



Turning Camp Fans Into Ambassadors

Key steps to an effective social media ambassador program



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MELISSA RUSSOM
COMMUNICATIONS STRATEGY



92 %

Trust personal
recommendations

50 %

Trust messages
from a brand

According to Nielsen



Kelley Simon

April 19 · Edited · 🧑‍🤝‍🧑



Fruit and Veggie day!! Most excited for the acorn squash. Haven't made that before. Hit me up with your best recipes please!! <http://misfitsmarket.refr.cc/kelleys>



12

10 Comments



Like



Comment



Melissa McKenna Cut the acorn squash in half, scoop out the seeds and guts, put a pat of butter and brown sugar into the cavity, roast in the oven at 400 until fork tender - could be as long as an hour. <https://www.chowhound.com/.../basic-roasted-acorn-squash...>



CHOWHOUND.COM
Roasted Acorn Squash Recipe

Like · Reply · 19w



1



Kelley Simon replied · 5 Replies



Tonette DeMary Mollohan This looks like so much fun!

Like · Reply · 19w

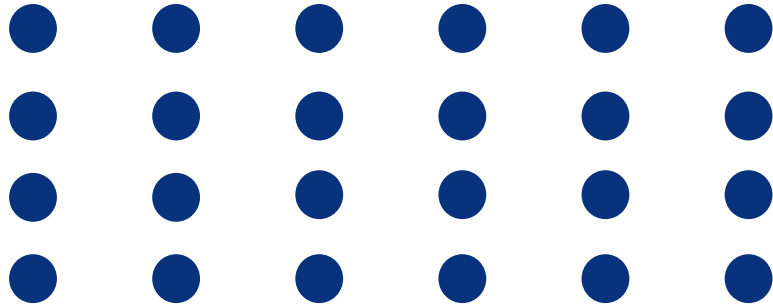


1

"Facebook was built on the idea of connecting people with their friends and family."

Adam Mosseri, VP, Product Management, News Feed, Facebook

24 x



Brand messages are re-shared 24 times more frequently when distributed by employees through employee advocacy vs the brand.



Neal Shaffer via MSL Group



anniermurray • Follow



anniermurray It was a good start to Wednesday. The horchata pie from @bangbangpie is on point.

225w



mamabrooking OMG I need that.enjoy it doubly for the both of us



225w Reply



laine curtis cogan Ohhhh la la, baby down, snacking on mine right now!!!! Thanks girlfriend @anniermurray



225w Reply



username Your comment to Ann



30 likes

MAY 6, 2015

Add a comment...

Post



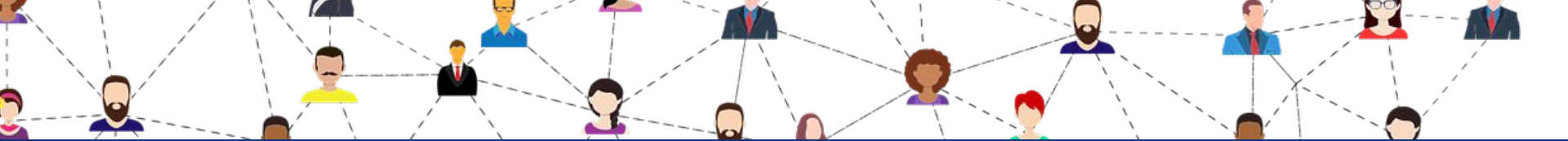
\$1 Million



VOLUNTEER

VOLUNTEER

VOLUNTEER



7 Keys to Success for your Social Media Ambassador Program





1.

Determine Your
Social Media
Objectives

A



B

Organizational Goals

- Derived from your strategic plan.
- What is the organization looking to accomplish?

+

Communications Objectives

What achievements in communications will help the organization reach its goals?

Tactics

- What activities will help achieve those objectives?
- **Social media** is one tactic among many

Examples of Social Media Objectives:

- Build list of email subscribers
- Drive people to registration page
- Drive year-round engagement among campers



2.

Choose the
Right People

Look for people who are:

- Passionate about your camp
- Influential in a defined circle of people (people that matter to your organization)
- Active on social media
- Models of your camp's values



Avoid, avoid, avoid:

- Complainers (political rants, poor me, etc.)
- People who share everything without focus
- Social media newbies





ILoveCream @ILovelc90960330 · Aug 27

These people *really* don't get it. But Lo and behold, another blue tick prostitute getting paid to thwart any kind of questioning of the popular, media constructed narrative. What else is new?



6



54



730



Stephanie Yeboah ✓

@NerdAboutTown

Replying to @ILovelc90960330 and @JusticeTrublu

Hi @RedCross - I believe @ILovelc90960330 volunteers for you? Is this an accurate representation of the type of people you want working for your organisation?



3.

Share Your
Objectives and
Expectations

A



B



Strengthen camp > Get more likes



Sure, I'll be an
ambassador.

So, um, what do I do?

1.

Amplify
your
stories.



2.

Use their stories to personalize your brand.



Bob Woodruff Foundation

Who can be a Social Media Ambassador?

You can! Many of you have already contacted us, asking how you can help make a difference. In response to interest from our incredible support community, we have created the Social Media Ambassador program as an easy way for anyone to get involved. BWF Social Media Ambassadors are passionate about veterans issues and the Foundation's mission, and are enthusiastic about engaging others in the conversation. If you have a willingness to use your social media power to spread the word about the Foundation's impact, we welcome you to add your voice and take a **#Stand4Heroes**.

What is the role of a Social Media Ambassador?

- Follow Bob Woodruff Foundation social media channels including **Facebook**, **Twitter**, **LinkedIn**, and **Instagram**
- Actively promote and share what taking a #Stand4Heroes means to you, and what the Foundation does to support post-9/11 impacted veterans and their families
- Introduce your network to all the ways they can contribute and donate to the Foundation (including becoming Ambassadors themselves)
- Contribute positive messages and work to build awareness of **#Stand4Heroes** and the Bob Woodruff Foundation
- We encourage you to write short stories, poems, and other creative pieces that can be featured on our Writing For Heroes blog

Tweets by @Stand4Heroes



Bob Woodruff Foundation
@Stand4Heroes



As we celebrate **#LaborDay**, we salute the volunteers who are spending their holiday helping others, including our friends at **@TeamRubicon**. **#Dorian**



Sep 2, 2019



Bob Woodruff Foundation Retweeted



Jim Coffey

Embed

View on Twitter

Sign me up!



kimberlywilliamspaisley • Follow ...



kimberlywilliamspaisley • These boots have taken me on many meaningful adventures. Thank you @leewoodruff and @bobwoodruff for supporting our nation's #veterans. I #stand4heroes too!

184w



luannjean Whenever my husband and I see someone from the military, police or firefighter we always make a point to thank them for their service to our country.



1,320 likes

FEBRUARY 23, 2016

Add a comment...

Post



4.

Share Brand

Standards

(but don't expect
100% alignment)

Organizational Lexicon:

Use	Don't use
They	She/He
Campers	Kids
Faith	Religion
Partner	Donor
Under-resourced	At-risk





5.

Provide

Resources to

Make It Easy

Must Haves:

- Resource hub on website
- Email updates, tips, thank yous
- Image library
- Quick stats

Social Ambassador Toolkit

Thank you for using the power of your social network to stand with immigrant women and girls who refuse to be victims of violence. Your voice will bring us closer to a world where all women and girls enjoy equality and live in safety and with dignity.

Below you will find downloadable graphics, social media posts, emails, and talking points – the tools you need to inspire friends and family to learn more, give, and share.

Remember, the best messages are ones that come from the heart, so please feel free to personalize your outreach, letting your network know why Tahirih's work is important to you. And don't forget to use #TeamTahirih and #BridgeToSafety in all of your outreach!

FOLLOW TAHIRIH ON SOCIAL MEDIA



facebook.com/tahirihjusticecenter



[@tahirihjustice](https://twitter.com/tahirihjustice)

IMAGES AND GRAPHICS



DOWNLOAD ALL COVER PHOTOS



DOWNLOAD ALL FACT & STAT IMAGES



DOWNLOAD ALL QUOTE IMAGES

SAMPLE SOCIAL MEDIA POSTS & EMAILS

Tweets

Facebook Posts

Instagram Posts

Email

.@[MEMBER OF HOUSE/SENATE] It's time to STAND UP and STAND TOGETHER! Refute the current treatment of asylum seekers and immigrants. tahirih.org/buildingbridges
@tahirihjustice #Immigrant #Survivors #Hope #BridgeToSafety #StandUp

 [Click To Tweet](#)

.@[MEMBER OF SENATE] It's time to support the rights of women everywhere. VOTE YES for the non-partisan VAWA reauthorization. This law provides life-saving protections for ALL people who experience domestic abuse and sexual assault. tahirih.org/buildingbridges

 [Click To Tweet](#)

ON THE ROAD

APPLY

GIVE

FIND A
PROGRAM



ST. JOHN'S
UNIVERSITY

SEARCH 

SCHOOLS AND COLLEGES


MENU

Social Media Toolkit



Grand Ambassadors!

SOCIAL MEDIA IMAGES

The [Grand Alumni Homecoming Weekend](#) will be here before you know it and we need your help in spreading the word! We are looking for recruitment volunteers to get as many St. John's alumni and make this the best Weekend yet.

- Share Grand Alumni Homecoming Weekend Social Media posts
- Call, e-mail, or text your classmates and friends (lists to be provided)
- Create your own personalized social media posts using St. John's imagery (imagery to be provided)



Dropbox

Grand Alumni Homecoming Weekend Toolkit > Instagram

Sorted by name



W503333ADV - GAHW_I...
110.jpg



W503333ADV - GAHW_I...
110.jpg



W503333ADV - GAHW_I...
080.jpg



6.

Build a
Fun Community

A close-up photograph of four young women. The woman on the left is laughing with her mouth wide open, wearing a blue headband. The woman in the center is smiling broadly, winking with her right eye. The woman on the right is wearing a pink baseball cap with a red letter 'A' and glasses, smiling. A fourth woman is partially visible at the top, looking upwards. A white rectangular box with blue text is centered over the image.

Relationships beyond the week

Austin Public Library



Catalog We Recommend

Social Media

[Social Media Channels](#)

[Social Media Ambassador](#)

Social Media Amba

Subscribe to our mail

Your email address *

Your first name *

Your last name *

Social Media Ambassadors

The Austin Public Library invites you to participate in extending our reach into the community by becoming a Social Media Ambassador or **#APLambassador**. Help raise awareness of the Library on social media and at the same time, raise the Library's awareness of *you*, its supporter.

Become a Social Media Ambassador

Ambassadorship is one way to [volunteer for the Library](#) - no application required! Simply **sign up to receive** #APLambassador emails (the sign up form is also on this webpage). The Library is active on several [social media platforms](#). We're organizing ambassadors across platforms through emails by individual staff members that we'll send to your inbox. We'll give you the scoop on Library programs and projects and highlight relevant hashtags.

Though your participation takes place online, occasionally we organize special in-person events at the Library just for our ambassadors:

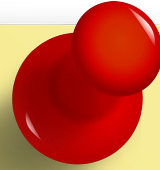


- October 22, 2017 (photo at right): ambassadors got a [sneak preview](#) of Austin's new Central Library before the grand opening on October 28.
- June 29, 2018: ambassadors got a [sneak preview](#) of APL After Dark, a new event series taking place after normal operating hours at the Central Library.
- August 16, 2019: ambassadors were treated to an [appreciation party and sneak preview](#) of exciting, upcoming library events that would benefit from their support and social networking.

What We're Asking Ambassadors to Do

7.

Engage!





kasimon02 • Following
Market Street - South Jordan



kasimon02 Team dinner
[@marketstreetgrillsj](#) and look what I found right in the entrance! Great job.
👍 [#selfieswithaeds](#)
[#marketstreetgrillsj](#) [@selfieswithaeds](#)

19h

marketstreetgrillsj Being able to take care off our guests matters to us. Good food, good drinks and an AED machine.....just in case.
Thanks for noticing. Have a great meal! Cheers!



19h 2 likes Reply



selfieswithaeds [@sadsfoundation](#) - in your neck of the woods.



Liked by [craig_william_t](#) and 24 others

19 HOURS AGO

Add a comment...

Post



Summing up:

Quality > Quantity



92 %

Trust personal
recommendations



50 %

Trust messages
from a brand

According to Nielsen



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-
- Brand & messaging strategy
 - Communications planning
 - Storysharing
 - Copywriting (website, newsletters, etc.)
 - Fractional communications leadership