

North Central Michigan College

Social Media Account Request Form

To maintain a strategic, consistent, and inclusive social media presence across the institution, all requests to create a new NCMC-affiliated social media account must be reviewed and approved by the NCMC Marketing and Communication Department. Please complete the form below as thoroughly as possible.

Requesting Group Information

Name of Club/Department/Unit/School: _____

Primary Contact Person: _____

Contact Email: _____

Additional Contact Email (if requestor is not Primary Contact Person):

Platform Information

Platform(s) Requested (e.g., Instagram, Facebook, TikTok): _____

Purpose and Strategy

1. How would a social media account on this platform benefit your group?

2. What are your key messages?

3. What types of content will you post?

4. Who is your target audience?

5. How often do you plan to post?

6. What is your plan for engaging with your audience (e.g., responding to comments/messages, encouraging interaction)?

Account Management

7. Who will be the primary point of contact for the account?

- Name & Title:

- How does managing this account fit into their current responsibilities?

8. What is your plan for monitoring account activity and comments for appropriateness and responsiveness?

9. What is your plan for ensuring all content meets accessibility standards (e.g., image descriptions, captions, text contrast)?

10. How will you evaluate the success of your account (e.g., engagement metrics, audience growth, content reach)?

11. What types of visuals (photos, graphics, videos) do you plan to use?

Content Plan

12. Provide a sample 30-day content calendar that reflects your content strategy, including:

- Posting dates
- Content themes
- Platform(s) used
- Engagement strategies
- Visual elements

(You may attach the calendar as a separate document.)

13. Accessibility Commitment:

☐ I confirm that all content posted to this account will follow accessibility best practices.

Once completed, please submit this form and your sample content calendar to the NCMC Marketing and Communication Department for review. Approval is contingent upon alignment with North Central Michigan College's Social Media Guidelines, brand standards, and institutional priorities. Thank you for your commitment to representing North Central with excellence and integrity.