# New Media Request Form

<table>
<thead>
<tr>
<th>Mission Area or Agency:</th>
<th>New Media Channel/Tactic:</th>
<th>[i.e. social networking, challenge, ideation]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Division/Program:</td>
<td>Tool/Provider:</td>
<td>[i.e. Twitter, Challenge.gov]</td>
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<tr>
<td>Public Affairs Contact:</td>
<td>Proposed Start date:</td>
<td></td>
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<tr>
<td>Webmaster/CIO Contact:</td>
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<tr>
<td>Terms of Service Status:</td>
<td>Apps.gov</td>
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<tr>
<td></td>
<td>Tool already in use at USDA</td>
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<tr>
<td></td>
<td>Review Still Required</td>
<td></td>
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<tr>
<td>Supporting Agencies, Programs:</td>
<td>Identify other USDA programs or agencies that may have related goals, shared information sources</td>
<td></td>
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<tr>
<td>Proposed URL, account name:</td>
<td>Identify proposed account name</td>
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<tr>
<td><strong>Resources and Process</strong></td>
<td></td>
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<tr>
<td><strong>Staff Resources:</strong></td>
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<td></td>
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<tr>
<td>[Individuals responsible for oversight, maintenance or moderation of tool, account or channel]</td>
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<tr>
<td><strong>Concept Proposal and Communication Plan</strong></td>
<td></td>
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<tr>
<td><strong>Describe:</strong></td>
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<tr>
<td>1. Mission – Why do you want to establish a new media account/channel?</td>
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<td>2. Goals - What do you want to accomplish?</td>
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<td>3. Why is this the best technology or tool for the above stated goals?</td>
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<td>4. Intended audience</td>
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<td>5. Content and information to be shared, events covered, etc</td>
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<td>6. Evaluation and success factors</td>
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<tr>
<td>*Attach communication plan</td>
<td></td>
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</tr>
</tbody>
</table>

Reviewed By: Date:

Approved By: Date:

Last Updated By: Date/Time: