

Social Media Application

Instructions: Each department that wishes to use any social media outlets needs to fill out this application. All fields must be filled out completely, and this application must be routed properly, as indicated at the bottom of the application.

Please ensure that anyone in your department who intends to use Social Media for any Borough purpose has read and completely understands the Social Media Policy as well as any additional instructions from the PIO and Digital Services.

A new application is necessary when changes are contemplated by the Department or administrators change.

Please contact FNSB Executive Communications Specialist at 459-1304 if you have any questions.

Department: _____ Date: _____

What type of Social Media would you like to use : (Check all that apply)

- Facebook
- Twitter
- Other: _____

Please answer the following questions as completely as possible:

What is your department planning to communicate via Social Media?

Who is your audience? (Who do you intend to reach?)

How will your intended message be communicated effectively through Social Media?

Who will be administrators (who will post, manage content, etc.)?

Primary – this person will be in charge of monitoring content, enforcing policies , downloading records, uploading pictures, etc. (may be more than one person).

Secondary – Will perform the Primary duties when primary is unavailable

Other Approved Users* – This includes any other employees who will have access to Social Media during work hours to post updates, pictures, etc.

**It is intended that access to Social Media is VERY limited to each department. Most employees should coordinate with the Primary and/or Secondary administrators for content.*