



Social Media Ambassador Program

Define your program and set goals

- Set intangible goals such as increased awareness for a need or a program
- Set a measurable goal such as a specific number of new registered users
- Tie roundup donations to a specific measurable program. What can your supporters get behind?
Example: Roundup funds will support weekly lunches for children.

Program structure

- Create a separate social media ambassador webpage, or add to an existing “volunteer” or “ways to support” webpage.
- Determine the program length and timeline – for example, 4 to 6 weeks.
- Create a calendar of posting dates.
- Create messages and applicable hashtags. Determine if you want ambassadors to create their own content to share or if you want to provide them with specific content. Here are some CaringCent hashtag ideas:
#caringcent | #changeformhomes | #centsforeducation | #roundup4LOCF
(insert a word specific to your organization after #changeform, #centsfor, #roundup4)
- Shareable images, graphics, information/stats
- Do you want a volunteer agreement ([example](#))? How will you respond to ambassador posts not in line with program?
- How will you send content to ambassadors – email, webpage?
- **Don't forget to say thanks!** How will you acknowledge your social media ambassadors for their participation?

Identify possible ambassadors

Most active users/followers
Volunteers
Staff

Board members, committee members
Corporate sponsors
Partner organizations

Reach out to possible ambassadors

- Contact potential ambassadors via email or social media.

Measure your success

- # of ambassadors? New rounders? New followers? # of social shares/likes/retweets?
- Check your social media analytics (Facebook insights, Twitter analytics, etc.)
- Year-end measurement – new rounders for your organization = \$\$ impact!

Examples

Check out these organizations' social media ambassador programs for inspiration!

[Ann & Robert H. Lurie Children's Hospital of Chicago](#)

[Houston Food Bank](#)

[Gramforacause](#)