



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?