**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](mailto:social.media@vu.edu.au) for advice on how to access analytic and tracking tools. | |