BABSON SOCIAL MEDIA AMBASSADORS OVERVIEW

Social Media Ambassadors are connected, involved current students who are leaders in our community, convey a wealth of accurate knowledge about Babson, span a wide variety of academic focuses and co-curricular interests, and are passionate about social media. These students are the “online tour guides” for both the undergraduate and graduate schools and fill a crucial institutional need: as more and more prospective students and families are developing their perspectives on an institution based on online content, we must ensure that the student voice is heard and our Babson brand is monitored. The audience for this produced content goes beyond prospective students and families and includes current students/staff/faculty, alumni, recruiters, and friends of Babson. The Online Ambassadors will provide key insights into life at Babson and tell true life Babson stories – appreciated by the entire community.

All Social Media Ambassadors must be active advocates for the institution through both personal and college-branded social media accounts. Ambassadors must act professionally, keeping in mind that they are representatives of the College (e.g. appropriate language, pictures, videos, etc.). Ambassadors are required to abide by Babson policies as outlined in the Babson Social Media Policy and Undergraduate and Graduate Student Handbooks. We reserve the right to replace any students who are unable to comply.

KEY RESPONSIBILITIES

Ideal candidate maintains a personal presence on Twitter, Facebook, Instagram, and LinkedIn and should be comfortable responding to inquiries, questions, and discussions as directed by Digital Marketing Manager (i.e. hashtags, branded pages, incoming student groups).

Required to blog monthly on blog.babson.edu. Blogs must be authentic and focus on the student experience.

Required to maintain a presence on at least one of the following platforms:

- LinkedIn
- Instagram
- Twitter
- Facebook
- Additional channels as deemed appropriate by Digital Marketing

Required to contribute to the Babson accounts on the following platforms:

- SocialToaster
- YouTube
- Flickr
- Other college-sponsored channels and online events as deemed appropriate

Encouraged to create a video and/or photo album once a semester. Assets may be created individually or in teams.
Required to attend the following meetings:

- One group meeting per semester in the Marketing Office (Post Office)
- Monthly one-on-one check-ins with Digital Content Manager

**BENEFITS**

- Compensation: $10.00 Bi-weekly, hourly pay.
- Professional Development:
  - Resume-building experience that can be shared with employers.
  - Opportunity to establish and/or further develop online personal brand.
  - Recommendation letter upon request.
  - Exposure to social media brand strategy and new platforms through practice and training.

**Empowerment:**

- Be a voice of the College and drive engagement amongst online audiences.
- Influence a prospective student’s decision to apply and attend Babson.
BABSON SOCIAL MEDIA AMBASSADORS APPLICATION REQUIREMENTS

NAME:

DATE:

1. Why do you want to be a Babson Social Media Ambassador? (140 characters or less using #BabsonSMA)

2. Sample blog post (500 words or less)

3. Verify that you have the following accounts by providing your username or web address:
   - Twitter:
   - LinkedIn:
   - Facebook:
   - Instagram:

4. Personal Information:
   - Program:
   - Expected Year of Graduation Year:
   - Phone:
   - Email:

Please submit your completed application materials to:

Erika Fields
efields2@babson.edu
Digital Content Manager
Babson College Marketing