

Social Media Registration Form

A form must be completed for each social media account

Return completed forms to the Social Media Manager in the Office of Communications.

Date

Department/Office

Account coordinator (s) name and contact info (phone number and email)

Identify your audience

Who is your social media presence for (students, faculty, staff, parents and family, alumni, donors, businesses, community partners, local community, public)?

Identify content

Do you want to share videos, photos, news or thoughts? Be specific about what content you will share (e.g., photos of: buildings, club activities, athletics...etc.).

Define your goals

Establish what you would like to accomplish by using a social media account.

Evaluate success

Decide how you will measure the success of your social media goal. What analytics or data will you use to help you determine outcomes (e.g., number of fans or weekly interactions)?

Choose your social media platform

Choose a platform that will help you best meet goals and showcase the content you wish to share.

Name your platform

Create a name for your account that is easily identifiable and specific to you, your department, club or organization. It is helpful to include Norwich University, Norwich or NU in the name.