Social Media Policy

Request for a Facebook Group to be associated with   
ECU’s Main Corporate Presence (ECUjourney)

Before submitting a request for the endorsement of a new group to be associated with the ECU Corporate Facebook account (ECUjourney), you need to ensure you meet the following requirements

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|  | You have a clearly defined mission and goal for the use of the group. |
|  | You believe your target audience is present in the desired platform in sufficient numbers to warrant a group; can you substantiate this claim? |
|  | You wish to broadcast a message and have contacted [existing channel owners](http://www.ecu.edu.au/social-circle) and determined your message isn’t suitable for an existing channel? |
|  | You are able to ensure that all queries are responded to within 24 hours (preferably 12) on a regular working day? |
|  | You commit at least 15 minutes per day to monitoring and evaluating? |
|  | You can ensure that any queries that cannot be answered by your team are promptly forwarded to the appropriate department/team? |
|  | You are able to set a roster for monitoring your social media presence, including the provision of a backup administrator should the assigned administrator be ill/absent/unable to fulfil their duties? |
|  | You agree to abide by ECU's Social Media Triage procedure (available on request) on how to respond to any negative situations? |

If you meet these requirements, you can proceed with the request. If not, and you still wish to proceed, you should contact the one of ECU’s Digital Activation Manager, Brand and Marketing to discuss how you can modify your plans to comply with ECU policy.

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| --- | --- |
| ECU_AUS_logo_CMEMO | |
| TO: | DIGITAL ACTIVATION MANAGER, BRAND AND MARKETING |
| FROM: |  |
| CC: |  |
| DATE: |  |
| RE: | **request for approval of a new social media group attached to main ECU presence** |
|  | |

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| --- | --- | --- |
| **Desired Platform:** | Facebook Group | Other  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

### BACKGROUND

* A short summary of the background and purpose of the group.

### AUTHORISED BY

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Recommendation | Yes/No | Signature | Date |
| Your Dean / Centre Director | ENDORSED | Y / N |  |  |
| **Andrew Dunbar** Digital Marketing, Experience and Analytics Manager, Brand and Marketing | ENDORSED | Y / N |  |  |
| **Owen Davies** Chief Growth Officer | APPROVED | Y / N |  |  |

### To be completed by Brand and Marketing upon final processing

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name: |  | **Signature:** |  | **Date:** |  |
| Wiki Updated: |  Yes Ref: <https://wiki.ecu.edu.au/x/Y41oCQ> | | | | |