

**Marketing Designee’s name (for WorkSource requests): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Supervisor’s name:**

**Social-Media account request form**

**Requestor, please complete questions 1-10 for ESD & 1-9 and 11 for WorkSource.**

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How would social media support your agency or WorkSource communication efforts? Who’s your target audience? What other communications strategies or tools are you using to address this need? *(150 words or less)*

**Date:**

**Name of requestor:**

**Division and office:**

Specifically, what social-media tool are you requesting? (No more than one type per request form.)

**1.**

**Clearly state the communications or customer-service need that social media will address.** *(150 words or less)*

**2.**

**3.**

**4.**

Are you requesting authorization to support an existing social-media site/account operated by ESD, WorkSource or your workforce development council (WDC)?

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**If yes**, is the site/account branded as ESD, WorkSource or the WDC?

If you want to create a social-media site/account **in addition** to something already operated by ESD, WorkSource or your WDC, please justify your need.

**Social-media account request form. (ES-11-0247)**

Click here to enter text.

Click here to enter text.

Click here to enter text.

Click here to enter text.

[ ]  I understand my responsibilities related to [*public records*](http://insideesd/Media/Default/personnel/administrative-policies/0005-records-management-program.pdf) and retention (for ESD employees).

[ ]  I have read the [*Confidentiality at Employment Security*](http://insideesd/Media/Default/communications/esd-confidentiality-requirements.docx) guidance document, which covers confidentiality at the agency and WorkSource centers, and I understand my responsibilities.

**Primary requestor, please mark to confirm**

[ ]  I have read and understand the Employment Security’s [*social-media policy*](http://insideesd/Media/Default/personnel/administrative-policies/0035-social-media.pdf) and, the WorkSource

Social Media Quality Standards and the state’s [*Guidelines and Best Practices for Social-Media Use*](http://www.governor.wa.gov/sites/default/files/documents/GuidelinesAnd%20BestPracticesForSocialMedia.pdf)*.*

[ ]  Yes

[ ] No

[ ] Don’t know

Include a brief description of your staffing plan. How will you train and prepare staff to use social media?

How much time will employees devote to managing the social-media tool/s and responding to customers per day? *(150 words or less)*

**8.**

**7.**

Beginning with the **lead user**, list the employee(s) who would be responsible for managing the requested social-media tool. All employees who will have access to the site must be listed and authorized in advance. When the list changes, please turn in the updated list to your Marketing Designee, who will then send it to ESD Communications. If you need more space, add another sheet. *(Please remember that social media posts may have broad reach and will reflect on the ESD office or WorkSource center. Therefore,* ***be sure to select employees who have good writing and spelling skills****.)*

If yes, what is the annual subscription cost and who will pay?

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Would a subscription to the social-media site be required?

**5.**

**6.**

How you will [*measure success*](http://insideesd/content/commissionersoffice/cmu/socialmediapages/social-media-page-6.aspx)? What happens if your goals aren’t met? *(150 words or less)*

**Name**

**1)**

**Title**

**Division/Program/Unit**

**2)**

**3)**

**4)**

**5)**

**6)**

**9.**

**Social-media account request form. (ES-11-0247)**

Click here to enter text.

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**Social-media account request form. (ES-11-0247)**

 ***This space is for official use only. Requestor – do not mark in the area below.***

 [ ]  We are authorizing this social-media request.

**10. For ESD social-media requests, have your supervisor mark to confirm**

[ ]  I support this social-media request.

[ ]  I understand that I will be required to report to the ESD *Communications Office* and, for WorkSource social media, my Marketing Designee about my use of social- media.

[ ]  I have read the [*terms-of-use statement*](http://insideesd/resources/social-media-success) and, if authorized to use social media, will comply with these terms.

**11. For WorkSource branded social-media requests, save the request form to your computer**

 **NEXT STEP: Attach the request form to an email and send it to your WorkSource center’s Marketing Designee*.***

\* If you have any difficulty accessing the materials, please contact the ESD Communications Office.

[ ]  I understand that, if authorized to use social media, we must demonstrate that we are achieving our goals and meeting quality standards in order to maintain access to social media.

*Date*

*Supervisor*

**NEXT STEP: Save the approved request form to your computer and then attach it in an email to the** ***Communications Office******.***

**I understand that it is important to adhere to these set responsibilities and policies. The social-media lead (in ESD offices) or the Marketing Designee (in WorkSource centers) will make sure publishers understand their responsibilities and are updated with the latest best practices. I confirm that everyone listed in Section 7 has been provided the materials\* listed in this section (Section 9).**

*Date*

*Primary requestor*

*Authorized person, with office name & title*

*Authorized person, with office name & title*

[ ]  We are denying this social-media request.

[ ]  We are authorizing this social-media request with modifications, included below.

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**Conditions of approval or reasons for denial**

**Social-media account request form. (ES-11-0247)**