

Heritage University
Social Media Account Application

The purpose of the application is to assist the university's marketing department in keeping track of all HU-branded accounts across the various social media platforms. This allows the university to maintain continuity of approved accounts as administrators consisting of faculty, staff and students arrive and depart the institution. All confidential information connected to these accounts is safeguarded. Sanctioned accounts can be monitored for potential problems and crises.

For Facebook account, all that's needed is a personal Facebook page. Tell us how to find you on Facebook to invite you to become a Facebook page administrator.

Other platforms require non-personal Gmail account. Please create a Gmail account to be used for your social media accounts and be prepared to share with Marketing Department for safekeeping.

Name _____ Date _____

Department/Program/ Student Club Name _____

If Student Club, Name of Advisor (s) _____

Platform (s) Requested _____

Proposed Name of Account #1 _____

Proposed Name of Account #2 _____

Proposed Name of Account #3 _____

Name of Admin #1 _____

Name of Admin #2 _____

Non-Personal Email Address of Account (Non-Heritage.edu address)

Password of Non-Personal Email Address

*I agree to follow the **Heritage University Social Media Policy and Procedures** which can be found [here on Heritage.edu \(Page 61\)](#).*

Yes _____ No _____

Signature _____

Printed name of Signature _____ Date Signed _____

Please print and bring application to Marketing Department or email to Mance_D@heritage.edu.