




# Social Media Impact Ambassadors Launch Guide

## Instructions

Social media impact ambassadors are volunteers who agree to share posts on their social network about the impact of donors' dollars. Advancement shops benefit from their postings because what people see on social media affects how they give. This is especially true for Millennial donors who are starting to take home bigger paychecks and are thinking about bumping up their giving. This resource outlines **six steps** to establish a social media impact ambassadors initiative.

## Step 1: Recruit Ambassadors

Depending on who is managing the initiative and how much time he or she has, set a goal for the number of ambassadors to recruit. Consider adapting Skidmore College's social media volunteer description to recruit ambassadors.

Key Qualities of Effective Ambassadors	
	Self-identified alumni volunteer
	Heavy social media user with large network
	Actively supports the college online

## Sample Social Media Ambassador Position Description

Do you tweet and use Facebook every day? Do you take pride in your Alma Mater? If your answer to these questions is yes, then you are exactly what we are looking for. Our institution is seeking highly motivated individuals who have a great passion for social networking, spreading the word, and making new connections.

### Requirements

- Must have a basic knowledge of privacy settings
- Must be active on at least two social media platforms (preferably Twitter and Facebook)
- Strong commitment to ethics, honesty, and integrity in conducting business
- Home based, with bimonthly (more frequent when necessary) check-ins with social media liaison
- Supply social media liaison with your social media links (e.g., Twitter handle, Instagram name)

### Responsibilities

- Promotion of social campaigns, competitions, and contests (e.g., reunion, giving challenges, etc.) using promotional content will be provided by Social Media liaisons
- Participate in regular meetings for updates
- Assist in growing the institution's presence on web-based social communities (e.g., Facebook, Twitter, LinkedIn, YouTube, Instagram)
- Post two to five updates/messages on all channels each week
- Analyze similar institutions' social media presence/strategies
- Identify threats and opportunities in user generated content surrounding our brand and report to our institution's Social Media liaison

### Time Commitment

- Will vary based on number of upcoming events or relevant news which needs to be promoted. (Typically less than two hours per month.) Flexibility to work increased hours around peak events.

Source: Adapted from materials provided by Skidmore College; EAB interviews and analysis.

# Social Media Impact Ambassadors Launch Guide (cont.)

## Step 2: Plan a Content Strategy

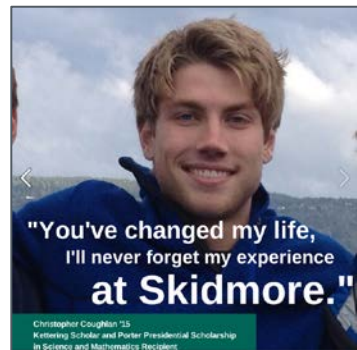
Think thoughtfully about what volunteers should push out to their networks. The following questions will help staff develop posts that ambassadors can share.

- What target demographic should the content reach? Will the ambassadors' networks reach this demographic?
- How can I adapt the content to fit different social media platforms (e.g., Facebook, Twitter, and Tumblr)?
- Is the content easy to understand? Is it attractive to viewers?
- What type of impact does the content share?
- What is the ideal timeline for pushing out posts?

Consider the following content produced by staff at Skidmore College:

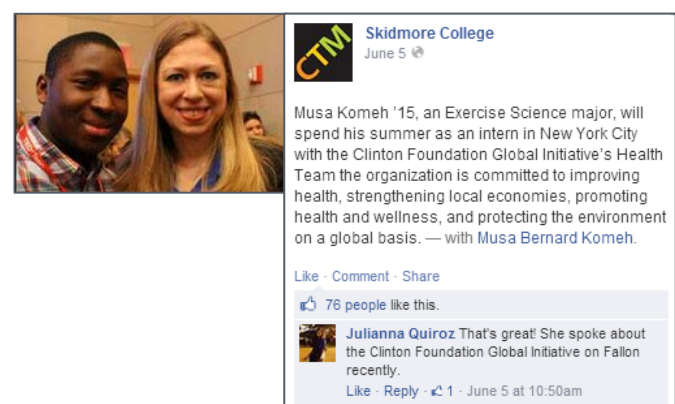
### #FunFactFriday

Gift impact stories, photos, and quotes posted every other Friday on Twitter and Facebook.



### “SEE-Beyond” Summer Grant Recipient Profiles

Summer grant recipient profiles posted on the college’s website, Facebook, and Twitter



### #ThanksLucy

Student philanthropy day posts on Twitter and Facebook thanking donors for gifts made to the campus



## Step 3: Train volunteers

Conduct training sessions to align volunteers with the mission of the initiative and outline their responsibilities. Consider hosting onboarding sessions through webinars or on the phone to bring volunteers up to speed. In addition, consider ongoing emails and discussion sessions to refresh knowledge and introduce new content. (Continued on next page.)

Sources: Image retrieved from: Skidmore College Facebook account; Image received from Skidmore College twitter account; EAB interview and analysis.

# Social Media Impact Ambassadors Launch Guide (cont.)

## Topics to address during onboarding sessions:

- Volunteer responsibilities
- Time required
- Resources to aid responsibilities
- Privacy concerns
- Social media use and etiquette

## Types of Ongoing Communications:

- Calls to review progress, discuss upcoming initiatives, and address content questions
- Email and Twitter pushes to volunteers about important impact initiatives
- Consistently updated central resource (e.g., Facebook) to alert volunteers of messages, photos, and stories that the university wants volunteers to engage with and share with their networks

## Step 4: Track Results

Track the following metrics to determine the success of the initiative.

### Engagement Data

Platform	Metric	Before Ambassador Launch	After Ambassador Launch	Number Increase	Percentage Increase
	Followers				
	Likes				
	Comments				
	Followers				
	Likes				
	Comments				

### Giving Data

Mini-Campaign or Donor Segment	Metric	Before Ambassador Launch	After Ambassador Launch	Number Increase	Percentage Increase
	Dollars				
	Donors				
	Dollars				
	Donors				
	Dollars				
	Donors				

Source: EAB interviews and analysis.