New channel requests are reviewed by Alistair Beech,

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1. Proposed title or @name of social media channel and platform (e.g. Twitter, Facebook, LinkedIn, Instagram)
2. Full name(s) and e-mail(s) of staff involved in management of channel
3. List the main business objectives connected to the new channel (e.g. drive awareness/clicks to web pages, media views, data capture, engagement/conversation)
4. Who is your primary target audience for the new channel? (e.g. internal - staff/students or external – prospective students, stakeholders, academic audiences)
5. Proposed frequency of content updates on new channel (e.g. daily, weekly)
6. Measurement of success - how do you propose to measure your channel (e.g. engagements, followers, media views) and how often? (monthly/quarterly)
7. Examples of good practice – which channels (internal or external) would you look to emulate? (e.g. channels which meet similar objectives, have similar content or audiences)