|  |  |
| --- | --- |
| **Job Title: XXXX**  **Job Number: XXXX** | |
| Marketing Contact: |  |
| Client / Stakeholders: |  |
| Brief description of job | Provide a brief introduction to the job including what you want to achieve |
| Target audience? | E.g. current students | staff | commercial | local community  *N.B. If your target audience does not correlate with the audience who follow our accounts, we may recommend a paid social media advertising*. |
| Which channels / social media accounts would you like to use or collaborate with? | Facebook | Twitter | Instagram | Other |
| What do you want to say? | Please provide text that we can edit in order to optimise it for social channels. Please make it clear if parts of this copy cannot be edited. Include any webpages you would like to links users to, and existing hashtags if relevant. |
| Key dates | When should this go live? |
| Imagery / video | Please submit along with this brief. Videos or imagery should always be provided for social posts, this can include images pulled from the webpage you are linking to in the post. Posts with videos or images outperform those without. |
| Any other comments | If none of the fields above ask the right question, or if there is any other information that is relevant, please tell us here |
| Deadlines | Please tell us important deadlines for content, approval or embargos. |

**Single request brief - Social**

Use this brief to suggest or request content to for NTU’s main branded social media accounts, e.g. Twitter @Trentuni, Instagram @nottstrentuni or Facebook /NottinghamTrentUniversity.

If you require **multiple posts** on multiple dates, or you would like **paid social media advertising**, please use the **detailed briefing document**.