## ECU Sprout Social Access Request

*Access is only granted to those staff who either have direct responsibility for triaging social enquiries or are channel owners/administrators.*

*To gain access to the group for your business unit in ECU’s Sprout Social system, you must complete mandatory training for the access type you’re requesting. Once the Digital Activation Manager has received your approved request for access you will be sent an invitation to join the platform on your nominated email below.*

This form should be used to request access, please complete Part A of this form yourself and ask your Business Owner (see below) to approve and sign your request in Part B.

Part A

|  |  |
| --- | --- |
| Name: |  |
| ECU Email Address: |  |
| Group | (if unsure simply state department – ie Alumni) |

There are two major types of access within Sprout Social.

**Enquiry Management** facilitates the monitoring of content that has been posted to social accounts or via direct messaging. Posts in “Smart Inbox” can be responded to, marked for other engagement actions, and assigned to others in the team to follow up.

**Scheduling and Publishing** allows the user to create, publish, and promote content to any number of social accounts they have been granted access to.

Part B

This part must be completed by your **School Executive Dean (including for Research Centres/Institutes), Dean, Service Centre Director, Director Designate or Executive Director.**

|  |  |
| --- | --- |
| I grant the requester in Part A the following access permission: | |
| Access Type: | *Enquiry Management* only access |
| *Scheduling and Publishing* access to all channels in group  *Scheduling and Publishing* access to specific channels only within a group (ie – you may approve only Facebook, versus Twitter access)  Channel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Only staff who have direct responsibility for triaging social enquiries within the Communications Centre, are able to request *Enquiry Management* access.**

|  |  |
| --- | --- |
|  | Engage with all channels in group  Engage with specific channels in group (ie – you may approve only Facebook, versus Twitter access) Channel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Team (Select one of the following) | Current Students Team Member  Future Students Team Member  Current Students Team Leads  Future Students Team Leads |

**Please note:** If you are authorising a staff member to have ‘Scheduling and Publishing access, this means you are delegating permission for them to publish social content on behalf of the University. Please refer to the [Social Media Policy](https://edithcowanuni.sharepoint.com/:w:/s/SGS-CorpKB/EQBdSptWi4tJtzUo2ht0SLIBkOywhheb2e3_L02T4mb_Pg?clickparams=eyJBcHBOYW1lIjoiVGVhbXMtRGVza3RvcCIsIkFwcFZlcnNpb24iOiIyOC8yMzA5MjkxMTIwNSIsIkhhc0ZlZGVyYXRlZFVzZXIiOmZhbHNlfQ%3D%3D) for more information about your responsibilities as a business owner.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name: |  | **Signature:** |  | **Date:** |  |

**Please return this form with Parts A and B completed by internal mail to the Digital Activation Manager,**

**Digital Marketing, Experience and Analytics Team, Brand and Marketing**

**or scan and email to** [**corporatedigital@ecu.edu.au**](mailto:corporatedigital@ecu.edu.au)

### Part C: To be completed by Brand and Marketing upon final processing.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name: |  | **Signature:** |  | **Date:** |  |
| Wiki Updated: | 5 Yes Ref: <https://ecu.atlassian.net/l/cp/f05q4zU0> | | | | |