Social Media Plan

Unit/Department/Division Name

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## Purpose and Goals

Use this section to define the purpose of the social media profile(s) and the goal.

## Platforms Used

Use this section to list the different social media platforms you are requesting to use. Provide a brief description of each platform and a link to each.

## Key Messages

Create a table and provide an overview of 3-6 key messages your new communication platforms will deliver.

## Target Audiences

List all of your target audiences and why you want to use the platform to communicate to them.

## Example Schedule

Submit a proposal of how frequently you plan to post.

## Anticipated Time and Resourcing

Provide a summary about how much of a staff members time will be required to create and post content, and maintain the profile.

## Roles and Responsibilities

Define all roles as relates to the social media accounts and what each related responsibility will be.

## Account Security

Who requires access to the accounts and what is the plan for account security?

## Required Forms and Approvals

Use this section to link to any forms you are required to fill out and submit as well as all approvals.