

SOCIAL MEDIA REQUEST APPLICATION

BEFORE YOU BEGIN

If a social media feed does not currently exist, please take a moment to consider whether it suits the needs of your division and will help you to meet the goals you wish to accomplish. Social Media is a fast and innovative way to reach your desired audience, but poor execution can produce an undesired result and negatively impact the College as a whole. Bossier Parish Community College strives to maintain a strong brand by establishing an exceptional online presence. Ask yourself, do you need to directly interact with students? Does your division generate ample amount of content including images, video, and text? Is the goal to educate with news or connect with the community? Does your team have the time, expertise, and resources to maintain a social media presence? If you are uncertain about the answer to these questions, the Office of Public Relations is available to discuss your ideas, options, and alternatives!

What Division/Program/Organization are you interested in establishing a social media presence for?

Please select the social media platforms you would like to create a presence for your division/program/organization on. Check all that apply.

Facebook

Twitter

Instagram

Linkedin

Snapchat

Other _____

Please tell us why you wish to establish a social media presence for your Division/Program/Organization.

What goals do you plan to achieve through the use of this social media presence?

Tell us about your target audience. Who are you wanting to reach and engage through your social media presence? (Age, Location, Interests)

Have you researched and explored other digital outlets for reaching this target audience? If yes, please tell us what you found.

Who will be the designated page administrator? Administrators are responsible for all communication on the social media page and must keep it updated with consistent quality branded content.

Please provide administrator contact information below. As an administrator, the new page created must be linked to your user profile. In order to add you as an administrator after we have created the page, we need the email address that is linked to your personal Facebook page.

Work Email:

Personal Facebook Email:

Phone Number:

Please describe your page strategy. A successful page begins with a well-thought-out content and engagement strategy. What kind of content will you share? Who will be creating the content or what external sites will you link to to provide value for your followers? How often will you be sharing content? How do you plan to spread the word and promote your new page?

**Please attach 3 samples of content that you intend to share on your
Division/Program/Organization social media page.**

I have read and accept the terms stated in this policy.

Administrator Signature: _____

Department Head: _____

Faculty/Staff Organization Sponsor: _____