



## Appendix A – Social Media Executive Order \_\_-\_\_

### Social Media Site Proposal (SMSP)

Pursuant to the City’s Policy on the Use of Social Media, Executive Order No. \_\_-\_\_, a SMSP must be completed for each type of social media site/activity, and must be reviewed by your department’s social media administrator before forwarding to the Mayor’s Communication’s Office for final approval or denial. While the City’s website ([www.houstontx.gov](http://www.houstontx.gov)) is the City’s primary internet presence, the City recognizes that, when used appropriately, social media may be useful in furthering the goals of the City and the missions of its departments.

**Your Name:**

**Your Department/Division, and Contact Information:**

**Date:**

### SMSP Details – Provide Responses on Page 2 – SMSP Outline

1. **Project name:** Identify the type of social media communication (Facebook Fan Page, Twitter, etc.) and the name of page proposed.
2. **Key theme/message, and how it furthers the goals of the City:** What is the theme or key message you want to communicate? What is the “big idea” you want your audience to remember, and how does it further the City’s goals or mission?
3. **Audience:** Who are your audiences?
  - Primary
  - Secondary
4. **Audience needs, concerns, interests:** What are the needs, concerns or interests of your audience that you must take into account in creating this social media? These deal with what’s already on their minds, or the context for this message.
5. **Desired action:** For each audience group, what is the ultimate action or response that you want from them?
  - Awareness?
  - Attitude formation/reinforcement/change?
  - Action?



6. **Key facts:** What specific information is important for them to know and *must* be contained in your message?
7. **Social Media Administrator:** Your department director is responsible for designating a social media administrator for your department, who will oversee your social media site.

Who from your department should serve as spokesperson or be featured in your message?

Who will maintain your social media site?

**Social Media Site Proposal Outline – Provide Complete Responses for Each Item**

1. **Project name:**
2. **Key theme/message, and how it furthers the goals of the City:**
3. **Audience:**
4. **Audience’s needs, concerns, interests:**
5. **Desired action from audience:**
6. **Key facts:**
7. **Social Media Administrator, spokesperson, and featured person(s):**

**To be completed by your department’s social media administrator:**

I am the \_\_\_\_\_ Department’s Social Media Administrator. I have reviewed this Social Media Site Proposal. I recommend:

\_\_\_\_\_ Approval

\_\_\_\_\_ Denial

\_\_\_\_\_  
Social Media Administrator/Date