

SIMMONS UNIVERSITY SOCIAL MEDIA ACCOUNT APPLICATION

PROPOSED ACCOUNT INFORMATION

Social Platform(s):

Primary Purpose of Account(s):

Proposed Display Name:

Proposed Handle:

Primary Manager:

Secondary Manager:

Audiences:

PROPOSED CONTENT PLAN

Please note: The Lead Social Media Strategist will conduct an audit of this account after 3 months. At that time the account will be reassessed and could potentially be deactivated.

Platform: [Insert Name, e.g. Facebook]

What type of content would this account publish over the next 3 months?

How many times will this account post per week?

Please provide the topics this account will post about.

Please provide 3-5 post examples.

If relevant, include photos, captions, and links.

Platform: [Insert Name, e.g. Instagram]

What type of content would this account publish over the next 3 months?

How many times will this account post per week?

Please provide the topics this account will post about.

Please provide 3-5 post examples.

If relevant, include photos, captions, and links.

Platform: [Insert Name, e.g. Twitter]

What type of content would this account publish over the next 3 months?

How many times will this account post per week?

Please provide the topics this account will post about.

Please provide 3-5 post examples.

If relevant, include photos, captions, and links.