Welcome to the Social Media Ambassador Instagram Pilot Program!

As a current student, you are the university’s strongest brand ambassador. Prospective students want to hear from current students and they want authenticity! They are interested in what it’s like to be a student here: how the food looks/tastes in the dining hall, or what it’s like to live away from home for the first time with a new roommate. It’s less about the polished, professional pictures of campus, and more about providing the most student-centric representation of UNC Charlotte and its community.

As you become an ambassador for UNC Charlotte Admissions, we want you to be a reliable and energetic source of information. We want you to be passionate about UNC Charlotte and be able to represent the university in a positive manner.

Prospective students want to connect with current students in more avenues than just our video view book and the website. So reach out, engage, and answer the questions they really want to know. They view current students as a much more reliable source than official counselors and faculty members.

You have been selected as a Social Media Ambassador because you understand the end goal of Undergraduate Admissions recruitment. You understand that students like to dig in and research more about universities than they can find on websites and in brochures. It is a privilege to be selected to provide this student voice of our university, so please take this responsibility seriously, while having fun along the way.

Goals & Objectives

The Social Media Ambassadors provide key insights into life at UNC Charlotte as a Niner. As an ambassador, you will be able to

- Extend the reach of the admissions office
- Communicate on the prospective students level
- Share UNC Charlotte experiences with prospective students
- Sharing the ins and outs of everyday life at UNC Charlotte

Key Responsibilities
- As a Social Media Ambassador, you will maintain a personal UNC Charlotte-branded presence on social media outlets. You should be comfortable responding to questions and discussions as directed by marketing/communication managers. (i.e. hashtags, branded pages, tagged posts, direct messages, etc.)
- On occasion, you will be asked to participate in student takeovers and 49ersLive events on the UNC Charlotte Admissions accounts.
- You will serve as UNC Charlotte Admissions “influencers” on the following social media outlets:
  - Personal Branded Instagram accounts
  - @UNCCadmissions Instagram account

Requirements:
As a social media ambassador, you are required to:
- Attend Mandatory monthly training (fall and spring semester)
- Post a minimum of once a week on your feed
  - Must be original content
  - Instagram Stories do not count towards your 1 feed post
- Once a week, create an Instagram Story
  - Must be 3-5 frames
  - Frame = a picture or 15 sec video
  - Must be original content
- Participate in 1 @UNCCadmissions Instagram takeover per semester

Social Platform Operations
- Instagram
  - Students and Managers will have access to UNC Charlotte Branded Social Media Ambassador accounts.
  - Manager will setup professional profile picture, account handle, and password to maintain branding specifications. Students can add their own highlight graphics for a personal touch.
  - Managers will assign days for Ambassadors take-over the Admissions Instagram account.

Managers have the right to pull a student ambassador account at any time if ambassador conduct is breached

Accountability
Please note that this is a pilot program for managers and for you. There is freedom to tell us what is or isn’t working for you! Managers will check-in weekly to provide and receive feedback.

Benefits

As a Social Media Ambassador, you will receive and gain:

- Leadership experience
- Resume & portfolio building experience that can be shared with employers
- Exposure to social media brand strategy and new platforms through practice and training.
- Networking opportunities with the Office of Undergraduate Admissions Marketing and Communication Team.
- Recommendation letter from Director of Marketing/Communications or Associate Director of Admissions
- The power to influence a prospective students decision to apply and attend

Interaction with a variety of new people (both prospective students & their families & other tour guides)

Training

Mark your calendars for monthly meetings:

First Wednesday of the Month

4:45 PM – 5:30 PM

Gage Undergraduate Admissions Center – Niner Guide Workroom

If you cannot make training, it is your responsibility to get missed information from the Manager. We will not send power point slides, handouts, etc.

Social Media Ambassador monthly meeting/training may include the following topics:

- Dos and don’ts
- HASHTAGS! #Future49er, #NinerPride, #UNCC25…etc
- Important campus stats.
• Get ambassadors input and ideas on content curation.
• New Content Buckets for the month

Application Process

Applications will be available during the fall semester only. Everyone is welcome to apply for the program.

• For this semester, only five applicants will be selected to pilot the program.
• Recruitment and training will take place in the fall.
• Applicants will begin using their social media account in the spring once training is complete.

Marketing/ Communication managers have the final say on who is accepted to the program based on information provided in your application.

Application Review

Marketing/ Communication managers will use your personal social media accounts to gauge the following in consideration of the program:

• What does your digital stamp/footprint look like?
• What content from other profiles are you sharing?
• What major and unique activities are you involved in?
• May consider number of followers or friends to gage influence on social media
• Applicants may be asked to provide photography examples

Contact Information
The primary form of communication will be GroupMe & email. We expect you to check your email for information and announcements consistently. In the case of an emergency or specific social media requests, you may send a message to Sarah or Grace’s cell phone directly.

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Sarah Campbell
Assistant Director, Multimedia Designer
Cato Hall 109
Email: sarah.campbell@uncc.edu

Grace Harrell
Digital Marketing Specialist
Cato Hall 112
Email: gharrel1@uncc.edu