**Social Media Application Form**

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| **Department/College**: |  |
| **Contact person:** |  |
| **Phone:** |  |
| **Email:** |  |
| **Reason for wanting a new VU social media account** |  |
| **Target audience:**Tick all that apply | [ ]  Prospective students and families[ ]  Current students[ ]  International students[ ]  Partnerships | [ ]  Alumni [ ]  Community[ ]  Other RTOs[ ]  Media [ ]  Other (please specify) |
| **Proposed name of account:**Ensure that you clearly identify your page as being associated with Victoria University, Melbourne Australia. *There are other Universities with a similar name (Victoria University in New Zealand and University of Victoria in Canada)*  | [NAME], Victoria University, Melbourne Australia or[NAME], Victoria University |
| **Goals** What do you want to achieve by using this social media page? Can these goals be achieved using existing social media accounts or the VU website?  |  |
| **Social media platform** you wish to use: | [ ]  Twitter[ ]  Facebook[ ]  Instagram[ ]  YouTube[ ]  Google+ | [ ]  LinkedIn[ ]  Snapchat[ ]  Blog[ ]  Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Resources**:Name and title of proposed administrators: In line with the [Media Policy](https://policy.vu.edu.au/document/view.php?id=228) and related social media procedures, these staff will be responsible for:* liaising with the social media team
* establishing the account
* administrating the account
* maintaining the account
* producing content for the account
* connect with other VU pages/sites
 | [ ]  Yes. If approved, these staff members will adhere to the [Media Policy](https://policy.vu.edu.au/document/view.php?id=228) and attend relevant training to become an official spokesperson for the University on social media. |
| **Analytics and tracking tools**These tools can help to refine your strategy and better understand you audience’s preferences and behaviours. | [ ]  I have my own tools to track and analyse results. [ ]  I need to email social.media@vu.edu.au for advice on how to access analytic and tracking tools.  |