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?