Social Media Project: ________________________________________________________

Sponsoring Department/Program: ___________________________________________

Brief Date: _______________________________________________________________

**Purpose**
Why are you establishing a social media presence?

**Objectives/Goals**
What do you plan to achieve with this social medium? Inform? Encourage dialogue?
Share information? What kind of information? How will this differ from your primary
Web site?

**Target Audience**
Who will be reading and commenting on your social media? Whom are you trying to
engage?

**Execution & Maintenance**
• Who will establish your presence?
• Who will be the administrator?
• Who will maintain it?
• How often will it be updated? (Depending on the type of social media, updates at
  least daily are typical.)
• How will you make connection to other Rochester social media outposts and
  official Web sites?
• How will you promote it?