

Social Media Information Form  
**To be filled out before starting a social media campaign**

**Type of Social Media:**

(Social media includes tools such as: blogs, wikis, microblogging sites, such as Twitter™; social networking sites, such as Facebook™ and LinkedIn™; video sharing sites, such as YouTube™; and bookmarking sites such as Del.icio.us™.)

**Editor and Contact Information:**

(Enter name of employee responsible for posting content, responding to incoming inquiries/questions from external audiences, and monitoring content/comments)

**Back-up Editors and Contact Information:**

(Name of two back-up Editors)

**Expertise:**

(Qualifications of Editors)

**Division of Editor:**

(List which Division(s) the Editor works)

**Title of Social Media:**

(What will the site be called)

**Purpose of the Site:**

(Brief summary of issue or purpose that will be addressed using social media)

**Target Audience:**

(Describe the target audience that will be using the social media)

**Research:**

(according to internet and social media research, if available, describe why the chosen social media application is appropriate for use by the target audience.)

Program Plan:

(Describe how this approach aligns with the overall program plan)

Content:

(Describe the proposed content e.g. with regard to Facebook™ , describe the profile content, info content, photos)

Outcome and Evaluation:

(Describe the expected outcome of using this technology and how it will be evaluated)

Security Setting:

(Describe the security settings that will be used or set)

\_\_\_\_\_  
Division Director/Manager                      Approved:      Y            N                        \_\_\_\_\_  
Date

\_\_\_\_\_  
CNCHD Director                                      Approved:      Y            N                        \_\_\_\_\_  
Date