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| --- | --- | --- | --- | --- | --- |
| Mission Area or Agency: | |  | New Media Channel/Tactic: | [i.e. social networking, challenge, ideation] | |
| Division/Program: | |  | Tool/Provider: | [i.e. Twitter, Challenge.gov] | |
| Public Affairs Contact: | |  | Proposed Start date: |  | |
| Webmaster/CIO Contact: | |  |  |  | |
| Terms of Service Status: | | ☐Apps.gov  ☐ Tool already in use at USDA  ☐ Review Still Required |  |  | |
| Supporting Agencies, Programs: | | [Identify other USDA programs or agencies that may have related goals, shared information sources] | | | |
| Proposed URL, account name: | | [Identify proposed account name] | | | |
| Resources and Process | | | | | |
| Staff Resources:  [Individuals responsible for oversight, maintenance or moderation of tool, account or channel] | | | | |
| Concept Proposal and Communication Plan | | | | | |
| Describe:  1. Mission – Why do you want to establish a new media account/channel?  2. Goals - What do you want to accomplish?  3. Why is this the best technology or tool for the above stated goals?  4. Intended audience  5. Content and information to be shared, events covered, etc  6. Evaluation and success factors  *\*Attach communication plan* | | | | | |
| Reviewed By: |  | | Date: |  | |
| Approved By: |  | | Date: |  | |
| Last Updated By: |  | | Date/Time: |  | |