



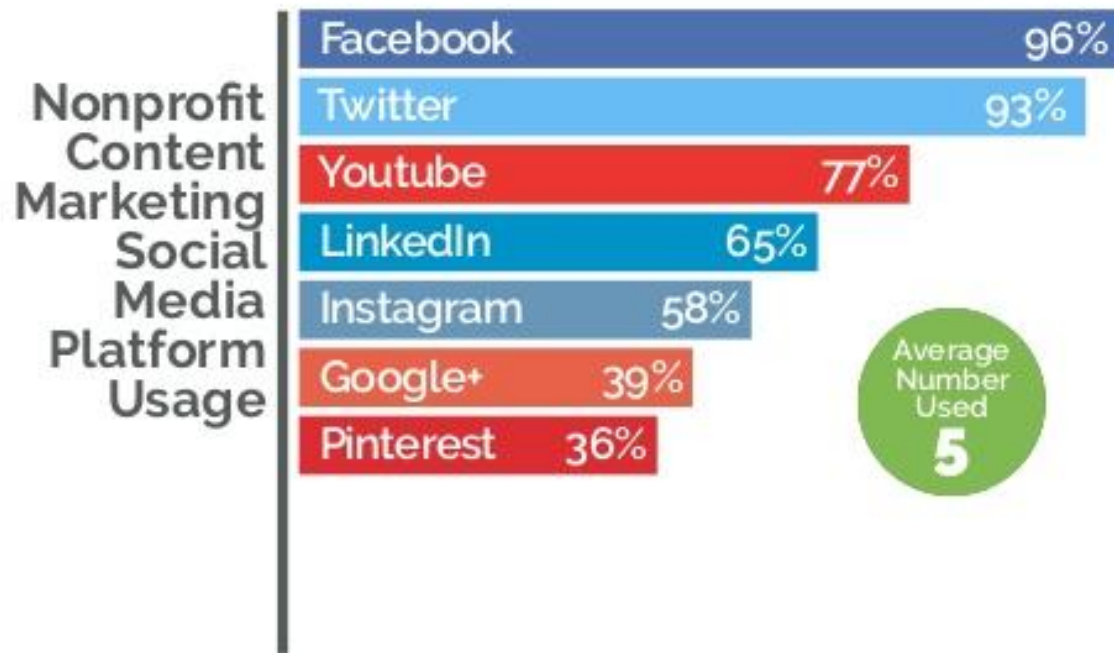
# **EMPOWERING YOUR BRAND AMBASSASORS ON SOCIAL MEDIA FOR MISSION & MARGIN**

# Who's Using What? For What?



# Social Media is #1 Content Tactic

## Most Used Platforms



# Choosing The Right Platform



# Free To Play VS Pay To Win



# A Two-Way Conversation





# Your (Social) Brand Ambassadors

**AMBASSADOR**  
**CUSTOMER** **PASSIONATE**  
**VOCABULARY** **INCORPORATE**  
**TRANSFORM** **BRAND** **CREATE**  
**POSITION** **PERSONALIZED**  
**STORIES** **HERITAGE** **ENGAGING** **EMPLOYEES** **CONVERSATIONS**  
**HELPING** **BENEFITS** **FEATURES**

# Four Key Benefits



- Facebook favors people, not pages
- WOM converts more, for free
- Your campaign needs a digital army
- Bring your supporters closer to your cause



# See What's Possible

- ***North Texas Food Bank*** – Does a great job outlining qualifications and some awesome benefits, like invitations to special networking events.
- ***Lungevity*** – Sets clear expectations and screens interested people through a form on their website.
- ***Alberta Parks*** – Uses social media supporters to promote their location and the people who love it.
- ***Austin Public Library*** – Taps into the interests of their ambassadors, celebrates them and provides on-message content for them to share.

# What's Your Social Media Policy?



# Policy Questions To Consider

1. Is our work sensitive in nature?
2. What is local culture?
3. What is organization's liability?
4. What is our process for a questionable post?
5. What is our culture and brand?
6. Will staff and board be advised to post using personal accounts?
7. Are staff and board permitted to "friend" stakeholders?

# Build Your Ambassador Program

- Set goals and objectives
- Create program structure
- Recruit ambassadors
- Provide simple tools
- Track results



# Set Goals And Objectives



# Create Program Structure



# Recruit Ambassadors





# Use Simple Tools



# Track Results



# How To Get Buy-In



# 30 Low Cost Opportunities





# 10 Helpful Tools



