

Guidelines for the University of Reading's Social Media Ambassadors

What is a Social Media Ambassador?

A Social Media Ambassador (SMA) is someone that will help to generate a positive buzz about the University of Reading online. SMAs help us to improve our online engagement and are also a fantastic resource for spreading the word about Reading. SMAs help to promote events, spread news and engage with fellow alumni through online social networks. In return, they receive incentives and are entitled to priority event bookings. These guidelines are for volunteers that are interested in becoming a Social Media Ambassador for the University.

Why do you need Social Media Ambassadors?

As a University we don't just educate the next generation of outstanding minds – although this is very important! – we also carry out internationally recognised world-changing research, have a great network of professionals in all industries and host lots of events that educate, provide networking opportunities and share news. Our social media channels communicate all kinds of information and we need to make sure our messages are getting to the right people. That's where you come in...

Roles and Responsibilities

SMAs will be asked to promote social media initiatives selected by the Alumni Relations team for alumni events and activities. These asks will come regularly throughout the year and each one will be optional. We hope you will want to share many of our posts but we understand that some may not be relevant to you or audience. In addition, we hope our Ambassadors will share content from alumni social media accounts that interest them and which they believe would resonate with their social media networks. We also hope that SMAs will wish to attend events and live tweet using our hashtags. Currently, our social media activity is mainly on Facebook and twitter, but we have plans to improve our YouTube offering and create an Instagram account. We also have a fortnightly blog and would welcome posts from our SMAs.

Benefits of being a Social Media Ambassador

- Designation as an official Social Media Ambassador of the University of Reading
- Exposure across established University of Reading social media channels and other media outlets
- Potential to increase your social reach and impressions leading to opportunities to leverage a larger network to gain influence
- The rewards! The more you tweet the more you get! There are incremental gifts from pens to tote bags as well as gifts per campaign and for the most activity each year. We will be offering our SMAs priority bookings on our most popular events, and we plan to offer free tickets for events as our programme grows. As a SMA you will also be officially regarded as a volunteer of the University, which not only adds to your CV, but also entitles you to e-newsletters and a magazine as well as our Volunteer Pack.

Responding to comments on social media

As a SMA, you may be contacted by other alumni or future students through social media. Please do reply to any comments that you might receive, but please keep a few things in mind while doing so:

- Be honest and friendly in your responses – if you don't know the answer to a question, feel free to say so
- Alternatively, if you don't know the answer to the question, feel free to get in contact with the Alumni Team (alumni@reading.ac.uk), or advise the contactor to do so.
- Don't reply to any comments that you find offensive or inappropriate and don't engage in an argument with anyone

List of University of Reading alumni social media pages

Twitter	https://twitter.com/UniRdg_Alumni
Facebook	https://www.facebook.com/UniofReadingAlumni/
LinkedIn	https://www.linkedin.com/groups/130816
YouTube	https://www.youtube.com/channel/UCaEByLuiOU_DdGV2RyZuBlw
Blog	https://blogs.reading.ac.uk/alumni/

Upcoming key dates for social media activity

Tuesday 7 June 2016	Thunderclap #imagineUoRimpact
Tuesday 14 June 2016	Sharing of a new social media video #imagineUoRimpact
Wednesday 6 – Friday 8 July 2016	Graduations #UoRconnected
Thursday 15 September 2016	100 days on from our 7 June event #imagine100days
Friday 23 September 2016	Thrive Mentoring scheme
Friday 7 October 2016	House of Lords #UoRevents #HouseofLords2016
Tuesday 29 November 2016	Giving Tuesday #GivingTuesday
Thursday 8 – Friday 9 December 2016	Graduations #UoRconnected
Wednesday 8 March 2017	International Women’s Day #UoRwomen
Monday 3 April 2017	#imagine300days

FAQs

Do I need to have thousands of followers to become a Social Media Ambassador?

Not necessarily. We value both the size and the quality of an ambassador’s network.

Do I need to be active on all the social media channels you cover?

No! We recognise that people often have a preferred channel and that’s absolutely fine. We would rather you used the channel you are more familiar with than tried to cover too many spaces.

What is the time commitment?

We would anticipate that in total, the commitment would be less than one hour per month.

What is a thunderclap?

A thunderclap is a single message that is mass-shared, flash mob-style, so it rises above the noise of your social networks. We will be using a thunderclap for a big event in mid-June.

Will the alumni social media channels support me?

We love to share news about our alumni and although we can’t promote specific products we can share happy news and successes on our social media channels, and we have an alumni blog which gives a great opportunity for guest writers to talk about their life since Reading.

Can I introduce a friend?

Yes! The more SMAs we have the better it is for us and for you. Your friend does not have to be an alumnus or staff member as long as they are interested in the work we do and support our aims.

How do I get involved?

Email alumni@reading.ac.uk with the subject ‘I want to be SMA’, or [tweet us](#) or send us a message on [Facebook](#).

Who else should I follow?

We may be biased but we think the main University social media channels are well worth a follow as well as Giving to Reading and the new Imagine campaign twitter and Facebook.