

**REQUEST TO ESTABLISH A SOCIAL MEDIA ACCOUNT OR SITE FOR
OFFICIAL COUNTY BUSINESS PURPOSES
FORM 615**

Date of Request: _____

Department or Office Name: _____

Describe the type of social media you wish to utilize: _____

Please provide a brief statement for the following questions, attaching a separate sheet if necessary

1. What business purpose or need will be served by the use of social media?
2. In what way will social media address this business need or purpose, and what other benefits may be derived from social media use?
3. How will it be determined that the expected results and benefits are achieved?
4. What time and resources will be required to create and maintain the social media activity?
5. Who will be permitted to post, comment, administer or otherwise maintain the social media site?

A custodian must be designated for all official Fort Bend County social media accounts or sites. The custodian will, at a minimum:

1. Monitor the site to ensure all posted content is current, accurate and an appropriate representation of Fort Bend County
2. Immediately remove any inappropriate content
3. Ensure compliance with privacy and copyright laws

The custodian for this social media account or site will be:

Name: _____ Title: _____

E-mail: _____ Phone: _____

Note: The Department Head or Elected Official is responsible to ensure the site or account is properly maintained and continues to serve a business purpose

Please circulate this form to the following officials for review and signature:

Department Head or Elected Official: _____

Director of Information Technology: _____

County Judges Office, Public Information Officer: _____