Faculty of Sciences
Social media ambassador fact sheet

A social media ambassador will use their established highly-active presence across social media to engage prospective students about what it's *really* like to study sciences at The University of Adelaide.

This role is part of the volunteer Science Ambassador program within the Faculty of Sciences.

While social media takes many forms, we'll determine with you which platforms we'd like you to specifically target to ensure your involvement ties into our marketing and recruitment strategy.

As a social media ambassador, you will:

- Create authentic content that builds awareness of the degree programs offered by the Faculty of Sciences; and positively influence prospective student opinions of studying science with us.

- Be honest, be creative and enjoy yourself. But also consider and act within the University guidelines on social media; any relevant student policies; and the conditions of the Science Ambassador Program. Further reading: adelaide.edu.au/technology/policies/social-media

To be successful in this role, you will need to:

- Have a strong existing following on social media which you can build further.

- Be able to engage and influence a prospective student audience through your own profiles.

- Post on a regular basis (at least twice a week).

- Make the privacy of the relevant social media account public.

- Post original content; only use images that you have taken yourself or own the copyright to.

- Provide regular engagement metrics of your social media activity (i.e. monthly).

- Allow the Faculty or University to reproduce either online or offline, your photographs and any relevant content you post. (Credited where possible).

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Tips for social media ambassadors

- Example content:
    - Academic life - lectures, seminars, revision in the library, lab work, fieldtrips, a course that you're enjoying etc.
    - Campus life - exterior/interior shots of buildings, meals on campus, event photos, societies you're involved with etc.
    - Domestic life - accommodation, housemates, sports, favourite places to go, hanging out with friends on the beach or in town, day trips etc.
    - Tips for future students.

- Think about hyperlinking relevant bits of text to helpful webpages.

- If you are reposting or re-tweeting something, make sure to add your own comment at the beginning of it.

- Experiment with video.

- Opportunities may be available to 'takeover' the University's SnapChat account for a day.

- Always add a caption to your photos.

- Tag every photo you with your subject's hashtag.
    - Use the hashtag **#UniofAdelaideScience** and also tag **@UniofAdelaide**
    - There may be specific campaign hashtags that we will discuss with you before you start, such as #UAOpenDay, #UAgraduations
    - Consider adding popular and relevant hashtags to your photos to increase their visibility.

- We want future students to be able to engage with you. They will occasionally contact you via social media either privately or through comments. Please engage in conversation with them, but keep a few things in mind when doing so:
    - Be honest, friendly and polite in your responses.
    - If you don't know the answer to a question, feel free to say so and refer the student to a relevant person or website.
    - If you ever feel unsure about how to respond to a comment, feel free to contact us for advice.
    - Don't reply to any comments you find offensive or inappropriate and don't engage in an argument with anyone.