



Social Media Project: \_\_\_\_\_

Sponsoring Department/Program: \_\_\_\_\_

Brief Date: \_\_\_\_\_

### **Purpose**

Why are you establishing a social media presence?

### **Objectives/Goals**

What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information? How will this differ from your primary Web site?

### **Target Audience**

Who will be reading and commenting on your social media? Whom are you trying to engage?

### **Execution & Maintenance**

- Who will establish your presence?
- Who will be the administrator?
- Who will maintain it?
- How often will it be updated? (Depending on the type of social media, updates at least daily are typical.)
- How will you make connection to other Rochester social media outposts and official Web sites?
- How will you promote it?