**Annex I: Social Media Account Request Form**

Before creating any official EIT Food-branded social media account, you must seek approval from the EIT Food Communications team by filling out and submitting this Social Media Account Request Form. The EIT Food Communications team reserves the right to decide whether a new EIT Food account should be created or not.

PLEASE NOTE: One form must be completed for EACH account.

Please read [this article on the communications hub](https://eitfood.freshdesk.com/support/solutions/articles/80000115684-should-i-create-a-new-eit-food-social-media-channel) before filling & submitting this form.

Any questions can be directed to the EIT Food Social Media Manager joanne.mazoyer@eitfood.eu.

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| **Requester’s name and email address** |  |
| **Who will be responsible for managing the account day-to-day (including contact details)?** |  |
| **Please provide contact details of a back-up manager who will also have access to the account.** |  |
| **Which platform do you want to create an account on (Facebook, Twitter…) and why?** |  |
| **What will be the name/handle of your new account?** |  |
| **What bio or account description do you propose?** |  |
| **Is this an existing account? If yes, when and for what purpose was the account established originally?** |  |
| **Do you or your partners run other EIT Food social media accounts? Please provide links.** |  |
| **Why do you want to create this account? What are you trying to accomplish?**  |  |
| **What are your expected outcomes and how do you intend to measure success?** (eg. Build followers, brand awareness, engagement, have a co-creation space...). |  |
| **What is your long-term plan for this account? What is your content strategy?** (How often will you post? Will this account still be valuable in 1 year? What will be the tone, type of content (images, videos, infographics?), story-line of this account?).  |  |
| **Who is your target audience? Do you also have a secondary target audience? How will social media help you reach your audience(s)?** |  |
| **What language do you intend to publish content in and why?** |  |
| **How will your account provide added value to the already existing EIT Food social media channels?** |  |
| **What might prevent this account from being successful? How will you manage this?** |  |
| **How often will you post content to your account?**  |  |
| **Please send a sample editorial calendar of 3 posts (in English)** |  |
| **Explain why you cannot promote your content via the existing EIT Food social media channels?** |  |
| **Today’s date:** |  |