



**KENTUCKY STATE
UNIVERSITY**

BRAND IDENTITY AND UNIVERSITY RELATIONS

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SOCIAL MEDIA ACCOUNT REGISTRATION

Please provide information about the social media account you officially manage for Kentucky State University. This information will help the Division of Brand Identity and University Relations understand its brand presence within social media. Additionally, you will need to complete a **Social Media Brief** to clearly outline your social media strategy.

Unit Represented: _____

Social Network: _____

URL: _____

*Login Username: _____

*Login Password: _____

*Account Manager #1: _____

Email: _____

*Account Manager #2: _____

Email: _____

*Account Manager #3: _____

Email: _____

When was the account created (Month, Year)? _____

How long have you managed the account? _____

Was this account approved by your supervisor and/or the vice president for your unit prior to launch?

YES NO Provide the name of the authorizing person: _____

**If the login username or password, or account manager(s) changes for the registered account, you must notify the Division of Brand Identity and University Relations immediately, but within 24 hours, so that records can be updated. Failure to do so may result in deactivation, deletion or removal of your account access.*

The Division of Brand Identity and University Relation reserves the right to monitor your social media account and deactivate, delete or discontinue your access to an account that continuously misrepresents the Kentucky State University brand.

Signature of Primary Account Manager: _____

Date: _____