

	<i>Date</i>	<i>By (Initials)</i>
<i>Approved</i>	February 2019	Exec Staff
<i>Reviewed</i>		



Framingham

State University

Procedure and Guidelines for Requesting the Creation of Social Properties

- 1. PROCEDURE:** To ensure social activities add value to the institution and its stakeholders efficiently, effectively, and with purpose, FSU strongly encourages its stakeholders to propose the use of social technologies to the core team prior to use and creation. Formally making a request and seeking approval helps to ensure that the use of social technology and media is strategic, high quality, and consistent with institutes' values and goals.

If seeking and proposing the use of social technologies, please contact the core team with a complete proposal.

Even with the submittal, the core team does not promise that all proposals will be approved upon review, but will strive to incorporate key opportunities and content among its core social media properties. The FSU core team reserves the right to request that social engagement or other activity cease, or be modified, should any of the social media core values not be upheld.

2. SOCIAL MEDIA PROPOSAL GUIDELINES:

Please present a proposal document with the following sections. Proposals should contain information that answers the enumerated questions:

2.1 Objective and Goals:

- a) What is the purpose or desired outcome of creating this social property or technology?
- b) Who are you trying to reach with your social activity?
- c) What are the goals you hope to achieve with this social activity within the first year of its development? What are the long-term goals?
- d) What is your success metric?

2.2 Strategy:

- a) How do you plan on reaching your goals?
- b) Who will manage the creation and distribution of content? (Please include the name, position, and contact information)
- c) Who will manage implementation, maintenance, and response? (Please include the name, position, and contact information)
- d) How often do you plan on engaging in this social media activity?
- e) Will there be any costs associated with this social activity?

2.3 Value:

- a) What value does this social involvement bring to FSU?
- b) What value does this social involvement bring to our stakeholders?

3. CONTACT INFORMATION:

To learn more about Social Media at Framingham State University please contact:

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