

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