

Social Media Account Request Form

The NCWU Marketing Department maintains a comprehensive directory of all NC Wesleyan-affiliated social media accounts representing departments, clubs, programs or other NCWU entities. In order to be recognized as an official university account and use the Wesleyan name, the account must be registered with the Marketing Department and all login/password information must be provided. To request a new NC Wesleyan-affiliated account, or register an existing account, fill out the form below. Questions can be directed to Stephen Mann, Social Media & PR Manager, at smann@ncwc.edu.

Note: Social media account requests must come from an NCWU faculty or staff member.

Students: Please contact your faculty or staff advisor about submitting a request.

First Name:

Last Name:

Email:

Title:

Account Registration (check one):

Register Existing Account

Create New Account

Name of Program, Club or Department Seeking University Account:

Type of Account Requested:

Choose all that apply. If "Other," please specify the platform you're requesting.

Facebook

Twitter

Instagram

Other: _____

What is the purpose of establishing a social media account for your group/department? Why do you feel this is necessary?

What do you hope to achieve with this social media account? (e.g., inform, share ideas, encourage dialogue, etc.)

Who is your target audience?

What are some specific examples of ideas that you have for posts?

Do you have enough content to post something relevant on a weekly basis, at a minimum?

I certify that I have read, understand and agree to the [North Carolina Wesleyan Social Media Guidelines](#).

Signature: _____ Date: _____

**NOTE: If approved, the Social Media & PR Manager will coordinate with the account owner to obtain login information and to set up new accounts to ensure brand consistency (logos, colors, naming, etc.).*