إدارة التسويق واستقطاب الطلبة
MARKETING & STUDENT RECRUITMENT

جـــامعـــة الشـــارقـــة
UNIVERSITY OF SHARJAH

Sponsored Social Media Campaign Request Form

Contact Details:

Name: Staff ID:

College/Department:

Supervisor approval for campaign? Yes: No: Supervisor's Name:

Ext: Mobile: Email:

(Staff or Student @sharjah.ac.ae email address only)

Campaign Type

Is design required: Yes: No:

Social media elements proposed / required for the campaign.
(Please select all that apply)

- Facebook advertising
- LinkedIn Posting (Free)
- YouTube advertising
- Instagram advertising
- Google ads text advertising
- Google ads display advertising

Campaign purpose/goal?
(Maximum length - 400 characters)

Target?
Awareness Lead generation

Target Audience?
(Please be specific, e.g. age, location, income, etc)

Notes:

All UoS social media campaign requests must be submitted 4 weeks prior to campaign launch date.
All fields are mandatory and must be filled before request approval
If a field is not applicable, please write 'NA' in the answer field.
If campaign request is submitted within less than 4 weeks, there is no guarantee that the request will be processed in time for the intended launch date.
All requests will be reviewed by the Marketing and Branding unit.
For assistance in filling the form, please contact the Marketing and Branding unit.

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Campaign Content

Key Messages
Enter caption for the Ad (We have the authority to rewrite the key messages)

Include a URL / link that provides more information;

Images to be used for the campaign:
High-resolution images (minimum 1080 x 1080 pixels.) Total file sizes should not exceed 8Mb.

Campaign Budget and Timeline

Awareness starting from AED 60 per day per ad Yes:

Lead generation starting from AED 60 per day per ad Yes:

Both starting from AED 120 per day per ad Yes:

Delegated Officer name and contact number:

Standard Landing Page: Yes: Free

Customized Landing Page: Yes: AED 1000/Page

Delegate Officer written approval for cost? Yes: No:
Please forward a copy to MSR@sharjah.ac.ae

Budget code#

Proposed start date:

Implications if the campaign is not live by that date:

Campaign end date:

Campaign marketing material is available?

Marketing and Communication Opportunities

Do you require any specific reporting requirements for the performance of the campaign?
(If yes, please specify)

Kindly Send the Form to: malabed@sharjah.ac.ae