

Social Media Project Proposal

Name of project:

Date proposal submitted:

Target date for launch:

Brief description of project and its goals:

Type of social media platform requested:

How does this project support [NARA's Strategic Plan](#)?

The [National Archives Social Media Strategy](#) should be used to guide decision-making and focus staff energy and resources in order to maximize impact and more deeply engage people online. What strategy goals will this project help fulfill? (*Please select all that apply*)

Goal 1: Tell Great Stories

Goal 2: Deepen Engagement

Goal 3: Grow Our Audience

Goal 4: Cultivate a Community of Practice

Intended Audience (*please select all that apply*) [for audience summaries, please see [NARA's Digital Government Strategy- Digital Personas](#)]:

Educator

Genealogist

Government Stakeholder

History Enthusiast

Museum Visitor

Researcher

Veteran

Curious Nerd

General public

NARA Staff (please specify: a particular office, unit, library, team, or all staff):

Estimate of resources required (# of staff, hours, materials, software, etc):

Will proposed social media be used to create or maintain data or information meeting the definition of a Federal record per 44 USC 3301 and 36 CFR 1222? Yes No Maybe

Who will oversee or manage the project if approved?

How will you measure success of this project?

Product Owner (*NARA office head or director of program proposing this project*)

Name:

NARA organization:

Telephone:

Email:

Content Contributor (*NARA or Foundation employee who will be primarily responsible for posting content*)

Name and title:

NARA organization:

Telephone:

Email:

Office Executive approval:

Date of approval:

Once completed, please save [Your Project Name]-proposal and submit to socialmedia@nara.gov