



## Wagner College Social Media Ambassador Job Description

Wagner College is growing, and it will keep growing as we head into the future. But the future is always changing, and we are changing the way we communicate with our Wagner Family. We are actively recruiting social media volunteers who can help us reach alumni and friends of the College who are online. Your testimony is one of the most powerful assets we have as an institution, and we hope you will lend us your talents and influence by becoming a Social Media Ambassador.

The Wagner College Social Media Ambassadors will work with the Office of Alumni Relations and the rest of the Institutional Advancement team to help spread the news of positive stories, exciting events, and important giving opportunities here on campus.

### **We ask our Social Media Ambassadors to agree to the following:**

- Join the Wagner College and Wagner College Alumni Relations social media platforms – including Facebook, Twitter, and Instagram.
- Invite their friends and family to join our groups and pages if they have an active interest or investment in Wagner College.
- To contribute positive messages and conversation to those sites and regularly interacting via likes and shares as they feel comfortable.
- Post from alumni events and encourage others to do the same.
- Understand and educate peers about the Office of Alumni Relations and Institutional Advancement in regards to events and annual giving in a sensitive way.
- **Provide special support through shares and personal posts three times a year – Homecoming Weekend, Giving Tuesday, and Reunion Weekend.**

The Social Media Ambassadors will be especially essential to the College during and leading up to three major events: Homecoming, Reunion Weekend, and Giving Tuesday. During these seasons, our volunteers will receive emails with pre-written posts and other content which can be modified as they see fit. We want the messages to sound personal – but we also want this volunteer experience to be as easy and positive as possible!

## FAQ's

### **Do I need to be active on all the College's social media accounts?**

No! While the ideal ambassador would have influence on many social networks we know that some alumni may be extremely influential on Facebook, but not have a Twitter account. We want you to volunteer in any way you can!

### **How often do I need to be actively promoting College social media posts?**

We encourage SMAs to be as active as possible given their work and home life schedule. However during our high priority events (Homecoming, Reunion Weekend, and Giving Tuesday) we encourage everyone to be as active as possible.

### **Do I need to change my privacy settings?**

No! The idea is that you will help spread Wagner College information to *your followers*. We're not asking that you change any settings – just share information in your voice, to your peers.

### **What's in it for me?**

Volunteering as a social media ambassador provides an opportunity for enthusiastic and engaged individuals to represent Wagner College. Ambassadors serve a significant role in supporting our online community by facilitating conversations, and promoting awareness and growth here at Wagner.