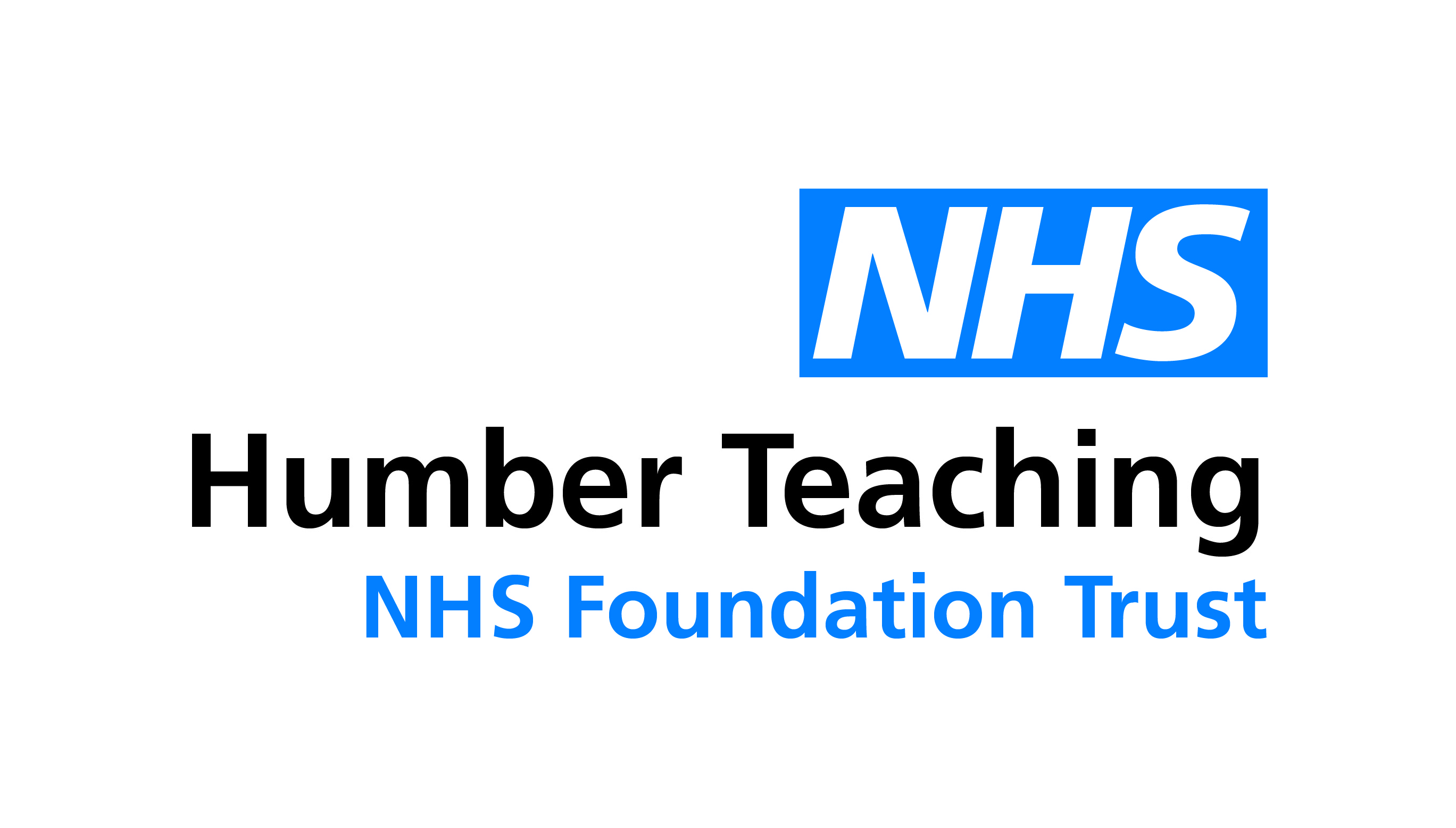
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**Proposal for Service Twitter Account**

|  |  |
| --- | --- |
| **Information** | |
| Division |  |
| Service: |  |
| Service Manager |  |
| Proposer |  |
| **Key Questions** | |
| **Purpose**  Please outline why this service needs its own account? |  |
| **Target Audience**  Please note below the intended target audience for your communications |  |
| **Benefits**  Please list below the benefits to your target audience. |  |
| **Risks**  Are there any risks in sharing service content on social media? |  |
| **Social Media Manager**  Who is the lead taking responsibility for identifying and updating the content?  How will this role be balanced with their current role within the Service?  Please note that this person is responsible for all content posted on the service account and must ensure that it is in line with the Social Media and Website Policy. The Marketing and Communications team are unable to update individual service social media accounts. The service must ensure that capacity and expertise exist within the service. |  |
| Will all your Twitter users have Twitter training booked in with the communications team? |  |
| **Trust Compliance** | |
| Have you read and understood the Social and Digital Policy? |  |
| Are you aware of the laws around Information Governance in relation to the content of Twitter posts and how you must ensure consent is to be captured for sharing photos? |  |
| Is your Information Governance training up to date? |  |
| Please note that we reserve the right to delete accounts for the following reasons (in line with the social media and digital policy   * Inactive – e.g. no original posts made for 1 month or more * Frequency – e.g. less than one post a week over a 2 month period * Interest – e.g. an account has been active for 6 months or more or more but has less than 100 followers * Relevance – programme or project has closed * Governance – the account has not gone through the correct procedure | |

Form completed by: Date completed:

**Please return completed form to:** [**hnf-tr.communications@nhs.net**](mailto:hnf-tr.communications@nhs.net)

**For use of the Marketing and Communications Team**

|  |  |
| --- | --- |
| Proposal approved  (in no please provide reasons and alternative solutions provided) | yes/no |
| Account name |  |
| Login information stored | Include date updated |
| Added to HootSuite | Yes/no |
| Training completed |  |