**North Ayrshire Council - Digital Engagement Request Form**

**(Education)**

This form should be completed by any team wishing to engage online with residents and communities through social media.

It should be completed and returned to [RosslynLee@north-ayrshire.gov.uk](mailto:RosslynLee@north-ayrshire.gov.uk)

**Name of person creating account:**

**School:**

**Type of account:**

**Name of account:**

**OBJECTIVES**

Setting achievable objectives are vital for a successful online strategy. Why are you using social media? What do you hope to achieve from it? What are you expecting those you engage with to actually do? Set out your **SMART** **objectives** below, describing your desired outcomes – **Specific, Measurable, Attainable, Relevant** and **Time-Bound**.

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| **OBJECTIVE** | **DESCRIPTION** |
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**IMPLEMENTATION**

Who, what, where, and how of your strategy, People, process and technology.

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| **TOOL** | **PURPOSE** | **CONTENT** | **REGULARITY** | **RESOURCE IMPLICATIONS\*** |
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\* Eg. STAFF, TRAINING, FINANCIAL, TIME, TECHNOLOGY.

**EVALUATION**

How do you know your strategy is succeeding? With SMART objectives, you ought to be able to regularly measure progress.

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| **OBJECTIVE** | **MEASURE** | **PROCESS** |
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**RISK MANAGEMENT**

Social media isn’t risk free. However, the risks aren’t unsurmountable if they are managed effectively. Identify risks and present mitigating actions below.

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| **RISK** | **RATING (H/M/L)** | **MITIGATION** |
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