|  |  |
| --- | --- |
| **Proposal for setting up new social media account**  **Please complete separate form for each proposed platform account e.g. Facebook, Twitter, Instagram** | |
| **What platform are you considering and why?**  **Twitter Facebook  Instagram  Other** |  |
| **What is the objective of the account?** |  |
| **What is the intended audience for the account?** |  |
| **What is the content plan for the account?**  **Please outline the type of content and the frequency of posts planned for this account.** |  |
| **What is the time resource to be given to the management of this account on a weekly basis?** |  |
| **Proposed name**  **Example**  **Handle: example for twitter @tcddublin**  **Profile name:  Trinity College Dublin**  **Profile description:  Official source of news from Trinity College Dublin. We are Ireland's highest-ranked university with a 428-year history of teaching and research.** | @  Profile name  Profile description |
| **Who will be the administrators of the account?**  **Each account requires two administrators with access to ensure is it managed at all time during periods of annual or sick leave etc.**  **Have both administrators experience with the platform proposed for this account?** | Administrator A  Administrator B |
| **Has agreement been sought from Head of Department to the setting up of this new account?**  **Head of Department with signature for approval.** |  |
| **List other social media accounts representing your department / area?** |  |
| **Person proposing account set-up** |  |