

Please fill out the following form and email it to Joey Mazzaferro at joeym@dcp.ufl.edu and Kyle Niblett at kniblett@dcp.ufl.edu.

- 1) Your name:

- 2) Social media type (e.g., Facebook, Twitter, LinkedIn, YouTube, Instagram, etc.):

- 3) Proposed Title:
Proposed URL:

- 4) Which academic unit is hosting your requested social media page?

- 5) Account Usage (explain how this account will be used):

- 6) Will the social media account/site support a clear business objective that is consistent with the mission and goals of the unit?

- 7) How will it meet a business objective? (Please include one page business plan)

- 8) Account Managers (At least two account managers are required, at least one of whom should be the chair/director of the unit or his/her designee.)

Name	Email	Academic Unit
Primary Manager:		
Academic Unit Chair/Director or his/her designee:		
Other(s):		

List the training and qualifications of person managing the account/site.	
Is the account/site manager familiar with UF social media standards, acceptable use policy and identity standards?	
Is the account/site manager familiar with FERPA, HIPAA, public information and other privacy policies and procedures for appropriate and legal management of this account/site?	

List the training and qualifications of the backup person managing the account/site.	
Is the backup account/site manager familiar with UF social media standards, acceptable use policy and identity standards?	
Is the backup account/site manager familiar with FERPA, HIPAA, public information and other privacy policies and procedures for appropriate and legal management of this account/site?	

- 9) Is there sufficient staff time available to manage this account or site? (at least one hour a day may be needed to devote to each social media site)
- 10) Approval of Chair/Director is needed. He/She can either sign this form or send an email to joeym@dcp.ufl.edu with approval.