

# Student Ambassador Program Start-Up Plan

## Ideas for Post-Orientation, Student-Led Marketing Activities

**Purpose of the Tool:** Students respond more favorably to peer communications versus information which is shared from faculty or staff. To that end we encourage the establishment of an ambassador program to establish Navigate as a key student resource. In many cases, you may want to review student-generated materials before they are shared or published, but remember, don't impede on the student voice!

**Intended Audience:** This start-up plan is designed for the Program Owner or faculty or staff responsible for Navigate marketing initiatives. Consider collaborating and connecting with various campus student leaders to brainstorm on other possible items for inclusion in this ambassador program.

### Getting Started

*Low-touch activities*

#### Custom Posters

Ask students to create their own posters! Provide them with mandatory elements to ensure a consistent look and feel with your current marketing materials.

#### Campus Newspaper Student Feature

Encourage students to share candidly how they struggled with and resources critical to their success or tools they couldn't do without. (Navigate!)

### Gaining Followers

*Medium-touch activity*

#### Social Media Campaigns

Students create a short social media campaign for your popular channel. Choose whether students do a "media takeover" or you repost the content from their personal pages. And create a strategy around #hashtags!

Possible campaign ideas:

- ❑ *Students video themselves surprising top Navigate users with fun prizes.*
- ❑ *Students create Snapchat filters for Navigate, try to make it go viral!*
- ❑ *Live Q&A with a student about a specific path item and direct them to Navigate at the end of the conversation.*

### Creating A Community

*High-touch activity*

#### Campus Resource Scavenger Hunt

Have students organize a resource scavenger hunt based upon the path items in Navigate.

Encourage students to make the activity fun and simple. Even if students just visit important locations on campus, it will serve as a great introduction.

Below are some key considerations for designing an effective scavenger hunt.

### Four Ways to Engage Students in a Campus Scavenger Hunt

#### 1 Creation of Teams

- Create teams of 3 or more students
- Incorporate into First-Year Experience or specialized degree or credential programs

#### 2 Make it Memorable

- Consider asking students to do something funny at each location. Everyone loves a good laugh!

#### 3 Offer Prizes

- Consider running a raffle so everyone has an incentive to finish.
- No budget? Get creative and offer non-cash prizes like a coveted parking space!

#### 4 Share on Social Media

- Manage the hunt on online with a unique hashtag
- Pick winners through the use of creative hashtags



#### Join the Navigate Scavenger Hunt on Instagram!

# \_\_\_\_\_

1. Create your team of 3!
2. Log into the Navigate to access a list of campus resources.
3. Visit each location and check-off your path item in Navigate
4. Post a picture of your team on Instagram with the mystery item at each location.

\*Remember the official hashtag! Each post earns you one entry into the raffle!