

social media brief



Queen's
UNIVERSITY

SOCIAL MEDIA
PROJECT

SOCIAL MEDIA
ADMINISTRATOR

BRIEF DATE

DEPARTMENT OF MARKETING
AND COMMUNICATIONS,
OFFICE OF ADVANCEMENT

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Purpose

Why are you establishing a social media presence?

Objectives/Goals

What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information?

Target Audience

Who will be reading and commenting on your social media? Who are you trying to engage?

Execution and Maintenance

- Who will establish the social media site?
- Who will be the administrator and maintain the site?
- How often do you plan to update it? (*Sites should be administered at least once a week, and depending on the type of social media, more frequently.*)
- How will you make connection to other Queen's web sites?