Social Media Policy – Request for Presence

The [*ECU Social Media Policy*](https://edithcowanuni.sharepoint.com/:w:/s/SGS-CorpKB/EQBdSptWi4tJtzUo2ht0SLIBkOywhheb2e3_L02T4mb_Pg)requires the establishment of any new ECU–related social media presence to be endorsed by the Director, Brand and Marketing, before final approval can be granted by the Senior Deputy Vice-Chancellor.

New official Social Media Channels or Platforms will only be approved at ECU if:

* the channel aligns and supports the achievement of ECU’s strategic priorities;
* there is a unique audience not already targeted through existing University social media channels;
* the platform provides an effective and sustainable way of reaching the audience; and
* it is appropriate for ECU to encourage the audience to connect with the University on a public-facing external platform.

Before submitting a request for the endorsement of a new presence, you need to ensure you meet the following requirements

|  |  |
| --- | --- |
|  | You have a clearly defined mission and goal for the use of the social media. |
|  | You have a content strategy? Who is going to create the content? |
|  | You believe your target audience is present in the desired platform in sufficient numbers to warrant a presence; 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 feedback? |

If you meet these requirements you should proceed to develop the Business Case (described below). 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.

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

**Please note: Requests to establish multiple presences will only be supported once an initial presence has been approved and established for a period no less than 3 months. A review can then be undertaken at that time to establish whether the channel is conforming to its business case and can be used to support the establishment of further presences and platforms.**

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| --- | --- | --- | --- |
| **Desired Platform:** | Facebook Page  Twitter  Instagram | Facebook Group  LinkedIn Group  LinkedIn Showcase | Other  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

### Please address the following criteria. A minimum two-page statement is required.

### BACKGROUND

### Strategy behind the platform and channel choice;

### Objectives for the channel;

### Outline short, medium (+1 year) and longer term (+2 years) goals for the channel;

### Expected life-cycle of the channel and the review process;

### Target audience;

### RESOURCING

### Outline funding available;

### Intended content, and who will create the content;

### Intended posting schedule – daily, weekly, monthly;

### Names and positions of staff members who will be administrating the presence;

### ENDORSEMENTS

### ECU social media activities generally fall under one of three scenarios, and approvals must be sought from the relevant Centre Director for teaching and learning or research (including promotion) contexts before submitting the request to Brand and Marketing:

### in a teaching and learning context (Director, Centre for Learning and Technology)

### in a research context (Director, Research Services)

All other contexts only need to be endorsed by the relevant Dean or Centre Director.

### AUTHORISED BY

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Recommendation | Yes/No | Signature | Date |
| Your Dean / Centre Director | ENDORSED | Y / N |  |  |
| RS or CLT Centre Director (if appropriate) | 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 |  |  |
| **Arshad Omari** Senior Deputy Vice-Chancellor | 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> | | | | |