

# Social Media Ambassador – Position Expectations

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## Title

Social Media Ambassador – Volunteer

## Reports To

Website and Social Media Coordinator

## Summary

The Social Media Ambassador is involved in enhancing Fanshawe Student Union's Social Media based communication strategies. The Social Media Ambassador is responsible for promoting and strengthening the company's brand, announcing promotions and FSU initiatives through the use of, but not limited to, Facebook, Twitter, Instagram, etc. in collaboration with the Publications and Communications Team.

Other duties may be assigned as necessary.

This position is a volunteer opportunity, that will require a 5 - 7 hour commitment (minimum) in an academic year for Co-Curricular Recognition (CCR).

## Core Competencies

- Verbal and Written Communication
- Energy and Focus
- Team Player
- Ability to Work Independently
- Ability to Provide and Receive Feedback
- Time Management
- Adaptability / Flexibility
- Creative and Innovative Thinking
- Decision Making and Judgement
- Planning and Organizing
- Problem Solving
- Result Focus
- Accountability and Dependability
- Initiative and Continual Learning

## Job Duties

- Record 10 (ten) short videos or Boomerangs and posting on personal social media accounts, in addition to sending the FSU the original video to post on the FSU social media accounts.



- Communicate with the FSU prior to production of videos/Boomerangs to discuss in detail and make sure all information presented is accurate.
- Share 20 (twenty) FSU posts on personal Facebook account or Instagram story and send the FSU screenshots after each 'share'.
- Collaborate with FSU Communications team in developing, implementing and measuring external Social Media based communication plans as needed.
- Collaborate with the FSU to determine appropriate Social media responses as required.
- Support brand building initiatives/innovation/promotions as requested.
- Provide feedback to the FSU to ensure coordination and communication of messages/news to external audiences.
- Evaluate the effectiveness of Social Media posts and communicate results to the FSU.
- Ensure accuracy of FSU communications when posting on personal social media accounts.
- Serve as liaison to FSU Communications Team.
- Collaborate with other Social Media Ambassadors and with FSU cross-functional teams as needed and help provide creative solutions to communication opportunities.

## Requirements

- Must be a Full-Time registered Fanshawe College student.
- Knowledge of Social Media communication principles and practices.
- Knowledge and experience creating influential videos/Boomerangs.
- Must have good oral, written and interpersonal communication with excellent writing and editorial abilities.
- Demonstrated success with Social Media tools such as Twitter, Facebook, Instagram, and others.
- Must be able to meet deadlines and follow through with direction as requested.
- Ability to be an influential communicator on various Social Media channels.
- Must be able to work effectively in a team, as well as work independently.
- Attention to detail when posting on Social Media channels.
- Ability to develop and maintain professional relationships with internal and external stakeholders, and work effectively with the FSU team is critical.