**COM-T Social Media Strategy Worksheet**

*This worksheet supplements the information submitted to the University of Arizona Health Sciences through their Social Media Consultation Request Form.*

**Primary Account Manager (enter name and NetID):** Click or tap here to enter text.

**Goals:** List 2–3 communication goals you will accomplish with social media. Address how your proposed social media presence ties into and supports the goals of your unit’s overall communications strategy.

Click or tap here to enter text.

**Channels:** What social media platform would you like to implement (select one)?

Twitter/X

Facebook

Instagram

Other: Click or tap here to enter text.

*COM-T does not currently support the creation of new YouTube, TikTok, or LinkedIn accounts.*

**Audience:** List the primary and secondary audiences you plan to target with your proposed social media accounts, and explain how this channel will effectively reach them. Provide examples of institutions effectively reaching this audience through that channel.

Click or tap here to enter text.

**Content:** List some important topics you would share, and how you would target your above audiences with this content. Note how this content differs from content already being shared within your unit and COM-T’s channels.

Click or tap here to enter text.

Where do you plan to legally source all of your creative assets (e.g., images, videos, music, etc.)?

Click or tap here to enter text.

What tools will you use to publish and schedule your content (e.g., Hootsuite, Sprout)?

Click or tap here to enter text.

**SMART Goals:** List 2–3 SMART goals you plan to work toward during your proposed social media account’s first six months, and note how you will measure success. SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound.

Click or tap here to enter text.

**Continuity:** What is your continuity plan should the primary social media account manager leave this position?

Click or tap here to enter text.

**Verify**

The primary social media account manager will be the principal content creator.

The primary social media account manager will attend regular COM-T social media strategy meetings.

The primary social media account manager will maintain high standards of quality and content.

The primary social media account manager will prepare annual communications strategy and metrics reports.

The primary social media account manager will keep account information, including contact and login information, current with UAHS.

The primary social media account manager will be able to provide four weeks of content for the requested account before receiving approval to move forward.

**Attached**

copy of Social Media Consultation Request Form submitted to UAHS

documentation of HIPAA training

documentation of FERPA training

list of qualifications showing how primary social media account manager has desired attributes

portfolio of previous social media content created by primary social media account manager

**Signatures**

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| I have read and understood the COM-T Social Media Policy and the Social Media Guidelines, Procedures, and Processes, and agree to abide by the policies and guidelines contained therein.  Signature: Date:  Primary social media account manager  I have read the above form and its attachments and approve of the request to open a social media account on behalf of my center, department, or office.  Signature: Date:  Head of center, department, or office |