



Social Media Request Authorization Form

Date: _____

Name of requestor: _____ Company: _____

Email: _____ Phone: _____

For which WSW-funded program is this social media platform requested? _____

Please complete the questions.

1. What social media tool are you requesting (i.e., Facebook, Instagram, etc.)? (One per form, please.)

2. What communications or customer service needs will this social media site address?

3. How would this social media channel support your outreach or communications efforts? Who is your target audience? What other communications strategies or tools are you using to address this need?

4. How would this social media platform enhance efforts beyond the existing social media channels?

5. Does the social media site require a subscription? If yes, what is the annual subscription cost? How will it be funded?

6. How will you measure success? What happens if your goals are not met?

7. Beginning with the lead user, list the employee(s) who would be responsible for managing the requested social media tool.

	Name	Title
a.	_____	_____
b.	_____	_____
c.	_____	_____

8. Include a brief description of your staffing plan. How will you train and prepare staff to use social media? How much time will employees devote to managing the social media tool and responding to customers per day?

Requestor's Executive (i.e., CEO, Executive Director)

I support this social media request. I understand that if authorized to use social media we must demonstrate that we are achieving our goals and meeting quality standards to maintain access to

social media.

Name

Date

This space for the WSW Director of Communications

- WSW is authorizing this social media request.
- WSW is authorizing this social media request with modifications, included below.
- WSW is denying this social media request.

WSW Director of Communications

Date

All recipients receiving Federal funds, including but not limited to State and local governments and recipients of Federal research grants, must follow [WSW Policy #2011](#).

Conditions of approval or reasons for denial

WSW Internal Use

Site URL (i.e., Facebook page name, etc.) _____

Director of Communications received Administrator/highest level access to site? _____