

Social Media Request

Job Number – office use only

Step 1 [Click here and save this form to your computer.](#)

Step 2 Complete form, save and email to media@nd.edu.au

All Notre Dame branded social media facilities must be approved by the Office of Marketing and Communications (OMC). This includes; School pages, department pages, pages for specific units, pages for clubs and societies etc.

To launch a social media facility you are required to submit this form and supporting documentation to media@nd.edu.au no less than six weeks prior to when you wish to launch the facility. You will also be required to meet with a member of the Office of Marketing and Communication to discuss the request in detail and to receive social media training.

By using the Notre Dame brand, you agree to adhere to the Notre Dame Social Media Policy and the Social Media Guidelines at all times, and the Notre Dame Style Guide where applicable. These documents are available from the OMC Hub www.notredame.edu.au/omc

Not all requests will be approved by the DVCC. Each request will be carefully considered and will be assessed on the merit of the application, and if the social media facility will fulfil a unique purpose that cannot be obtained through the Tier 1 social media facilities.

Each facility will be reviewed every 6 months to ensure that they still comply with the original request and are being properly maintained.

Completing the form

ALL fields of this form are compulsory; your request will not be considered if you have not completed all fields.

If you have any questions or need help completing this form please email media@nd.edu.au and a member of the Office of Marketing and Communication will contact you.

I am from

Full name

Department/School

Email

Project authority (Dean/Manager) – Name / surname

Contact number/extension

This request has been approved to submit by my line manager

This project must be approved by your line manager before submitting request to the Office of Marketing & Communications.

Information about proposed social media facility

What social media platform/s do you want to use?

Facebook

Twitter

Instagram

LinkedIn

YouTube

What email address will you be using to establish the facility?

What will the name of the page/profile be?

Will your page be national or campus specific?

National Broome Fremantle Sydney Clinical Schools

What profile/page image do you propose to use? (Please describe and attach image file with this request)

Who is the Notre Dame staff member taking ownership of the facility/s? What is the back-up plan if that staff member leaves, is on holidays, is sick, is in a meeting etc?

What is the purpose for starting the facility?

What kind of content will you be posting?

Who is your primary audience

What date does the facility need to be established by?

Why should your primary audience like/follow/engage with your facility?

Is this an ongoing facility or will it only be active for a certain period (e.g. before and during an event)? Please specify.

Thank you for your request.

Once submitted, you will be invited to a meeting with the Office of Marketing and Communications to provide further information. Please prepare information to the best of your knowledge to include the following:

Marketing details

- Will your facility have any direct competitors? If yes, please specify.
- Will you be using the facility to do any paid advertising (e.g. Facebook ads)?
- How will your intended audience hear about the facility?
- Will you be linking to the page from any other promotional material (e.g. brochures, flyers, email signatures)? If yes, please specify.

Facility maintenance and risk management

- Who will be responsible for updating, monitoring and moderating the facility?
- During which days and hours will the page be monitored?
- Will you be using a monitoring tool e.g. Hootsuite? If yes, please specify.
- How will you be sourcing your content?
- How often do you intend to update the facility/s? Please bring a 30 day content calendar which shows examples posts and frequency to your meeting.
- What are your approval procedures for authorising posts?

How do you intend to respond to the following risks?

- Facility hacking
- Spam posts/comments
- Negative comments
- Comments which contain incorrect information
- A question which your School/department is not qualified to answer
- A complaint about the facility or a post
- Abusive comments about a student, staff member or the University
- A media enquiry

Additional information

Have you:

Read the Notre Dame Social Media Policy

Read the Notre Dame Social Media Guidelines

Read the Notre Dame Style Guide

Attached the profile/page image you wish to you

Prepared 30 day content calendar which shows examples posts and frequency

Approved		
Not approved	Signature	Date