# Social Media Proposal

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| Social Media Project: |  |
| Department/Program: |  |
| Date: |  |
| Contact (name, phone/email): |  |

**Objective -** Define your goal for a social media presence:

**Audience -** Identify your target audience(s):

**Strategy -** What approach will we take to reach your objective?

**Content -** Do you have an editorial calendar or strategy for content and news submissions? Required to provide 3 months of content.

**Resources -** Who will be managing and monitoring these tools? How often (frequency)? Who will be responsible for writing content (please include contact information)?

**Customer Services and Triage -** Do you have plan in place to triage comments/questions for patient care and how will you handle negative feedback?

**Measuring Success -** How will you measure success? Increased traffic to site? Better communication with patients and family members?