



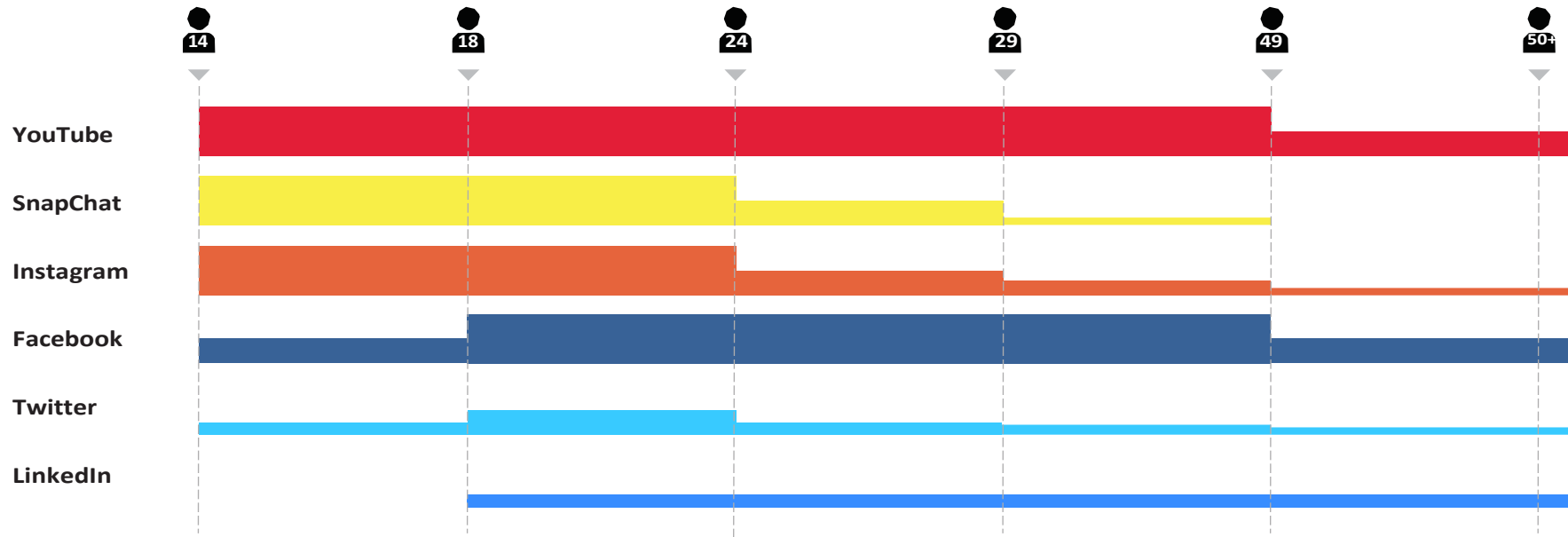
## **HSC Social Media Platform & Manager Guides**

<b>Table of Contents</b>	<b>3</b>	<b>HSC SOCIAL MEDIA PLATFORM GUIDES</b>
	<b>4</b>	<b>Social Media Usage by Age Group Content Overview</b>
	<b>5</b>	<b>Audience Segmentation &amp; Targeting</b>
	<b>6</b>	<b>Facebook</b>
	<b>7</b>	<b>Instagram</b>
	<b>8</b>	<b>Snapchat</b>
	<b>9</b>	<b>YouTube</b>
	<b>10</b>	<b>LinkedIn</b>
	<b>11</b>	<b>Twitter</b>
	<b>12</b>	<b>Hashtag Best Practices</b>
	<b>13</b>	<b>An Introduction to KPIs</b>
	<b>14</b>	<b>HSC SOCIAL MEDIA MANAGER GUIDE</b>
	<b>15</b>	<b>Social Media Manager Daily Tasks Content Scheduling Best Practices</b>
	<b>16</b>	<b>Response Decision Tree</b>
	<b>17</b>	<b>Response Guide</b>
	<b>18</b>	<b>SOCIAL MEDIA PLANNING WORKSHEET</b>
	<b>19</b>	<b>OPENING &amp; CLOSING SOCIAL MEDIA ACCOUNTS</b>
	<b>20</b>	<b>Should You Create a New Social Media Account? HSC Social Media Steering Committee Closing an Account</b>
	<b>21</b>	<b>NEW SOCIAL MEDIA ACCOUNT REQUEST</b>



## **HSC Social Media Platform Guides**

## Social Media Usage by Age Group



## Content Overview

### Images

The majority of social media platforms accept static imagery. However, if you have text on an image in Facebook and Instagram it can cover no more than 20% of the image.

### Text

With audience attention span getting shorter, it's best to limit the amount of text in a post and look to insert Emojis to communicate personality and grab people's attention. In January 2017, **Quintly**<sup>1</sup> found that Instagram posts with emojis had a 15% higher interaction rate than posts without emojis.

[1] <https://www.quintly.com/blog/instagram-emoji-study>

[2] <https://tubularinsights.com/facebook-users-video-more-engaging-images/>

[3] <https://www.w3.org/WAI/standards-guidelines/>

### Video

In a **Facebook study**<sup>2</sup>, users found video 5x more engaging than Images. It is recommended videos be no longer than 15 seconds. When possible, you should communicate the main message of your video in the first 3-5 seconds.

Incorporating text into your video can significantly help communicate your message (and get around the 20% rule for images on Facebook and Instagram - See **Images**).

By default, most Social Media channels with newsfeeds have the sound turned off, so the importance of incorporating text (and/or subtitles) in video cannot be overstated. Correctly-sized subtitles can also make your content ADA Compliant.

### Carousel (Facebook/Instagram)

The carousel format lets you show 2 or more images and/or videos, headlines and links or calls-to-action in a single ad. Especially effective on mobile, video carousels get high engagement rates.

### Stories

An immersive creative format that enables people to view and share everyday moments through photos and videos that disappear (unless saved) within 24 hours. First seen on SnapChat but now available on both Instagram (where it is extremely popular) and Facebook.

## Audience Segmentation & Targeting

There are 5 categories for targeting. Depending on the platform, targeting can be configured in a myriad of ways to meet your marketing objective(s). For example:

### Marketing Objective:

**“Raise awareness around the College of Population Health and it’s undergraduate program for prospective female students”**

#### 1. Interests & Behaviors



Reach an audience based on things they like and do, both on, and off, social media.

Likes Neil deGrasse Tyson, NASA, shows interest in science, reads Scientific American

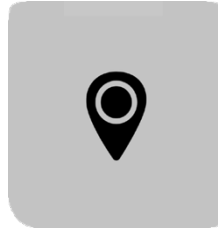
#### 2. Demographics



Reach an audience by age, gender, education, household income, parental status.

16-18 years old, female, high school

#### 3. Location



Target by ZIP code, County, State, Region, Country and location category (like “universities”).

87107, Bernalillo County, New Mexico, Western US, United States

#### 4. Custom Audiences



Retarget audiences who have already seen or engaged with your content.

Saw previous Ad from UNM

#### 5. Look-alikes



Expand your reach and find audiences similar to your existing ones.

Similar to audience “Male high school segment”



### Target Audience:

**16-18 years old female high school students, who like science, from New Mexico, who have been exposed to UNM content**



## COMMUNITY / CONVERSATION / INFORMATION CONTENT TYPES: COPY / POLLING / VIDEO / IMAGES

### Great for reaching ... Adults 50+

Facebook is the #1 social media platform for reaching 50+ aged audiences (older alumni, donors, older community).

### Good for reaching ... Adults 18-49

The majority of American adults use Facebook, although it has some stiff competition in the 18 - 24 age range from Instagram and SnapChat.

### Not good for reaching ... Teens 14-18

Teens 14-18 years old use multiple social media platforms and favor YouTube, Instagram, and SnapChat over Facebook.

## Page Promotion Tactics

Page promotions are Facebook ads you create directly from your Facebook Business Page using content you have posted to your Page:

### Boost a Post

Get more people to see and engage with your Page posts.

### Boost an Event

Drive awareness to increase registration to your event.

### Promote Your Page

Drive the Page action most important to you (likes, shares).

### Promote Your School/Dept./Clinic Locally

Encourage people nearby to visit your location.

### Know Your Audience Better

Find people interested in UNM and ask them to share their contact info.

## Communications Objectives

To fully unlock the power of targeting on Facebook, consider allocating a portion of your budget to Facebook Ads Manager. With this platform, you can generate:

### Awareness + Reach (Promote School/Dept./Clinic or Event)

Awareness and reach objectives maximize the number of people within a specifically-targeted geographic location who see your ads. You can also track how often they see them.

### Leads (Prospective Students, Candidates)

Lead ads allow you to collect information from potential students and/or employees/recruits. The information you can collect includes, but isn't limited to, names, email addresses, phone numbers, and more. In addition, you can ask people custom questions.

### Brand Consideration (Drive traffic to Website/Event Page)

Get people to start thinking about your dept./school/clinic and look for more information about it by leaving social media and visiting your website or event landing page.

## Resources

For more in-depth guidance and detail on advertising with Facebook:

<https://www.facebook.com/business/help>



LIFESTYLE / COMMUNITY / CONVERSATION  
CONTENT TYPES: VIDEO/IMAGES

### Great for reaching ... Teens 14-18

Instagram is extremely popular among teens, only YouTube scores higher for audience reach with this group.

### Good for reaching ... Adults 18-29

It has stiff competition from Facebook and SnapChat in the 18-24 age range, with usage dipping for 24-29 year old's.

### Not good for reaching ... Adults 50+

Where Facebook stays steady for the older demographics, Instagram use tails off quickly.

## In App Promotions

The easiest way to run ads in Instagram is by promoting posts you've shared. You can also track how many people are seeing and interacting with your promoted post by tapping the **View Insights** button in the Instagram App.

## Communications Objectives

Instagram also uses Facebook Ads Manager. With this platform, you can generate:

### Awareness + Reach (Promote School/Dept./Clinic or Event)

Awareness and reach objectives maximize the number of people within a specifically-targeted geographic location who see your ads. You can also track how often they see them.

### Brand Consideration (Drive to Website/Event Landing Page)

Get people to start thinking about your dept./school/clinic and look for more information about it by leaving social media and visiting your website or event landing page.

## Instagram Stories

An immersive creative format that enables people to view and share everyday moments through photos and videos that disappear (unless saved) within 24 hours.

Stories are set to surpass feeds as the primary way people share things with their friends within 2019<sup>1</sup>. Although available on SnapChat and Facebook, they are vastly more popular on Instagram - in 2018, 300 million users were active on **Instagram Stories** versus 191M on SnapChat and 150M on Facebook.

Stories are a 'frictionless' way to load-in website content. When users 'swipe up' on an Instagram Story Ad to learn more, website content is loaded into the App without taking the user out to a web browser (a very disruptive experience on a mobile device).

[1] <https://blog.hootsuite.com/social-media-trends/#storifying>

## Resources

For more in-depth guidance and detail on advertising with Instagram:  
<https://business.instagram.com/advertising/>



SNAPCHAT

LIFESTYLE / COMMUNITY / CONVERSATION  
CONTENT TYPES: VIDEO/IMAGES

### Great for reaching ... Teens 14-18

Snapchat is extremely popular among Teens.

### Good for reaching ... Adults 18-29

It has stiff competition from Facebook and Instagram in the 18-24 age range, with usage dipping for 24-29-year old's.

### Not good for reaching ... Adults 29-50+

The numbers are conclusive, Snapchat is definitely the youngest of the social media platforms.

## Communications Objectives

Snapchat uses its own Ads Manager. With this platform, you can generate:

### Awareness + Reach (Promote School/Dept./Clinic or Event)

Awareness and reach objectives maximize the number of people within a specifically targeted geographic location who see your ads. You can also track how often they see them.

### Brand Consideration (Drive to Website/Event Landing Page)

Get people to start thinking about your dept./school/clinic and look for more information about it by leaving social media and visiting your website or event landing page.

## Snapchat Stories

An immersive creative format that enables people to view and share everyday moments through photos and videos that disappear (unless saved) within 24 hours.

Whereas other platforms have adopted Story functionality and added it to their already-established experience, Snapchat is a platform built solely around the Story format.

Stories are a 'frictionless' way to load in website content. When users 'swipe up' on a Snapchat Story Ad to learn more, website content is loaded into Snapchat without taking them out to a web browser (a very disruptive experience on a mobile device).

## Snapchat Geofilters

Filters are custom graphics, available for a set time, in a set geographic area, that audiences using Snapchat can overlay over their pictures.

By drawing a Geofence boundary, you can get hyper-local with the location you are targeting. For example, a custom graphic filter could be themed around a fundraising event at the Isotope Stadium on the UNM campus.

### Resources

For more in-depth guidance and detail on advertising with Snapchat:

<https://forbusiness.snapchat.com/advertising#objectives>





## VIDEO / COMMUNITY CONTENT TYPES: VIDEO

### Great for reaching ... Teens 14-18 & Adults 18-50+

YouTube is the #1 Social Media Site across all demographics. However, as a video streaming service, it offers limited ad options.

### Communications Objectives

YouTube has a number of different video ad types to choose from. The majority of these are shown on the front end of videos, or embedded within a video (akin to a single ad TV commercial break):

#### **Awareness + Reach (Promote School/Dept./Clinic or Event)**

The total number of people who were shown an ad. This helps you understand how many times people were shown your ad across different devices, formats, and networks.

#### **Conversions (Drive to Website/Event Landing Page)**

Counted when someone views your content and then takes an action on your website that you've defined as valuable to your school/dept./clinic, such as schedule a campus tour.

#### **Views**

Counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

### YouTube, Powered by Google

Although YouTube falls under the Social Media umbrella, it is important to remember its primary function - a video search engine.

When searching on Google, YouTube video results are prioritized. Say, for example, you have created a tour of the UNM campus and posted it to YouTube. A prospective student typing "UNM campus" as a Google search, should see your video, prioritized as the first result.

That means you need to carefully consider the **Keywords, Tags, Title, and Description** you are going to use.

Consider putting budget toward using the Google Keyword Planner:  
[https://ads.google.com/intl/en\\_us/home/tools/keyword-planner/](https://ads.google.com/intl/en_us/home/tools/keyword-planner/)

For a comprehensive guide on YouTube SEO and analytics, refer to this guide:  
<https://searchengineland.com/youtube-seo-101-289416>

#### **Resources**

For more in-depth guidance and detail on advertising with YouTube:  
<https://www.youtube.com/ads/runnng-a-video-ad/>



LINKEDIN

### Good for reaching ... Adults 18-50+

LinkedIn is THE platform for reaching post-grads, donors, alumni, and doctors from both clinical and academic backgrounds.

## Communications Objectives

Along with the standard formats of image and video, LinkedIn has several unique ad formats:

### Sponsored Content (Job Listing/Program Details/Event Page)

An ad unit made of a headline, main image, and a line of copy. It drives users from LinkedIn to a website/landing page.

### Sponsored InMail (Send Personalized Messages to Prospects)

Uses LinkedIn Messenger to send messages when prospective candidates are active on the LinkedIn app or website. Use it to boost registrations with personalized invites to events or promote content downloads of infographics, whitepapers, and eBooks.

### Text Ads (Job Listing/Program Details/Event Page)

An ad unit with a thumbnail image and space for a small block of copy. Good for promoting on a limited budget.

## Resources

For more in-depth guidance and detail on advertising with LinkedIn:

<https://business.linkedin.com/marketing-solutions>

HIRING / COMMUNITY / CONVERSATION  
CONTENT TYPES: COPY/VIDEO/IMAGES

### Not good for reaching ... Teens 14-18

## The Power of Groups

LinkedIn Groups allow for more engaging and relevant communication with close knit communities of peers and affiliates.

LinkedIn Groups have powerful community management features that are not available on other social media platforms. For example, LinkedIn sends a daily or weekly digest of all activities in the group to your members to keep them updated and engaged.

### Consider Creating LinkedIn Groups for:

Grad students, donors, alumni, doctors (clinical and academic)

### Follow These Three Steps to Ensure Success with LinkedIn Groups:

Optimize and edit your group information to include keywords that

Encourage group members to invite people.

Encourage group members to invite people. Advertise your group with LinkedIn Ads.

### SlideShare

With over 18 million uploads in 40 content categories, SlideShare is one of the top 100 most-visited websites in the world. SlideShare allows users to scroll through a feed of presentations, and whitepapers uploaded by professionals with whom they can choose to connect with or follow.



TWITTER

COMMUNITY / CONVERSATION / INFORMATION  
CONTENT TYPES: COPY / POLLING / VIDEO / IMAGES

### Good for reaching ... Adults 18-49

Twitter's reach has dramatically dropped over the last year as the company seeks to rid its platform of spam, bots, and hateful content. It still has a solid base of users in the 18-49 age range.

### Not good for reaching ... Teens 14-18 & Adults 50+

Although teens do use Twitter, the numbers are low, ranking 5th out of the 6 social platforms reviewed. This also holds true for adults 50+.

## Communications Objectives

Twitter uses its own Twitter Ads platform. With this platform, you can generate:

### Awareness (Promote Event/Press Release)

Promote your Tweets and maximize your reach.

### Tweet Engagements (Promote Event/Press Release)

Promote your Tweets and get more Retweets, likes, and replies.

### Followers (Prospective Students/Employees/Local Business)

Promote your account and grow your Twitter following.

### Website Clicks (Drive to Website/Event Page)

Promote your website and get more traffic.

## Twitter Engagement Tactics

Twitter is ideally suited for the HSC and its focus on community outreach. For example, have a doctor host a Twitter takeover for a set period of time responding to people's questions around a set topic.

Below are some Twitter best practices:

### Short Copy

Tweets are automatically limited to 280 characters. However, Tweets shorter than 100 characters get a 17% higher engagement rate.

### Use Hashtags Wisely

Utilize hashtags only when attempting to enter existing, relevant conversations or trying to create a new, branded conversation.

### Time It Right

Page Insights help you learn what times people engage most with your content so you can optimize to post during those hours. Optimal posting time for Twitter is 3PM MT.

## Resources

For more in-depth guidance and detail on advertising with Twitter:

<https://business.twitter.com/en/solutions/twitter-ads.html>

## Hashtag Best Practices

### Check to see if the hashtag is already in use

Search to see if there's existing content using the hashtag. If so, make sure you understand exactly how it's being used across platforms, but especially Twitter and Instagram.

### Keep it focused

Only use hashtags that are likely to keep the tone you want in any conversation you're seeking to start or join. Consider that hashtags can be co-opted by users to turn a conversation negative if the hashtag is too broad or could be interpreted in other ways.

### Use capitalization

If using multiple words together, review it very, very carefully for misinterpretations and misuse - use capitalization to help reduce confusion. Have several colleagues read it too. When using an acronym, always check for unintended/alternate meanings and interpretations.

### Read the news closely

When considering joining a trending conversation hashtag, tread very carefully. Make sure that it is not something that may come to mean tragedy or misery for your intended audience or others.

### Avoid trademarks

While they will reliably trend as part of cultural conversations, certain hashtags should be avoided. Examples: #NBAPlayoffs, #Grammys, #SuperBowl. Recently, companies have filed trademarks on hashtags (e.g. Pepsi, Capital One). This makes it even more important to ensure that a hashtag is not trademarked before joining a conversation or launching a program.

### Don't reinvent the wheel

Use approved branded hashtags, that already have established equity, before creating a new one.

## An Introduction to Key Performance Indicators

### Choosing the Right Metrics (KPIs) for Your Social Media

KPIs measure how well social media posts, content, and campaigns are performing. And although there is a multitude of data points to track, the most important ones are:

- Whether people hear and are aware about the HSC
- How often people engage with HSC in social
- The rate at which engagement turns into conversions (See “KPIs for Conversions” below)
- The impact on the perception of the HSC (favorability, sentiment, brand)

It is important to get familiar with the KPIs for Reach, Engagement, and Conversions. You will want to understand how your social media is performing in reaching your goals and whether or not adjustments need to be made.

### KPIs for Reach

**Impressions** – the number of times your message was served to the intended audience

**Profile Views (LinkedIn)** – the number of people who have visited your LinkedIn page for more information

**Website Traffic** – the amount of website traffic generated from social media

**Search Volume** – the number of searches related to your department or college and messages or content pushed through social

### KPIs for Engagement

**Clicks** – the number of times your content was clicked

**Likes** – the number of Likes your content has received

**Shares** – the number of times your content has been shared

**Comments** – the total number of comments your content has received

**Mentions** – the total number of times your department or college has been @ mentioned

**Video Plays** – the number of times your video content has been viewed

### KPIs for Conversions

Conversion-based KPIs are used when there is a specific action your content is seeking to elicit from the target audience. Conversion KPIs are not used for measuring Awareness-based campaigns (e.g. – announcing an award or new service)

**Registrations (Events)** – total number of registrations for your event

**Campus Tours Scheduled** – total number of tours scheduled

**Admission Site Application Submissions** – total number of applications submitted

**Admission Site Requests for Information** – total number of forms submitted

**Application for Employment** – total number of qualified applicants



## **HSC Social Media Manager Guide**

## Social Media Manager Daily Tasks

### Review

Review check-ins, comments, reviews, event attendance and direct messages.

### Respond to the Community

Monitor your social media first, then move onto “off-property” mentions in other social channels. Note response opportunities. It is important for the community to see that your channel is actively being managed. Refer to the next page for the **Response Decision Tree** when evaluating community responses.

### New Content Opportunities

Look for opportunities and content that could generate interest in your dept. or college. This includes mining relevant off-property conversations on Twitter, and identifying sharable content published to the HSC website by colleagues from another dept. or college.

### Channel Curation (Facebook)

Pin most important and relevant content to top of page.

### Periodic Channel Curation (Facebook)

Consider swapping Facebook header images out for more seasonally relevant images or in support of an HSC initiative.

## Best Practices

### Credentials

DO NOT use your personal social media log in credentials for management of official HSC accounts.

### Mobile-first

When posting images and video, consider size and legibility of assets on mobile devices.

### Tailored Content

Avoid posting the same content on multiple social media platforms. As much as possible, plan content specific to, and best-suited for, each social media platform.

## Content Scheduling

### Monthly Content Calendar

At least a week before the start of a new month, fill out a content calendar for your social media channel(s) by identifying key dates and events to schedule/create content around. A good place to start is by evaluating upcoming pop-culture events (if it's September for example, think about posts around back to school).

### Weekly

Each week, re-evaluate your monthly content calendar. You may need to shift content around to accommodate last minute requests.

### Posting Frequency

Optimum posting frequencies range from 3-5 pieces of content a week (per channel).

### When to Share

Carefully consider when to share content from another HSC social media account to avoid repetitive content being shown to followers.

### Video Subtitles

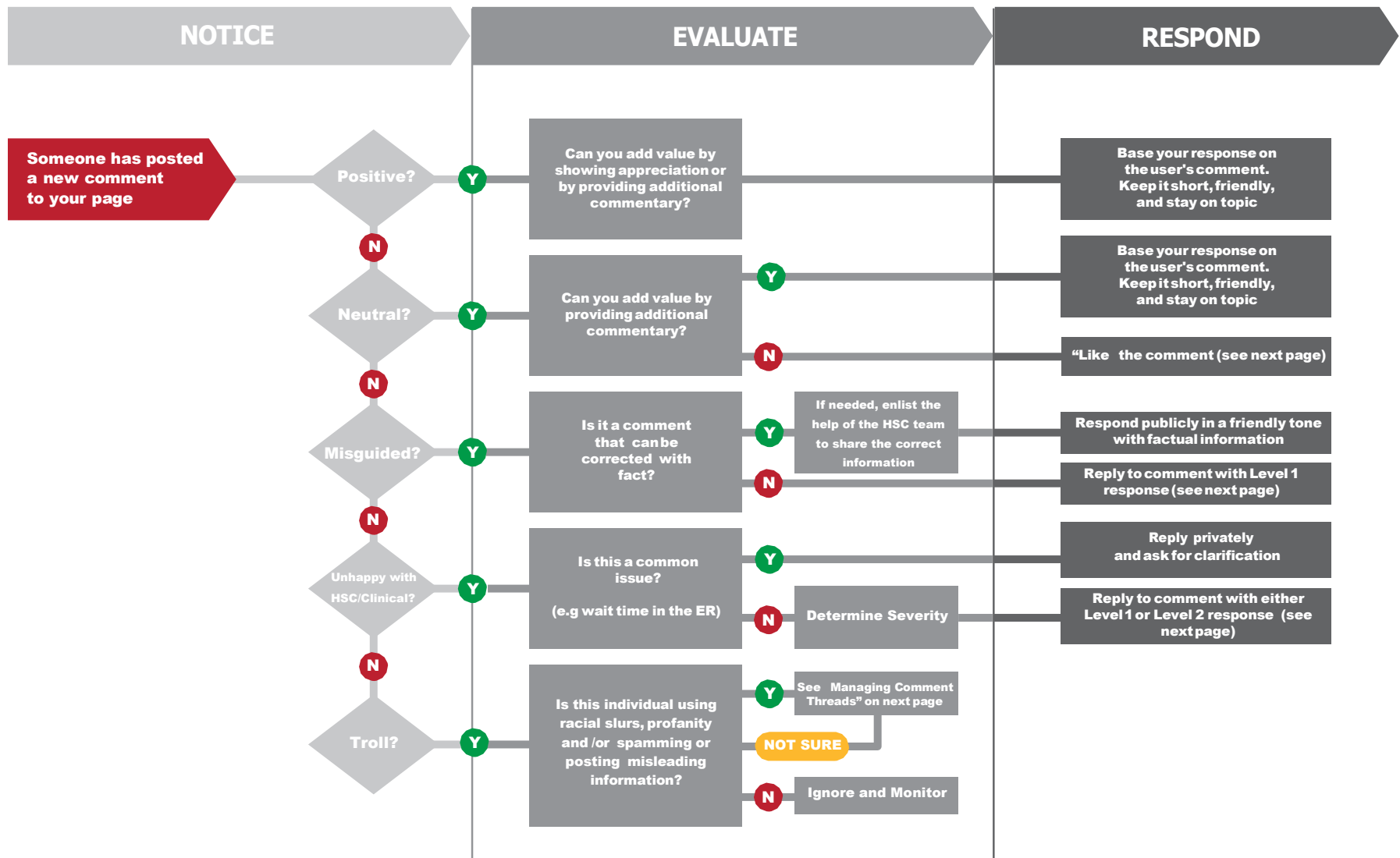
Add subtitles to your video content. Facebook reports that up to 80% of videos on Facebook are viewed without sound.

### The 20% Rule

Avoid posting images that contain a lot of text. Consider different approaches for getting your message across - for example, create an Event in Facebook rather than posting a flier image.

## Response Decision Tree

The following accounts for the majority of response types you will encounter. It is important to recognize when a situation is unique, and additional thinking and consultation with members of your team is in order.





## Negative Comment Responses

### Level 1 [Minor]

In general, followers leaving negative comments in a check-in, review, or on a conversation thread are wanting to be heard:

Example public posting: "I was waiting for 4 hours in the ER! Unacceptable!"

Example public response to posting: "[name] we are sorry to hear about your experience at the [clinic]. We will reach out to you directly - [initial]"

Direct message response to posting: "[name] we are always looking to improve the patient experience at the [clinic]. Please call [xxx-xxx-xxxx] to let us know how we could do better in the future. - [initial]"

### Level 2 [Major]

Major negative comments are those directed at HSC staff around perceived discrimination, abuse and/or mistreatment:

Example public posting: "I was discriminated against because I'm [ ]!"

Example public response to posting: "[name] we are sorry to hear about your experience at the [clinic]. UNMH has a zero-tolerance policy for discrimination. We will reach out to you directly - [initial]"

Direct message response to posting: "[name] we are always looking to improve the patient experience at the [clinic]. Is there a good number we can reach you at? - [initial]"

### Level 3 [Severe]

Official responses to Level 3 scenarios are to come from the Chief Public Information Officer. Examples of Level 3 scenarios include:

- Patient information data breach/hack
- Viral outbreak
- Natural disaster
- An active shooter or mass shooting
- Anything needing to be communicated out of an active Emergency Operation Center (EOC)

DO NOT share information found online, or not approved by the HSC. Doing so may lead to false or confusing information reaching the community and spreading online.

### Hide a Comment When:

- A follower posts profanity, and it is their first offense.
- Posts misleading information and/or links to an external article.

### Block a Follower Who:

- Has posted more than one profane comment.
- Continually posts misleading information and/or links to external articles.
- Has posted a racial slur.
- Has verbally attacked another follower.

### Turn off Comments When:

- Commenting veers off topic and becomes a "shouting" match between two or more followers where profanity and insults are used. (You should also consider hiding comments/blocking followers depending on severity. See above.)

### Not Sure?

Example: User has posted an image of someone making a specific hand gesture. The meaning of the symbol is in dispute; racist/not racist. (Work with colleagues and consider ignoring/hiding/blocking depending on severity. See above.)

## Responding to Neutral Comments

Not all comments require a response. However, if the comment is helpful a "Like" communicates gratitude from the HSC.

For example, a user comments "Road work on Lomas Blvd. Traffic backed up. Look for other ways to get to UNMH."



# Social Media Planning Worksheet

Project Name:

School / Dept:

Audience(s):

Priority 1:

Priority 2:

Priority 3:

- Awareness
- Conversion
- Lead Generation
- Event Registration
- Video Views
- Engagement
- Request Information / Provide Contact Details
- Application Submission
- Request Information from Admissions
- Call/Email an Admissions Counselor
- Schedule a Campus Visit

Platform(s):

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn

Starting Budget:

Ending/Remaining Budget:

KPIs:

Result(s):

Key Learnings:



## **Opening & Closing Social Media Accounts**

## Should you Create a New Social Media Account?

The HSC, and its departments and colleges, currently manage several dozen social media accounts across these five platforms: Facebook, Instagram, YouTube, Twitter, and LinkedIn.

It is HSC policy that no member of the faculty or staff is permitted to create a new social media account on behalf of, or associated with, the HSC without approval from the Social Media Steering Committee.

To request approval for a new social media account, fill out the questions on the **New Social Media Account Request** form on the next page.

Attach and email the completed form to [HSC-Social@salud.unm.edu](mailto:HSC-Social@salud.unm.edu) with the subject line: "Request for new HSC social media account".

Please note, submitting a request does not guarantee an approval.

## HSC Social Media Steering Committee

Periodically, the HSC Social Media Steering Committee will evaluate social media accounts to determine the account's viability. From time to time, the evaluation will result in a recommendation to close the account.

Accounts are evaluated with the following criteria:

- Review of the performance analytics over the last 90 days
- When was content last posted?
- Is there engagement (likes/favorites/page visits)?
- Are people still commenting and conducting back-and-forth conversations?
- Is the audience for whom the account was intended still visiting and engaging?
- Is community activity (likes/shares/comments) the same few people?
- Has there been genuine growth of the audience?
- How much of a Full Time Employee's (FTE) time is dedicated to management?
- Does the amount of time spent managing the page outweigh the account activity?

## Closing an Account

If the statistics show a marked decline and the effort outweighs the benefit, the account will be shut down.

The HSC Social Media Steering Committee will work with you to write a "Closing" message which will include:

- The last date of activity (30 to 60 days in the future)
- Information about, and links to, other HSC social accounts on the same platform they can visit for information and to stay connected



# New Social Media Account Request

Your Name:

School / Dept:

Email:

What platform?

Facebook  Instagram  Twitter  YouTube  LinkedIn  Snapchat

What are we trying to accomplish with this new social media account?

Who are we trying to reach, and why can they not be reached using one of the existing HSC social media channels?

How will content be collected and/or developed? From where and by whom?

Who will be managing this new account?

New Employee  Existing Employee

Dean/Designee Signature

Supervisor Signature

Manager Signature

Contact Number

How much time will be allocated to its upkeep and management? (weekly)

3-5 hours  6-10 hours  11-20 hours  21-40 hours