



### SOCIAL MEDIA FORM

Requesting Unit	
Requester	
Platform	<input type="checkbox"/> Instagram <input type="checkbox"/> Facebook <input type="checkbox"/> LinkedIn <input type="checkbox"/> Tiktok <input type="checkbox"/> X (formerly known as Twitter)
Reason	

### MARKETING PLAN

Target Audience	
Goals & Objectives	
Strategy	
Tactics	

### APPROVALS

Director of the Requesting Unit	Director of Office of Communications	President
Date	Date	Date
Signature	Signature	Signature