

SOCIAL MEDIA ACCOUNT APPLICATION

Requesting Department _____

Requestor Name _____

Requestor Email _____

Requestor Phone _____

What goals are you trying to achieve by having a social media presence? (How many followers, how much engagement, types of engagement, etc.?)

What is your general plan for the social media account? (How often will you post on the requested social media accounts – daily, monthly? Do you have a schedule in mind?)

How will you advertise your social media presence? (Do you plan to have posters, etc., posted around campus? Will you advertise through other social accounts?)

Who is your target audience?

Who will be the administrator of this account?

Who will be allowed to post to this account on behalf of the requesting group? (How many people will have access?)

How will you judge the success of this account? (What metrics will you use to determine the success and continued presence of this account on social media?)

How will this account support the NHTI website, other departmental communications, and other outreach efforts?

I have read the NHTI Social Media Policy and agree, on behalf of the applying department/group, to follow the policy as outlined to best represent NHTI – Concord's Community College. I am responsible for this account and all activity that takes place on it. I agree to share a working admin user name and password to all social media accounts under my purview as administrator to Marketing and Communications Department and my department chair. If the proposed account does not follow the guides as shown in the NHTI Social Media Policy or as stated above, I agree to remove the account from the social media platform.

Printed Name

Signature

Date