



Social Media Ambassador Program

UNC Charlotte Office of Undergraduate Admissions

Welcome to the Social Media Ambassador 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 a student takeover on the UNC Charlotte Admissions accounts.
- You will serve as UNC Charlotte Admissions “army of journalists” on the following social media outlets:
 - Twitter
 - Snapchat (Take-overs)
 - Instagram (Content contributors)

Requirements:

As a social media ambassador, you are required to:

- Attend Mandatory monthly training (fall and spring semester)
- Tweet at minimum three times a week
 - Must have three original tweets
 - Retweets do not count towards your 3 tweet minimum
- Attend 1 campus event per semester
 - A list of events will be provided by marketing managers from which you may choose from

If you are interested in attending an event not listed, contact marketing managers to discuss.

Social Platform Operations

- Twitter
 - 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 cover photos for a personal touch.

- SnapChat
Managers will assign days for Ambassadors take-over the Admissions SnapChat account.

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

Accountability

The Social Media Ambassador program will run on a three point per semester system. Failure to complete assigned requirements will result in dismissal of the program.

Points may include:

- Not attending training meetings
- Not hitting tweet goals
- Failure to cover 1 event on campus
- Signing up for an event and not showing up

1st requirement not met – **Warning**

2nd requirement not met – **one point total**

3rd requirement not met – **two point total**

4th requirement not met – **three point total- dismissal from program**

If you are dismissed from the program, you may reapply in the next open application for consideration. If you are not chosen to continue in the program, your account will then be deactivated.

Benefits

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

- Leadership experience
- Resume-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 Tuesday of the Month

5:00pm

Cato Hall

Theatre Room

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, #UNCC20...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.

- 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

Contact Information

The primary form of communication will be 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's cell phone.

Sarah Campbell

Ambassador Manager

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Cell phone: 704-301-2264

Kayla Picca

Ambassador Coordinator

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