



**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