**Social Media Account – Content Plan**

1. **Proposed social media account**

* What account would you like to set up?
* What will be the username/handle?

1. **Target audience**

* Who is your target audience for this channel?
* What do you expect they would use this channel for?

1. **Goals**

* Does having this social media account help your team to reach your teams objectives?
* What are your overall aims for having this account?

1. **Content plan**

* What types of content do you plan on posting? What kind of themes and topics? Please provide a few examples of posts.
* How are you planning to produce or source your assets? Please share an example or two.
* What will be your daily/weekly frequency of posts?
* How are you planning to manage any potential crisis situations, including but not limited to managing safeguarding issues, responding to negative comments or media requests. Please describe your social media crisis management process.

1. **Team resourcing**

* Who will monitor the social media account and community manage it, i.e. respond timely to all incoming requests or questions?
* How confident is the team is in managing the channels? Do they have an exposure to managing social media channels? Important to note, it's your responsibility to upskill before being accepted for an account.
* What will be each teams’ members responsibilities?
* Please provide us with the name of all page admins, their roles and work emails.

Once completed, please upload your content plan to your Workfront brief. Additionally, please fill in and submit the risk assessment. A member of the team will review and will get back to you within 4 weeks.