



Office of
Communications and Marketing

CU Social Media **AMBASSADORS**

2019-2020 Claflin University Social Media
Ambassador Guide

Welcome to the Claflin University Social Media Ambassador Program

am · bas · sa · dor / | am-ŭ-sə dŏr: a person who acts as a representative or promoter of a specified activity.

Who better to represent our university than you, our current students? Social media serves as such an important tool in every industry, but especially in higher education. Alumni, donors, and other important figures look to our pages to see the many great things happening at the university. Prospective students also look to our pages as a way to help guide their college decision, so we want to show them the best of what Claflin University has to offer.

As a student, you are inside the classrooms, in the dorms, at campus events and other places that sometimes I can't be. That is why it so important to have students who can contribute to the success of our university's promotion.

As a social media ambassador, you will be able to give the public a look inside the university straight from a student's eyes. You have been chosen as an ambassador because you exemplify what it means to be a true visionary leader. Your involvement on campus and your enthusiasm for Claflin will help take our social media pages to the next level.

It is a privilege to be a part of the Claflin University Social Media Ambassador team, and we hope you will take it seriously but also have a great time doing it.

Charnita Mack
Public Relations/Social Media Coordinator

Goals and Objectives

- Promote Claflin University in a positive light
- Engage with prospective students, as well as alumni and community members
- Share the Claflin experience as a student
- Expand Claflin's social media reach

Key Responsibilities

- Be an asset to the Claflin University Communications and Marketing team by being available and willing to contribute to the Claflin social media pages, including
 - Facebook
 - Instagram
 - and Twitter
- Create and maintain a shared, branded Claflin University Social Media Ambassadors Instagram page
- Participate in social media takeover days when necessary
- Be knowledgeable about campus happenings and able to answer questions from comments and direct messages when prompted

Requirements

As social media ambassador, you are required to:

- Attend monthly training/update meetings (dates and times will be determined at the beginning of each semester)
- Actively participate in the maintaining (posting, sharing, interacting) of the group Instagram page
- Attend at least two major events each semester to promote through social media channels
- Be active and tweet to promote Claflin University and its events at least 2-3 times per week
 - While it is not required, a separate Twitter account can be created solely for your use as an ambassador. Anyone interested in creating their own should notify the coordinator.

Social Media Page Processes

Instagram/Twitter

- Ambassadors and the coordinator will have access to group ambassador Instagram profile. Comments, direct messages, and posts will be monitored by the coordinator.
 - Ambassadors will work out a plan so that posts are not scheduled at the same time
 - The page is solely for the promotion of Claflin University. **NO PERSONAL PROMOTION.**
 - **DO NOT** change the password of the account without notifying the coordinator.
- Students will be logged into the official Claflin Instagram and Twitter pages by the coordinator. The passwords **WILL NOT** be given out.
 - Once a student is logged in, you are able to stay logged and switch from your personal and ambassador/official accounts. If you log out by accident, you must see the coordinator to be logged in again.

Facebook

- Students will be given access to the Facebook page as needed.

Acceptable actions on official accounts:

- Liking comments and tasteful posts
- Responding to comments on posts
- Responding to direct messages when necessary

Unacceptable actions on official accounts:

- Posting to the page or the page's story without being prompted to do so
- Liking or commenting on inappropriate posts
- Responding to direct messages and comments with incorrect information or inappropriate language

Accountability

At any time, without warning, the coordinator or another member of the Communications and Marketing team has the right remove a student ambassador from official accounts and the student-run account if the ambassador is not meeting requirements or has participated in an unacceptable action.

Ambassadors may receive warnings before removal from the program if the ambassador:

- Fails to adhere to ambassador guidelines/requirements
- Fails to attend assigned events
- Misses monthly meetings without a valid excuse

The decision to give warnings or immediately remove an ambassador from the program is determined on a case-by-case basis. If you are removed from the program, you may not reapply unless otherwise decided upon by a member of Communications and Marketing.

Training

Training is a mandatory part of the Social Media Ambassador Program. Training session times and dates will be set by the coordinator, and any ambassador who misses a session will be responsible for getting the information they missed.

Training session topics may include:

- Social media etiquette (DOS and DON'TS)
- Hashtag development
- Identifying social opportunities
- Content curation

Contact Information

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