**The SBCC Summit Social**

**Media Ambassador Program**

The Social Media Ambassador Program serves as an opportunity for individuals to grow their personal and professional networks and promote knowledge of SBCC to larger audiences. Through scholarships, Secretariat sponsored panels and more, the SBCC Summit has made a concerted effort to support young professionals and SBCC practitioners from low- and middle-income countries. The Social Media Ambassador Program is a part of this larger effort to amplify emerging voices and encourage wider participation from all attendees in the documentation of the event. Ambassadors can be Summit attendees of any age, from anywhere, working in any context around the world!

Expectations

Prior to the SBCC Summit, selected ambassadors will be introduced to Summit attendees with a brief profile of each ambassador on the Summit's social channels. We encourage you to use the official hashtags, #SBCCSummit and #CommunicationCan, for your content to be displayed throughout the event on the Social Media Wall and for a chance to be shared by the official Summit accounts. In 2018, the Summit hashtag garnered nearly two million impressions across all platforms.

Ambassadors are to conduct themselves in a professional manner when posting about the Summit. Please use an appropriate tone and word choice. For example, posts should not include explicit material or profanity and should be mindful of sensitive topics.

Equipment

Accepted ambassadors must have access to a smart phone with a camera to successfully fulfill the role as a Social Media Ambassador. A wifi password will be provided upon entry to the venue. We recommend using [the Summit Social Media Toolkit](https://sbccsummit.wixsite.com/toolkit) for graphics and inspiration.

Required Activity

Ambassadors are required to submit a short bio, photo and answers to three questions here: <https://forms.gle/edt9x5HBYdTeuYTU7>. Ambassadors must post a minimum of: **5 tweets** per day; **1 Instagram story** per day; and **1 Facebook post** per day. Of the required 7 daily posts, at least **2 photos** from the Summit must be shared per day. Over the course of the week, ambassadors are asked to **live tweet at least 2 sessions**. Live tweeting includes sharing photos or videos from the session, the presentation title, presenters’ names and organizations, quotes from session and important takeaways or findings. See examples [here](https://twitter.com/JohnsHopkinsCCP/status/1177263611934232577) or [here](https://twitter.com/JohnsHopkinsCCP/status/1138443638114050048).

Outside of these minimum requirements, the Social Media Ambassadors have creative freedom to share as much and often as they would like. Create engaging content utilizing the following guidelines:

1. Use quality photos and videos as often as you can.
2. Avoid using jargon and acronyms.
3. Be social! Tag organizations and individuals present in your photos and posts.
4. Focus on the **big picture** and the **why**.

Why is \_\_\_\_\_\_\_\_ important to you?

Why should \_\_\_\_\_\_\_\_ matter to others?

What impact will/could \_\_\_\_\_\_\_\_ have for the future?

In total, we expect Summit ambassadors to dedicate between 20 to 30 minutes each day to social media activities. Successful ambassadors will receive a free T-shirt and a personalized certificate after the SBCC Summit in recognition of your hard work.