Turning Camp Fans Into Ambassadors

Key steps to an effective social media ambassador program

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92% Trust personal recommendations

50% Trust messages from a brand

According to Nielsen
Fruit and Veggie day!! Most excited for the acorn squash. Haven't made that before. Hit me up with your best recipes please!! http://misfitsmarket.refr.cc/kelleys

Melissa McKenna Cut the acorn squash in half, scoop out the seeds and guts, put a pat of butter and brown sugar into the cavity, roast in the oven at 400 until fork tender - could be as long as an hour. https://www.chowhound.com/.../basic-roasted-acorn-squash...

Tonette DeMary Mollohan This looks like so much fun!
“Facebook was built on the idea of connecting people with their friends and family.”

Adam Mosseri, VP, Product Management, News Feed, Facebook
Brand messages are re-shared 24 times more frequently when distributed by employees through employee advocacy vs the brand.

Neal Shaffer via MSL Group
anniermurray It was a good start to Wednesday. The horchata pie from @bangbangpie is on point.

mamabrooking OMG I need that, enjoy it doubly for the both of us

lainecurtiscogan Ohhh la la, baby down, snacking on mine right now!!!! Thanks girlfriend @anniermurray
$1 Million
7 Keys to Success for your Social Media Ambassador Program
1. Determine Your Social Media Objectives
Organizational Goals

- Derived from your strategic plan.
- What is the organization looking to accomplish?

Communications Objectives

- What achievements in communications will help the organization reach its goals?

Tactics

- What activities will help achieve those objectives?
  - Social media is one tactic among many.
Examples of Social Media Objectives:

- Build list of email subscribers
- Drive people to registration page
- Drive year-round engagement among campers
2. Choose the Right People
Look for people who are:

➢ Passionate about your camp
➢ Influential in a defined circle of people (people that matter to your organization)
➢ Active on social media
➢ Models of your camp’s values
Avoid, avoid, avoid:

➢ Complainers (political rants, poor me, etc.)
➢ People who share everything without focus
➢ Social media newbies
Ephraim Gopin, “Would You Fire Your Volunteer For This?”

@ILovelc90960330 · Aug 27
These people *really* don’t get it. But Lo and behold, another blue tick prostitute getting paid to thwart any kind of questioning of the popular, media constructed narrative. What else is new?

Replying to @ILovelc90960330 and @JusticeTrublu

@NerdAboutTown

Hi @RedCross - I believe @ILovelc90960330 volunteers for you? Is this an accurate representation of the type of people you want working for your organisation?
3. Share Your Objectives and Expectations
Strengthen camp  > Get more likes
Sure, I’ll be an ambassador.

So, um, what do I do?
1. Amplify your stories.
2. Use their stories to personalize your brand.
Who can be a Social Media Ambassador?

You can! Many of you have already contacted us, asking how you can help make a difference. In response to interest from our incredible support community, we have created the Social Media Ambassador program as an easy way for anyone to get involved. BWF Social Media Ambassadors are passionate about veterans issues and the Foundation’s mission, and are enthusiastic about engaging others in the conversation. If you have a willingness to use your social media power to spread the word about the Foundation’s impact, we welcome you to add your voice and take a #Stand4Heroes.

What is the role of a Social Media Ambassador?

- Follow Bob Woodruff Foundation social media channels including Facebook, Twitter, LinkedIn, and Instagram
- Actively promote and share what taking a #Stand4Heroes means to you, and what the Foundation does to support post-9/11 impacted veterans and their families
- Introduce your network to all the ways they can contribute and donate to the Foundation (including becoming Ambassadors themselves)
- Contribute positive messages and work to build awareness of #Stand4Heroes and the Bob Woodruff Foundation
- We encourage you to write short stories, poems, and other creative pieces that can be featured on our Writing For Heroes blog
These boots have taken me on many meaningful adventures. Thank you @leewoodruff and @bobwoodruff for supporting our nation's veterans. I #stand4heroes too!

@luannjean Whenever my husband and I see someone from the military, police or firefighter we always make a point to thank them for their service to our country.
4. Share Brand Standards (but don’t expect 100% alignment)
# Organizational Lexicon:

<table>
<thead>
<tr>
<th>Use</th>
<th>Don’t use</th>
</tr>
</thead>
<tbody>
<tr>
<td>They</td>
<td>She/He</td>
</tr>
<tr>
<td>Campers</td>
<td>Kids</td>
</tr>
<tr>
<td>Faith</td>
<td>Religion</td>
</tr>
<tr>
<td>Partner</td>
<td>Donor</td>
</tr>
<tr>
<td>Under-resourced</td>
<td>At-risk</td>
</tr>
</tbody>
</table>
5. Provide Resources to Make It Easy
Must Haves:

- Resource hub on website
- Email updates, tips, thank yous
- Image library
- Quick stats
Social Ambassador Toolkit

Thank you for using the power of your social network to stand with immigrant women and girls who refuse to be victims of violence. Your voice will bring us closer to a world where all women and girls enjoy equality and live in safety and with dignity.

Below you will find downloadable graphics, social media posts, emails, and talking points – the tools you need to inspire friends and family to learn more, give, and share.

Remember, the best messages are ones that come from the heart, so please feel free to personalize your outreach, letting your network know why Tahirih’s work is important to you. And don’t forget to use #TeamTahirih and #BridgeToSafety in all of your outreach!

FOLLOW TAHIRIH ON SOCIAL MEDIA

facebook.com/tahirihjusticecenter
@tahirihjustice
SAMPLE SOCIAL MEDIA POSTS & EMAILS

Tweets

@[MEMBER OF HOUSE/SENATE] It's time to STAND UP and STAND TOGETHER! Refute the current treatment of asylum seekers and immigrants. tahirih.org/buildingbridges
@tahirihjustice #Immigrant #Survivors #Hope #BridgeToSafety
#StandUp

Click To Tweet

Email

@[MEMBER OF SENATE] It's time to support the rights of women everywhere. VOTE YES for the non-partisan VAWA reauthorization. This law provides life-saving protections for ALL people who experience domestic abuse and sexual assault. tahirih.org/buildingbridges

Click To Tweet
Social Media Toolkit
Grand Ambassadors!

The Grand Alumni Homecoming Weekend will be here before you know it and we need your help in spreading the word! We are looking for recruitment volunteers to get as many St. John’s alumni and make this the best Weekend yet.

- Share Grand Alumni Homecoming Weekend Social Media posts
- Call, e-mail, or text your classmates and friends (lists to be provided)
- Create your own personalized social media posts using St. John’s imagery (imagery to be provided)
6. Build a Fun Community
Relationships beyond the week
Social Media Ambassadors

The Austin Public Library invites you to participate in extending our reach into the community by becoming a Social Media Ambassador or #APLambassador. Help raise awareness of the Library on social media and at the same time, raise the Library's awareness of you, its supporter.

Become a Social Media Ambassador

Ambassadorship is one way to volunteer for the Library - no application required! Simply sign up to receive #APLambassador emails (the sign up form is also on this webpage). The Library is active on several social media platforms. We're organizing ambassadors across platforms through emails by individual staff members that we'll send to your inbox. We'll give you the scoop on Library programs and projects and highlight relevant hashtags.

Though your participation takes place online, occasionally we organize special in-person events at the Library just for our ambassadors:

- October 22, 2017 (photo at right): ambassadors got a sneak preview of Austin's new Central Library before the grand opening on October 28.
- June 29, 2018: ambassadors got a sneak preview of APL After Dark, a new event series taking place after normal operating hours at the Central Library.
- August 16, 2019: ambassadors were treated to an appreciation party and sneak preview of exciting, upcoming library events that would benefit from their support and social networking.

What We're Asking Ambassadors to Do

- Follow the Library on social media.
- Share updates and events with your followers.
- Use the hashtags #APLambassador and #APLollow.
- Attend occasional in-person events.
- Provide feedback on social media strategies.

Sign up to receive updates and be a part of the team today!
7. Engage!
kasimon02 • Following
Market Street - South Jordan

kasimon02 Team dinner @marketstreetgrillsj and look what I found right in the entrance! Great job. 👏 #selfieswithaeds #marketstreetgrillsj @selfieswithaeds

marketstreetgrillsj Being able to take care off our guests matters to us. Good food, good drinks and an AED machine.....just in case. Thanks for noticing. Have a great meal! Cheers!

selfieswithaeds @sadsfoundation • in your neck of the woods.

Liked by craig_william_t and 24 others
Summing up:

Quality > Quantity
92 %
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Stay in touch:
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- Brand & messaging strategy
- Communications planning
- Storysharing
- Copywriting (website, newsletters, etc.)
- Fractional communications leadership