

**Application for approval of Social media account.**

**Application reference number:**

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| --- | --- | --- | --- |
| **Name of applicant** | **Department** | **Need for Social media account** | **Enter name of Line manager who has been consulted and given verbal agreement to this application.** |
|  |  |  |  |
| **Name of team member to manage account and be main point of contact** | **Department** | **Names of other team members who require access to the accounts (s)** | **Comments** |
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**If approved all nominated users must sign a copy of the social media policy to show that they have read and understood it.**

**Any new accounts to be added to the list of approved social media accounts and will be added to a page on the RVC website.**

**Signed by Line manager:**

**Date:**

**Review /Approval process and record on following page**

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| **LINE MANAGER ACTION** |  |  |
| **Line Manager name** | **Date forwarded to Marketing ( name) for review and approval** |  |
|  |  |  |
| **MARKETING ACTION** |  |  |
| **Marketing name** | **Application approved/not approved and date.** | **Comments** |
|  |  |  |
| **Date forwarded to Senior Management member named below.** | ***Or* Date application returned to team for query.** | **Comments** |
|  |  |  |
| **SENIOR MANAGEMENT ACTION** |  |  |
| **Senior Manager approved/not approved** | **Date returned to Marketing manager** | **Comments** |
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