


Learn how to establish a social media ambassador program to leverage the virality of today's technology.

Understand how to create a comprehensive program to generate positive branding when marketing your Catholic school or diocese with minimal expense.

This presentation will include a template and timeline to capitalize on authentic endorsements by ambassadors, grow social media sites, and spread the good news you need to market for image, enrollment, and resources.

ABOUT TODAY'S PRESENTATION



A Social Media Ambassador Program empowers trusted liaisons to serve as your eyes, ears, and megaphones.

This allows for your content to be shared quickly due to an increased virality as well as building a strong brand through authentic endorsement.

WHAT IS A SOCIAL MEDIA AMBASSADOR PROGRAM?

WHAT ARE THE GOALS?

Program Goals:

1. Virality
2. Authentic Endorsement



HOW TO CREATE A PROGRAM

Find trusted liaisons by watching your social media traffic

Meet to introduce the program

Train them with your social media strategies

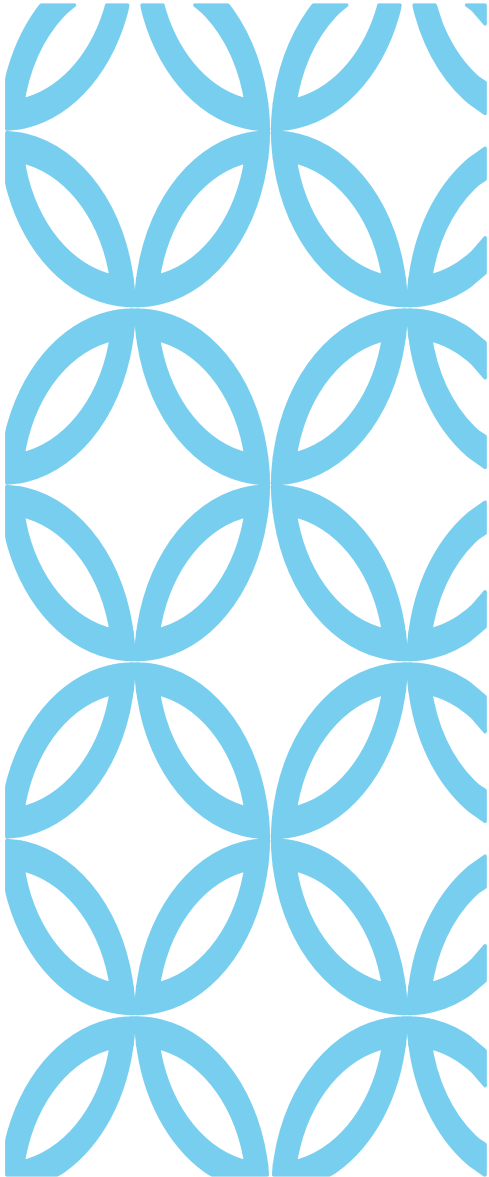
Check-in on a regular basis

Learn their suggestions

Watch what they post

Study your analytics

Grow more ambassadors



Ask them to share the content you post, including their own words

Ask them to invite “friends” to Facebook events

Ask them to tag “friends” in posts

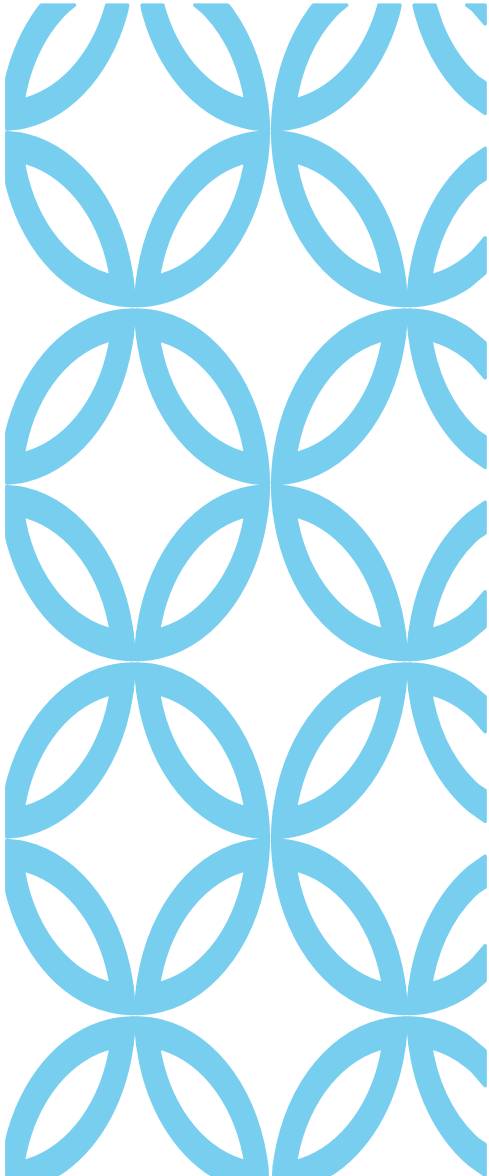
Ask them to “review” your page

Ask them to “check in” when they are on campus

WAYS TO BEST UTILIZE SOCIAL MEDIA AMBASSADORS

1. Develop a name for your Social Media Ambassadors
2. Create an image to represent your Ambassadors
3. Expand their duties to include in-person Parent Ambassador opportunities
4. Email text and photos for them to post organically
5. Provide service hours
6. Host campaigns to grow followers

IDEAS...



Engage students who are active on social media

Create a formal program

Have officers and accountability

Learn what they feel is valuable information to be shared

Have them tag the school/diocese in photos

Encourage them to email you photos

Follow them on social media

STUDENT SOCIAL MEDIA AMBASSADORS

TANGIBLE TAKE-A-WAY

4. Action plan for March, April, May
 - a. Use of medallion?
 - b. Invite "friends" to the events posted on FB
 - c. Share information with authentic endorsement (add text)
 - d. Use #JCHSRamFam
 - e. Send Jenn content to share
 - f. Tag other entities you are posting about (Football, TCPalm, Schools)
 - i. Use the "@" sign before typing the whole "John Carroll High School" (not JC HS) name or the name of a Facebook friend you are trying to tag in a post or picture. (For example, if you write @JohnC... by then John Carroll High School's Facebook page should appear for you to tag.)
 - g. If you see some of your friends in JCHS photos, please tag them. This is very beneficial for JCHS because then those people will get notifications when the photo is liked, commented on, or shared.
 - i. You can tag them by clicking on the photo and pressing the little tag button at the bottom of the photo. Then squares around each person's face in the photo will appear, and you will be able to tag the people you are Facebook friends with.
 - h. Post content on your own using information we provide
 - i. Katherine will send you the e-newsletter text and some photos.
 - i. Talk to parents and students about what they like and what they would like to see
 - j. Let us know as our eyes and ears if there are problems or concerns we need to be aware of and address
 - k. "Check in" while on campus
5. Ideas/Suggestions
 - a. What suggestions do you have for our social media sites?
 - b. Weaving website ideas into this conversation
6. Closing
 - a. Thank you!
 - b. Meet in May



"RamBassador" Meeting Agenda

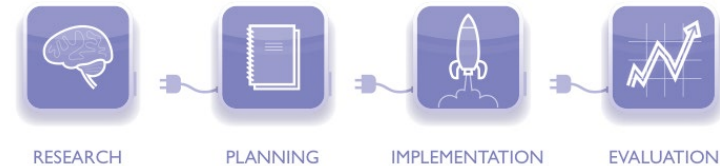
February 23, 2017

RamBassadors:

Beth Leahy, Jackie Carlon, Kathy Johnson, Mimi O'Leary, Karina Priest, Becky Russakis, Danielle Zargo-LaRocca, Fonda Moll, Susan Glenn, Becky Springsteen, Karen Rodgers, Denise Boehning, Karen Powell, Laurie Pedersen

1. Thank you for sharing your time and talent with the JCHS's RamBassador program
2. What is the RamBassador Program?
 - a. History
 - i. Started in September 2015 with three RamBassadors
 - ii. Earned Florida Public Relations Award of Distinction (for meeting a standard of excellence set by the panel of judges) and a Judge's Award (for achieving maximum results while using a minimum amount of money) for the Successful Launch of "RamBassador" Social Media Program
 - iii. Student RamBassador program started 2016
 - iv. Successes
 1. Statistics on sites (14,686 reached, 49,503 engaged on FB; 694 followers on Instagram; 17,000 impressions, 1,379 profile visits on Twitter)
 2. Student Spotlight
 3. Competitions to grow platforms
 - b. Why were you selected
 - i. Facebook friends and following
 - ii. Each represent specific demographic
 - iii. Upholding JCHS mission positive representative in community
 - iv. Use judgement when working with students
 - v. Proper use of grammar
 - c. Goals
 - i. Vitality, Authentic Endorsement
 - ii. Eyes and Ears
 - iii. Reporters
 - iv. Reaching current and prospective families
 - v. Engage alumni

1. Review your marketing pillars.
2. Identify which social media tools you will use, the administrator, audience, and frequency of posting.
3. Review your school calendar for reactive and related events/activities for posts.
4. Identify proactive ways to showcase your marketing pillars through planned posts.



REVIEW: SOCIAL MEDIA PLAN

10 BEST PRACTICES IN SOCIAL MEDIA

1. Complete your profile (Our Story, About, Services)
2. Be strategic about the timing of posts
3. Use visuals (pictures and videos) with posts
4. Create posts that showcase all marketing pillars
5. Tag other entities in posts
6. Ensure there are positive reviews on your page
7. Cross promote your other social media sites.
8. Use hashtags
9. Review what is trending
10. Track your analytics