

## New Social Media Account Worksheet

The communications and marketing office has created the following worksheet for those who will be managing a social media platform for their unit, office, club, or organization. After receiving authorization from your supervisor or advisor to use social media to represent the campus, please complete to the best of your knowledge. You will be contacted by communications and marketing to discuss your request and if approved to start a social account, you will need to provide communications and marketing with administrator access and/or account passwords.

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### Part I: Program/Office/Organization Information

Program / Office / Organization: \_\_\_\_\_

Name of Person Who Will Be Responsible for Account: \_\_\_\_\_

Name of Supervisor or Advisor to That Area: \_\_\_\_\_

Is your audience already using social media?

- Yes
- No (if selected, reconsider using social media to reach your audience)

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### Part II: Identifying your Audience

Answer the following questions thoroughly and to the best of your knowledge.

Who are you trying to reach? *(Check all that apply)*

- Current students
- Prospective students/parents
- Prospective employees
- Industry members
- Community members
- Faculty
- Staff
- Alumni
- General K-State fans
- Other: \_\_\_\_\_

What are your goals in using this platform? *(Check all that apply)*

- Raise awareness
- Drive traffic to website
- Recruit new students
- Promote event/program/service
- Build/maintain connections with audience
- Recruit new employees
- Identify/address issues
- Other: \_\_\_\_\_

What metrics will you use to measure your success? *(Check all that apply)*

- Fans/followers/subscribers
- Likes/favorites
- Comments/replies
- Shares/retweets
- Direct messages/mentions
- Submissions
- Website traffic
- Click-through rate
- Keyword/hashtag use in conversations
- Other: \_\_\_\_\_

In order, please rank the following social media platforms by what you believe to be the usage for your audience.

Rank	Platform
	Facebook
	LinkedIn
	Twitter
	Snapchat
	Instagram
	YouTube
	Other

How does the social media platform you want to use support the mission of your program, office or organization?

Who will manage/monitor your social media account?

How much time do you plan to spend on this site each day? *(Think updates, design, monitoring, commenting, answering questions, direct message responses, etc.)*

What type of content will you share? How are you currently sharing that information/content?

**Where will you get your content?**

**How often will you post new content?**

**How will you publicize your social media presence?** (e.g. newsletters, email signature, etc.)

**What type of content is inappropriate for users to post on your social media page, and how will you address inappropriate comments?**

**Does your program, office or organization already have other social media pages? If so, what are they and who has access to them?**

**Are there any other K-State Polytechnic social media pages that you could partner with? Can you see your content being relevant or sharable on other pages?**

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**INTERNAL USE**

***Part I: Checklist***

- Completed social media worksheet given to Comm & Marketing
- Member of marketing team reviewed worksheet & made recommendations
- Met with program, office or organization to review worksheet & provide recommendations
- Plan/timeline created for page establishment and graphics/content assistance (if moving forward)
- Received information for *Part II: Social Media Sites* (if moving forward)

***Part II: Social Media Sites***

Which platform(s) agreed to:

Name(s) of and link(s) to page:

List of page administrators:

Marketing Access Granted  
Date:

Passwords Shared  
Date:

Graphics/Content Created and Shared  
Date: