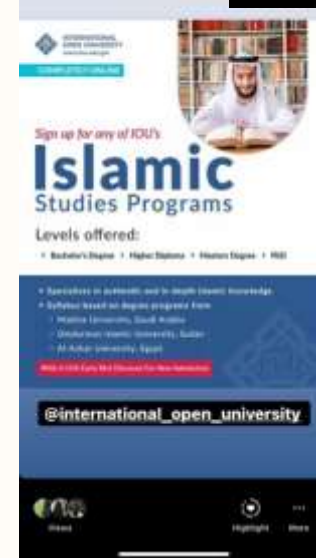
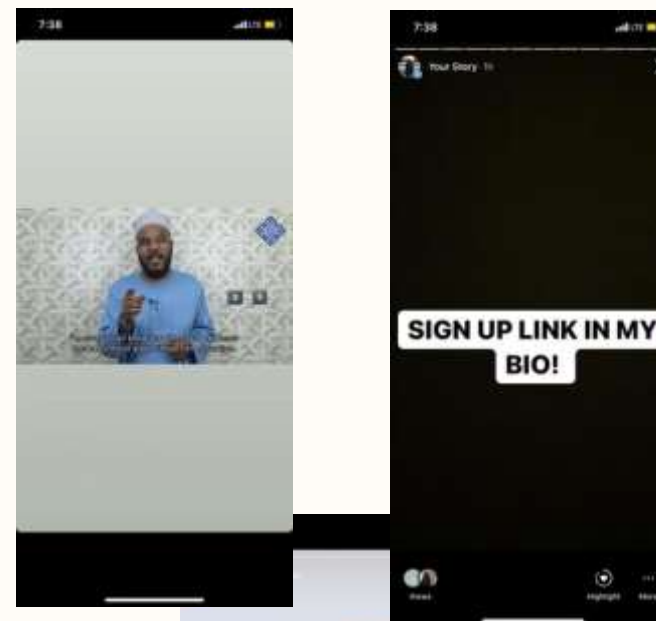
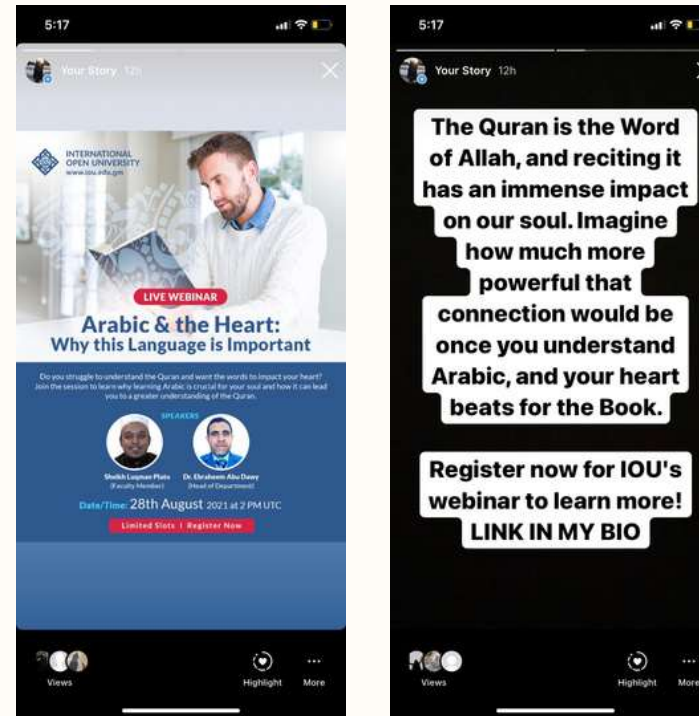
"We rise, We fall, We make mistakes, We learn, We are human, We are not perfect. But, we have to strive to better ourselves, we have to strive to replace our sins with good deeds. We have to strive to take every step in



# The United States

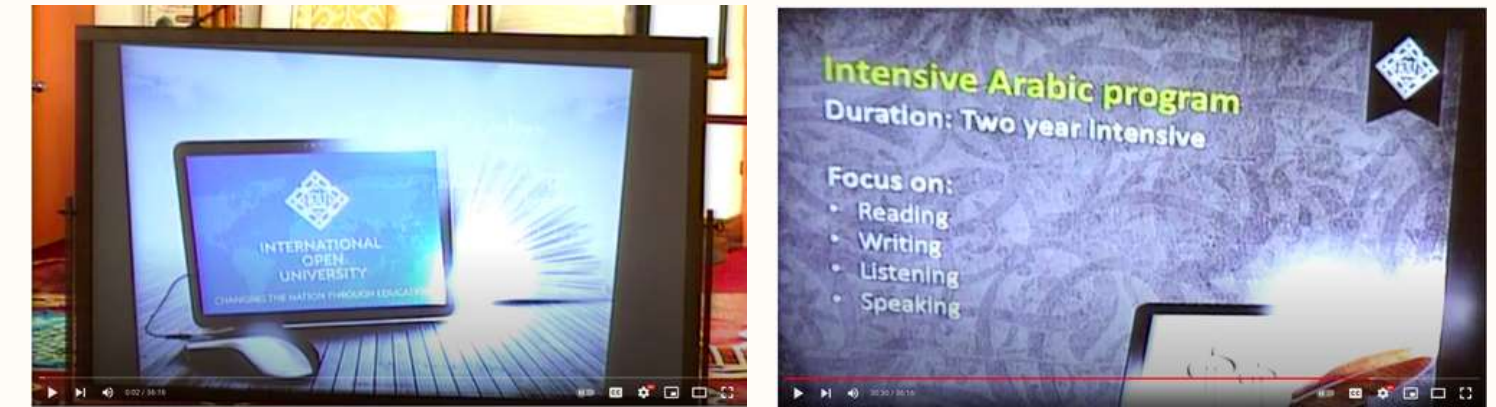
## Minnesota (Owatonna & Eagan)

- Sharing Flyers on ground
- 1-on-1 counseling with friends and families
- IOU presentations with local Muslim communities
- Online IOU presentations with Q&A
- Social media campaigns
- Reached out to high school graduates
- Conference call with mothers
- Sharing of one's experience



## New Jersey (East Orange)

- 2 IOU Presentations at 2 masjids



## Virginia (Alexandria)

- Visited Muslim businesses to advertise IOU brochures
- Social media campaigns (whatsApp / messenger)
- Helped 2 sisters to enroll

## Michigan (Ypsilanti)

- 1-on-1 counseling with community sisters, friends, and family
- contacted the local Islamic school authority to organize an online event for teachers and parents