Herkimer County Community College--Request for Approval of Social Media Initiative

Department or Program Name: __________________________________________________________

Type of Social Media (i.e. facebook, twitter, etc.): ______________________________________

Name given to initiative/URL: ________________________________________________________

What is the intended audience for this initiative? ________________________________________

What are the goals for this initiative?
__________________________________________________________________________________
__________________________________________________________________________________

Individual(s) Responsible for administering this initiative:
__________________________________________________________________________________
__________________________________________________________________________________

Plans for supervising the initiative:
__________________________________________________________________________________
__________________________________________________________________________________

Plans for sustaining the initiative:
__________________________________________________________________________________

Advisor’s Approval (for student clubs and organizations)

Name                                                                 Signature     Date

Supervisor’s Approval (Director of Student Activities signature for student clubs and organizations):

Name                                                                 Title

Signature                                                                 Date

Director of Public Relations Approval:

Signature                                                                 Date