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| **Proposal for setting up new social media account** **Please complete separate form for each proposed platform account e.g. Facebook, Twitter, Instagram** |
| **What platform are you considering and why?****TwitterFacebook Instagram Other**  |  |
| **What is the objective of the account?**  |  |
| **What is the intended audience for the account?** |  |
| **What is the content plan for the account?****Please outline the type of content and the frequency of posts planned for this account.** |  |
| **What is the time resource to be given to the management of this account on a weekly basis?**  |  |
| **Proposed name** **Example** **Handle: example for twitter @tcddublin** **Profile name:  Trinity College Dublin** **Profile description:  Official source of news from Trinity College Dublin. We are Ireland's highest-ranked university with a 428-year history of teaching and research.** | @ Profile name Profile description |
| **Who will be the administrators of the account?** **Each account requires two administrators with access to ensure is it managed at all time during periods of annual or sick leave etc.** **Have both administrators experience with the platform proposed for this account?**  | Administrator AAdministrator B |
| **Has agreement been sought from Head of Department to the setting up of this new account?** **Head of Department with signature for approval.** |  |
| **List other social media accounts representing your department / area?**  |  |
| **Person proposing account set-up**  |  |