

DNR's SAMPLE PROJECT FORM

SOCIAL MEDIA PROPOSAL FOR:

Project/Program Name:

Social Media Tool Desired to be used:

Program Owner:

Project Owner:

Background:

Project Goal(s):

How will goals be achieved?

Business Process:

- What is the content of the messages?
- Frequency of messaging?
- Monitoring responses to your posts
- Monitoring discussions in the community regarding your subject matter
- Policy for Responding

How will you measure its effectiveness?

- Offering actionable advice
- Links (bit.ly)
- Hashtags
- Links back to content and or actionable services.

Employees with access to account:

Communications Office keeps a secure copy of logon and password for account:

Launch Date:

Report Date(s):