

Social media business case

1. Primary content controller

Name:	Date:
-------	-------

Department:

Secondary content controller: who will take control when primary controller is absent?

Name:	Department:
-------	-------------

Moderator: who will monitor site for offensive or negative posts?

Name:	Department:
-------	-------------

All officers using social media for business purposes must have completed the social media training course before using social media tools on behalf of Medway Council.

2. Project details

Platform: (e.g. Facebook page or group, Myspace page, Twitter channel)

Proposed URL or page name:

Purpose/Objective: <i>What is your objective and how will your choice of social media help you achieve it?</i>

Strategic fit: <i>How does the proposed use of social media contribute to your area's service plan? Which service plan objectives does it help you meet?</i>

Target audience: *Who are you targeting with your social media communications? Which specific groups and geographical areas are you trying to reach?*

What makes yours different? *Is anyone else already using your chosen platform in a similar way? How is yours different? Not just within Medway Council - much wider. Have you researched relevant groups? How will people interact with your social media vehicle – what do you want them to do?*

3. Using social media

This section will determine how you plan to use your chosen social media platform.

Frequency of use: *How often will you update your chosen platform? (please tick)*

3 times daily:	<input type="checkbox"/>	Once a day:	<input type="checkbox"/>	Once a week:	<input type="checkbox"/>	Once a month:	<input type="checkbox"/>
----------------	--------------------------	-------------	--------------------------	--------------	--------------------------	---------------	--------------------------

Moderation: *How often will you moderate the site for offensive or negative posts? (please tick)*

3 times daily:	<input type="checkbox"/>	Once a day:	<input type="checkbox"/>	Once a week:	<input type="checkbox"/>	Once a month:	<input type="checkbox"/>
----------------	--------------------------	-------------	--------------------------	--------------	--------------------------	---------------	--------------------------

Moderation process: *How will you respond to offensive or negative posts?*

4. Evaluation

Measures: *How will you evaluate the success of your social media communications? Do you have a trial period in mind?*

Evaluation report date: 3 months from desired launch of social media – report on usage and success to be submitted to communications and marketing

5. Approval or sign-off

Name: <i>Service manager responsible for proposed site/service</i>	Date:
Name: <i>Communications and Marketing</i>	Date:
Name: <i>Assistant Director</i>	Date:

Please return to:

Head of Communications and Marketing

Direct and Digital Marketing Manager