

Student Social Media **AMBASSADORS**

GUIDE TO SETTING UP A SOCIAL MEDIA CREATOR / AMBASSADOR PROGRAM

JV JOEL VILLARINI FALBE

WWW.JOELVILLARINI.COM

Nice to Meet You! **ABOUT**

Hello! I am Joel Villarini Falbe, Director of Social Media at Florida International University (FIU). I am a digital & social media marketing and communications professional with over 20 years of experience across various industries and brands. My expertise includes web design, social media management, crisis management, digital audits, content production, podcasting, and digital strategy. I am currently specializing in Higher Education marketing, and strategies for Hispanic, LGBTQIA+, and minority audiences.



Benefits **OF AMBASSADORS**

Student Social Media Ambassadors serve more than great content. They lend an authentic student voice to your social media and bring the following benefits:

STUDENT VISIBILITY

INCREASED REACH

TALENT POOL

RELATABLE UGC

INCREASED AWARENESS

CONTENT FOCUS GROUP

WHAT CAN AMBASSADORS DO?

JV JOEL VILLARINI FALBE

HOST TAKEOVERS

CAMPUS TOURS

SHOWCASE MERCH

POV EXPERIENCES

A DAY IN THE LIFE

INTERVIEW STUDENTS

**BEHIND THE SCENES
& EVENT PREVIEWS**

GET READY WITH ME

TODAY I LEARNED

NEW STUDENT Q&A'S

TAKE ON TRENDS

CAMPUS FAVORITES

ATHLETICS EVENTS

TUTORIALS & LIFEHACKS

SHOWCASE STUDENT ORGS

Promoting **RECRUITMENT**

- Promote the program on Instagram Stories with a link to a landing page with more information and the application.
- Don't oversell the benefits. Any perks or compensation should not be the primary reason to join.
- Ask large student organizations to share.
- Promote at new student events and orientation. Embed your program in first-year student emails.

Consider Asking **IN THE APPLICATION**

- Contact Information
- Class and Major(s)
- Student Organization Memberships
- Daily Availability
- Public Social Handles
- Posting Habits
- GPA – Define a minimum GPA to join.
- Content Creation Experience
- University Affinity/Pride Questions
- Why are they interested?

Perks & Goodies TO CONSIDER

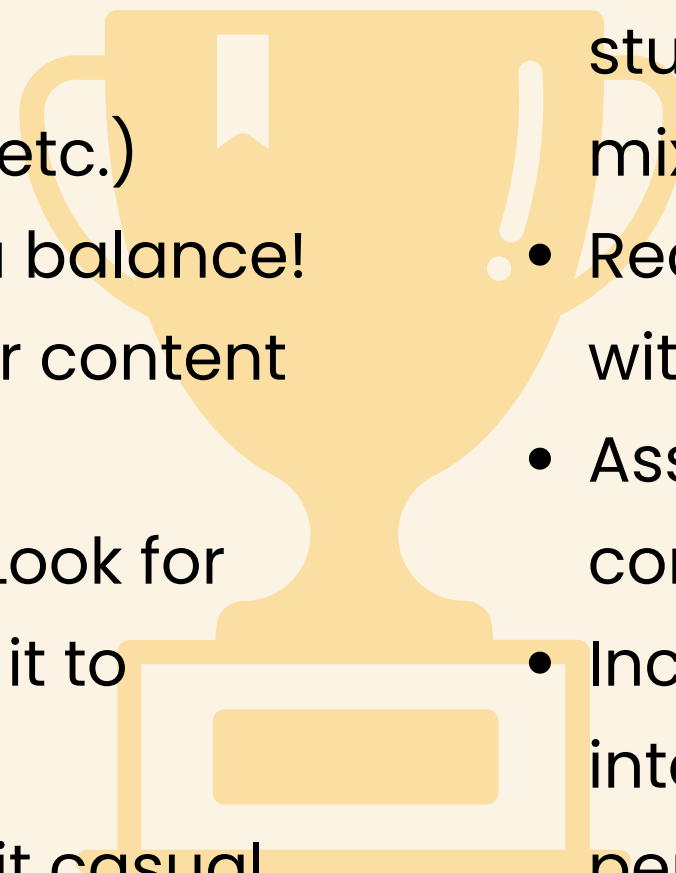
- Visibility on university social channels
- Official university merchandise
- Creation Tools (ring light, phone stand, mic)
- Priority/VIP access to select campus events
- Supervised usage/access to on-campus creator spaces/equipment (studios, lights, etc.)
- Training & seminars with established creators
- Access to Mascot for Content Creation



DISCOVER MORE BENEFITS & PERKS – **SCHEDULE A CONVERSATION.**

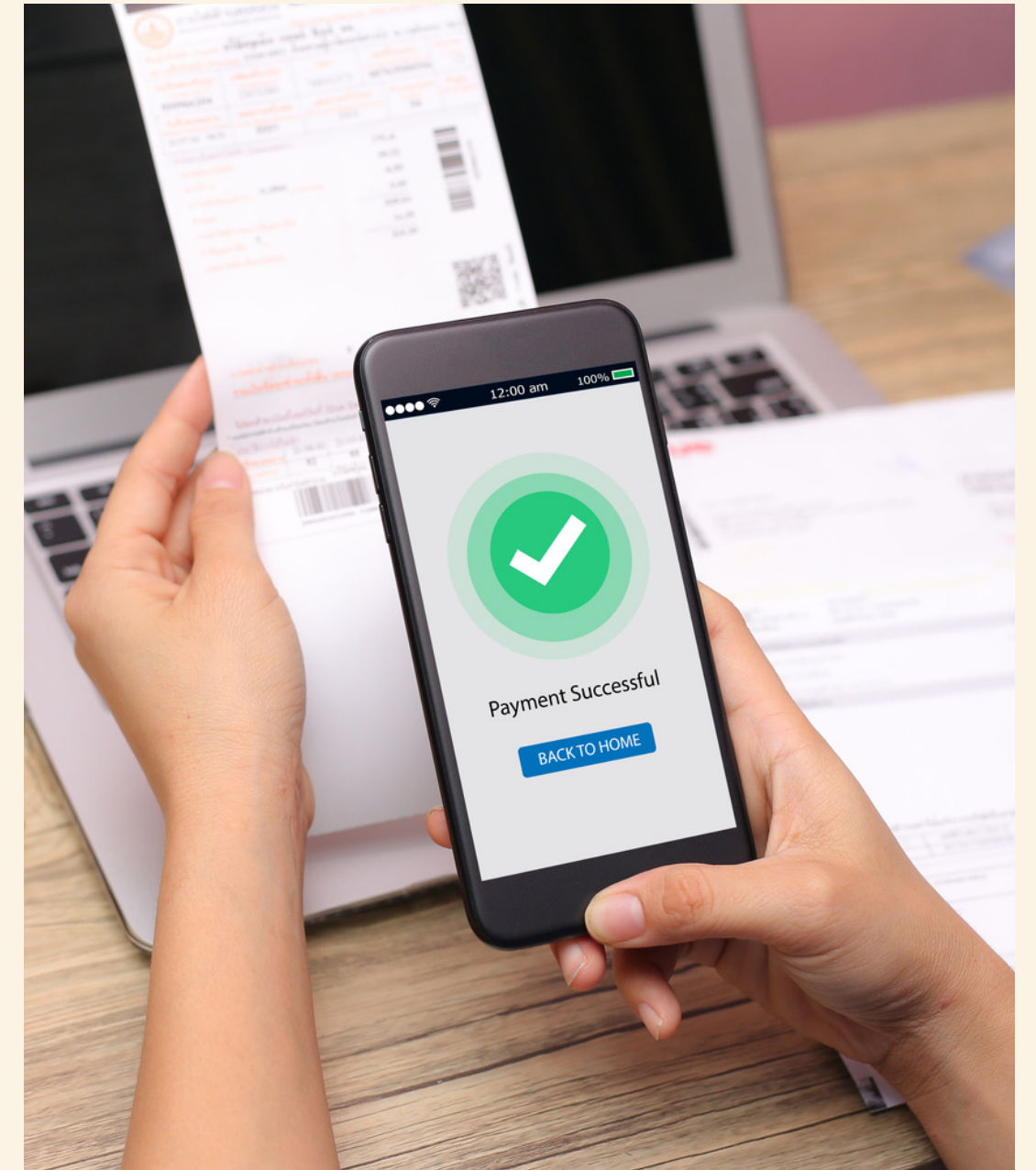
Getting the Right **AMBASSADORS**

- Establish ratios that mirror the student body (gender, race, culture, major, etc.)
- Balance classes (juniors, sophomores, etc.)
- Expect more female applicants. Keep a balance!
- Visit their social channels and check for content quality and posting frequency.
- Don't fixate on their content aesthetic. Look for creativity and train them to build upon it to improve their aesthetic then.
- Avoid overtly-produced content. Keep it casual.
- Balance personalities and energy levels. Not all students are high-energy and smiles. Consider mixing in different moods, scenes, and interests.
- Recruit a manageable number of people. Start with 5-10 and grow later, only if necessary.
- Assess enthusiasm and commitment. Can they convey college pride?
- Include someone less involved when interviewing top candidates to bring a fresh perspective.



Compensation **CONSIDERATIONS**

Not all programs offer payment to students. Paid programs are positioned to request more specific content creation and can erode authenticity. Consider compensation when participating in paid advertising media, showing up at events, and creating content at the request of an internal client. Always disclose any payment. Be equitable to avoid issues within the group.





EXCLUSIVITY STRATEGY

Content first gets posted exclusively on the university's socials. Participants can then share on their own channels.



CREATOR STREAM STRATEGY

Ambassadors post to a group ambassador channel or individual ambassadors & university-branded channels.



OWNED STRATEGY

Participants post to their own personal channels and the university picks what gets shared on owned channels.



LET'S TALK ABOUT THE PRO'S & CONS OF EACH – **SCHEDULE A CONVERSATION.**

Expectations & **STANDARDS**

- Set a doable content quota with clear goals and a monthly content minimum.
- Set a meeting calendar early in the semester.
- Set up a hashtag to be used in all posts to track and collect metrics.
- Content creators dislike email and will have plenty of questions. Set up a group chat or an easy way to get support or collaborate.

Creator Learnings **TO CONSIDER**

- Help them set up their devices, photo quality, frame rates, sound specs, etc.
- Train them on content sizes, caption lengths, hashtags, and accessibility considerations.
- Help them understand your brand, colors, tone, and audiences.
- Collective brainstorming is great! Suggest events to attend, upcoming holidays, trends, and monthly themes.

Drama & Issues **CAN HAPPEN!**

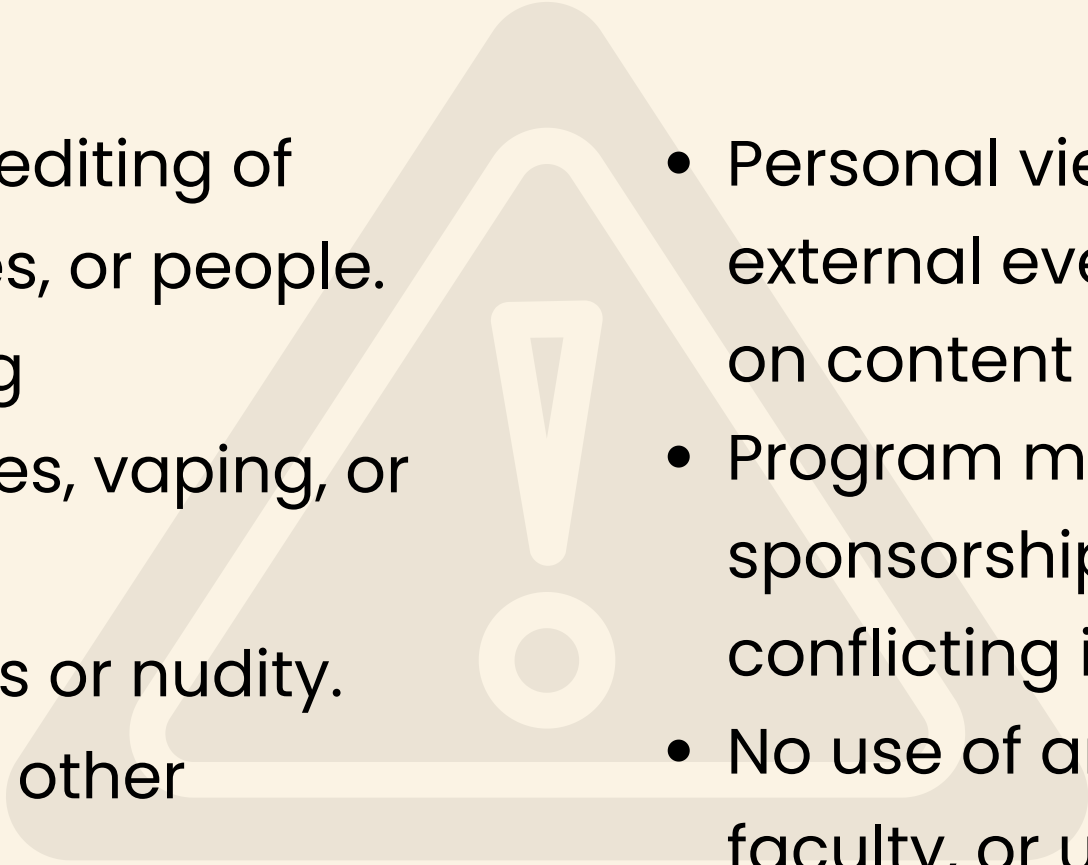
Though unlikely, issues can happen. Here are a couple of scenarios to think about:

- Frustration due to low content engagement.
- Jealousy over others gaining fame & followers.
- Comment bullying hurting participants.
- Eroded student authenticity due to too many sponsorships and paid collaborations.
- Putting more attention on creating content vs. studying.
- Getting a copyright strike or related issue.



I CAN HELP YOU HANDLE THESE AND OTHER ISSUES. – **SCHEDULE A CONVERSATION.**

Setting Clear **GROUND RULES**

- 
- No degrading, attacking, or discrediting of opposing views, fellow universities, or people.
 - No content promoting or showing consumption of alcohol, cigarettes, vaping, or controlled/illegal substances.
 - No sexual innuendos/suggestions or nudity.
 - No merchandise or apparel from other universities.
 - Personal views on politics, spirituality, products, external events, or causes are not to be shared on content produced for the program.
 - Program managers should discuss any sponsorships or partnerships to avoid conflicting interests.
 - No use of ambassador status to gain favor with faculty, or university staff.



Recommendations **FOR SUCCESS**

- Start the program with an in-person meeting with icebreakers to help them bond.
- In-Person meetings will foster more collaboration and participation, but hybrid meetings will give them the flexibility they appreciate.
- Reel in participants who might be falling behind. They might be afraid to ask for help!
- Their success is yours as well. Celebrate it!
- Motivate them by sharing stats and quantifying their participation when possible.
- Share some stats from your social channels so they clearly know your audience, reach, and how far any shared content could go.
- Explain your brand, voice, and tone. Doing so will help them craft better content.
- Clear with human resources or operations any forms they need to fill out as volunteers or as paid contractors.

EXPLORE THESE STUDENT AMBASSADOR PROGRAMS

FLORIDA INTL UNIVERSITY	UNIVERSITY OF TEXAS	UNC CHARLOTTE
		
FIU CREATORS	TEXAS EXES SOCIAL AMBASSADORS	NINERS
Spring '23 Cohort with twelve content creators. Content gets shared on @fiuinstagram. Applications open late summer.	Focused on building awareness and driving membership to the Texas Exes program.	Part of the Admissions Team, they get their own dedicated Instagram accounts to inform and help incoming students.

Discover
**FIVE WAYS TO USE CHATGPT
IN HIGHER EDUCATION
SOCIAL MEDIA**

By leveraging artificial intelligence, empower your social media to accomplish more and reduce production time. This guide will show you which prompts yield the best results!



**FREE
DOWNLOAD**



AUTHOR

JV JOEL VILLARINI FALBE

Let's have a **CONVERSATION**

Need help creating a strategy for a social media student ambassador program? Want to brainstorm ideas or reinvigorate your team? Want to expand on the topics discussed here? I'm happy to help!

SCHEDULE A CONVERSATION - CLICK TO LEARN MORE



Thank you
FOR DOWNLOADING!

GOOD LUCK!

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FIND MORE HIGHER EDUCATION MARKETING TOPICS IN MY BLOG:

