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| Social Media Account Approval Form |
| Account name: proposed name |

About the Social Media approval form

This form must be completed to seek approval for:

* all proposed, new government social media accounts

This form also serves as a tool to:

* ensure strategic alignment of social media to department, agency and government policies and initiatives;
* encourage whole-of-life-planning;
* provide opportunity for coordination of social media initiatives across government;
* provide opportunity for coordination of online communications across government; and
* establish key performance indicators that will be measured throughout the life of the social media account.

## Audience

* Executive Sponsor – approves
* Digital Management Committee (DMC) – approves

## When is approval required?

All **new social media accounts** must seek approval by completing this form.

## Approval form structure

This form is comprised of two sections:

**Part A – Social media overview:** This section requests information on business justification and the strategic alignment of the social media account/s and should be completed by the appropriate Manager and/or Project Manager.

**Part B – Social media approval:** This section must be approved by the Executive Sponsor and the Digital Management Committee for the social media initiative to receive endorsement to proceed.

## Assistance in completing and reviewing this form

A guide to completing and reviewing this form is available in **Part C: Assistance in Completing this Form**.

For further assistance regarding this form, please contact your Digital Management Committee Coordinator or digital manager.

What is the process?

An effective application will:

* clearly identify the need for the social media account/s, what it aims to achieve and how its effectiveness will be evaluated
* be strategically sound with clear objectives, a clearly identified target audience, a social media strategy, an appropriate budget allocation and a robust evaluation plan.

A relevant executive officer must support the application.

Develop your submission

Get approval from DPC’s Digital Management Committee

Get executive approval

# Part A – Overview

The DMC will ensure your application complies with the DPC Social Media Policy and the WMT Terms of Reference, and that you have made a good case in your submission.

## Contact details

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| Your name: | Person who completed this form |
| Contact details: | Phone number:       Email address:       |
| Your relationship to this social media account? |       |
| Department/agency responsible: |  Department or agency     |
| Branch: |       |
| Account Manager: | Person responsible for managing the social network, if different than above. |
| Contact details (if different than above): | Phone number:       Email address:       |
| Executive Sponsor/ Business Owner: | Person responsible for approving expenditure on the social network. |
| Contact details (if different than above): | Phone Number:       Email Address:       |

## Social media account details

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| Social media account overview: | Please provide an overview of the social network including its purpose, scope of delivery and complexity. |
| Project name/reference: | If applicable |
| Social media account name: |       |
| Proposed social media platforms: | Facebook, Twitter etc. |
| What is the anticipated life of the social media account? | [ ]  Less than a year\* [ ]  1 – 2 years [ ]  2 years[ ]  3 – 5 years [ ]  Ongoing\*If less than one year, an existing social media account should be used (as it takes time to build up a following). |
| What is the potential retirement trigger for this social media account? | Define the retirement trigger here. |
| Account type: | [ ]  Corporate/organisation account – The main social media presence of your department or agency.[ ]  Program or issue specific account – A social media account that provides information or services on a particular campaign, program or issue. |

## Business justification (See Part C for help completing these sections)

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| Why does this initiative require a new DPC social media presence? | Describe why this new social media presence is required. What existing DPC social media services have you considered using? Why were these options rejected? |
| Is this social media account aligned with government policy or legislation? | [ ]  Yes [ ]  NoName of policies and/or legislation |
| How is the proposed social media platform appropriate for this initiative? | Explain how this tool or technology is suited to your initiative. |
| Who was consulted in developing the business case for the social media account? |

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| [ ]  Communications Unit[ ]  Executive briefings[ ]  Executive interviews[ ]  Information Technology Unit[ ]  Stakeholder interviews[ ]  Citizen interviews[ ]  User focus groups  | [ ]  Stakeholder workshops[ ]  Citizen workshops[ ]  Surveys[ ]  User concept testing[ ]  Website Management Taskforce[ ]  Other |

Please provide detailed clarification of the consultation approach. |
| What is the plan to ensure quality of content generated by DPC: | Describe how you will ensure the quality of your published content e.g. content planning, scheduling and approving, alignment across communication channels. |
| What is the plan to manage content generated by end users? | Describe how you will ensure the quality and quantity of user-submitted content including the management of inappropriate content e.g. moderation guidelines, terms of use. |
| What are the main objectives of the social media account? | 1.      2.      3.      4.      5.      6.      7.       |
| Have you completed the [DPC digital and social media strategy template](https://www.vic.gov.au/sites/default/files/2018-09/Social%20media%20strategy%20template.docx)  (112 KB,DOCX)Please attach completed strategy to your application. |
| Benefits | Key Performance Indicators |
|       |       |
|       |       |
|       |       |
|       |       |
|       |       |
| Would you like to join DPC’s Sprout account to manage your analytics? |

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| Yes [ ]  No [ ]   |  |

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## Intended audience and communications strategy

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| Who is the intended audience of the social media account? | Outline the intended audience of the social media account. For example general public, a specific business or community sector etc. |
| Communications message(s) | Outline the key messages this social media account will communicate. |
| What DPC website does this initiative relate to? | Describe how you will leverage the relationship between this initiative and any related websites e.g. sharing images, linking content. |
| Have you completed the [Privacy Impact Assessment form](https://cpdp.vic.gov.au/menu-resources/resources-privacy/resources-privacy-checklists-and-tools)? | Yes [ ]  No [ ]   |
| Have you developed a Content strategy? | Yes [ ]  No [ ]   |
| Is the Content strategy attached? | Yes [ ]  No [ ]   |

## Complexity

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| Does the project involve cross-government cooperation? | Yes [ ]  No [ ]  If Yes, please outline |
| What are the risks related to this initiative (for example, service delivery, strategic, legal, technical, operational, information/data sensitivity, audience, funding)? | 1.      2.      3.      4.      6.      7.       |
| Does your branch/agency have experience in implementing social media accounts? | Yes [ ]  No [ ]  Please outline |
| How will management of the social media account be resourced e.g. existing staff, hiring of new staff, outsourcing? | Describe how the social media account will be managed e.g. who will create and add content and moderate user comments. |
| Has your Social Media Account manager completed Digital Engagement’s mandatory training? | Yes [ ]  No [ ]  Please outline |

# Part B – Social media account approval

## Executive Sponsor approval:

Social media account is [ ]  Approved [ ]  Not Approved

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| If 'Not Approved' please outline the reasons why and whether there is any remediation available to the applicant. |

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| Executive Sponsor[[1]](#footnote-1) :       | Signature: |
| Contact details:       | Date:       |

## Digital Management Committee approval:

Social media account is [ ]  Approved [ ]  Not Approved

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| If 'Not Approved' please outline the reasons why and whether there is any remediation available to the applicant. |

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| DMC Chair:       | Signature: |
| Contact details:       | Date:       |

# Part C – Assistance in Completing this Form

Supporting information is provided below to assist in the completion of:

Section 3: Business Justification

Section 5: Complexity.

## Section 3: Business Justification

Each time an organisation makes an investment there is an expectation that some form of benefit will be returned. The Business Justification section requires the identification these benefits and identification of key performance indicators (KPIs) to measure the success of the investment in delivering the benefits.

### Benefits

Possible benefits are:

* Financial - cost avoidance; cost reduction; revenue enhancement.
* Social - increased consumer cost saving; increased consumer income potential; increased consumer access to government payments.
* Access and equity - Increase citizens’ participation in democratic processes; increased transparency of government; increased accountability.
* Service Enhancement - improves the access to a new or existing service; integrates disparate services into one access point; provides new features.
* Business process impact - Reduces the time taken to perform a specific process; reduces the cost of performing a specific process; reduces the complexity of a specific process i.e. number of steps.
* Strategic Policy Alignment - Critical to the delivery of primary government policy; supports alignment of government policies e.g. privacy; promotes new policy initiative.

### Key Performance Indicators

The aim of a KPI is to provide a measurable means of proving performance or delivery of the benefit. KPI criteria are:

* Meaningful - is there a direct relationship between meeting this KPI and achieving the targeted benefit?
* Attributable - can it be reasonably claimed that meeting this KPI is a direct result of this investment and cannot be claimed by any other – i.e. it would not happen without this investment?
* Measurable - can we get the information? Is there an existing baseline? Will it be practical and cost effective to collect the measurement data?

KPIs can be measured through:

* Anecdotal evidence (email feedback, comments through other communication channels such as the call centre) – analysed to establish internal or external stakeholder satisfaction
* Transaction volumes – measured to establish trends in transaction usage, including shift of transactions to website from other delivery channels
* Usage statistics – analysed to investigate range of indicators including relative interest in core content and services, rising volumes of visitors, success of marketing strategies in driving uptake of particular services
* Customer satisfaction surveys – measured through online or offline surveys, to indicate satisfaction levels (in terms of delivery of benefits) with the website in particular or as part of a survey covering all major communication channels
* Focus groups – used to measure satisfaction (in terms of delivery of benefits) with internal and external stakeholders and customers groups
* Cost-benefit analysis – used to establish and track the cost of operating the website in comparison with the value of the benefits delivered
* PR, editorial, positive media attention – measured to indicate levels of awareness of the site or its particular content and services.

## Section 5: Complexity

Risks that can impact social media accounts include, but are not limited to:

### Strategic

* Social media account is not aligned with department/agency or government-wide strategies

### Legal

* Content to be published on the social media account comes from third party sources and may expose department/agency to legal risk as publisher of the account
* Inadequate content approval process may lead to inaccurate content being published

### Operational

* Requirement for new skills within the department
* Interdependency of other projects within the department/agency may mean a delay in the project timelines
* Mixed stakeholder groups from both government and industry involved in the sign off and completion process
* Project management process is unclear
* The brief and objectives are unclear
1. Please note the Executive Sponsor is the individual responsible for approving expenditure. [↑](#footnote-ref-1)