



FOR TWU USE ONLY
PROJECT
SUBMITTED BY
MEDIA ADMINISTRATOR

PURPOSE Why do you want to create an account?

OBJECTIVE/GOALS What problem are you solving?

TARGET AUDIENCE Who will be reading and commenting on your site? Who are you trying to engage?

EXECUTION & MAINTENANCE What department or group will own the social media site?

Who will be responsible for maintaining and updating the site?

How often do you plan to update it?
(Sites should be administered at least 1-2 times a week, and generally no more than 5 updates a day.)

How will you connect followers to TWU's web site?

ADMINISTRATIVE DETAILS What is the name of your account? *ie: TWUname*

Who are the administrators on the account?

Primary contact for the account?

What is the password on the account?