Social Media Request

In order to ensure the most effective social media campaign, we need to collect very specific information about your intended audience, goals, content, and more. A handbook has been developed to help you better understand social media and complete the form below. Before submitting a request, please read the CSCC Social Media & Web Publishing Handbook and use it as a guide during your social media endeavors.

General information
Department:
First name:
Last name:

I have read the Social Media & Web Publishing Handbook and agree to follow the guidelines set by Cleveland State, TBR, and the social media platform(s) selected.

Networks: I am interested in broadcasting on these social networks and/or platforms:
  __ Twitter
  __ Facebook
  __ Google+
  __ Flickr
  __ YouTube
  __ Blog

Team: Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. List the team members:

Primary Goals: Are you trying to communicate a campaign, generally promote your department, communicate with alumni? Define your goal for your social media presence:

Measuring Success: Determine how you will measure the success, or lack of success, of your site. Increased traffic to your web site? Better communication with prospective students? A new network of colleagues? List how you plan to measure the site's success, and the tools you'll use to track that success:

Audiences: Identifying your audiences will help you tailor your content and also choose the right tool. List your primary audiences:

Social Media Worksheet
**Current Conversation:** This is when the listening begins. Survey the social media landscape for the "thought leaders" in your field. What are people already saying? What are people saying about you? Who is saying it? List the topics, people and sites that are leading the conversations that are relevant to you:

**Content:** Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? List the content you will be sharing on the internet:

**Name:** Identify a simple and descriptive name for your profile that clearly identifies your affiliation with Cleveland State:

**Design:** The Marketing department has logos and graphics that can be used for social media, please note any changes or special considerations:

**Evaluation:** Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy. Define your timeline:

**Examples:** You may have examples of other organizations or groups in your field that are "doing it right." If so, please list links to their social profiles and explain what you like about their site:

Please send this worksheet via email or inter-office mail to Tony Bartolo, Director of Marketing and Public Relations. tbartolo@clevelandstatecc.edu

After reviewing your request, the Marketing Department will contact you for an initial meeting.

Social Media Worksheet