



GW Buff & Blue Crew Social Media Ambassadors Position Description

Members of the Buff & Blue Crew have a desire to stay in touch with GW, have pride in the institution, and are willing to help spread the news of positive stories, exciting events, exclusive opportunities, time-sensitive announcements, and more. Alumni serve a significant role in supporting our online community by facilitating conversations, and promoting awareness and growth at GW.

Responsibilities

Buff & Blue Crew Members will be expected to:

- Follow the Office of Alumni Relations & Annual Giving social media accounts on Twitter, Facebook, and Instagram, as well as join the GW Alumni LinkedIn group.
- Share posts provided by the Program Coordinator regularly
- Maintain a personal account on Twitter, Facebook, Instagram and/or LinkedIn and be comfortable using the platform.
- Engage with Office of Alumni Relations & Annual Giving content that ***resonates with you*** and your network through likes, comments, shares, etc.
- Participate in and listen to the conversations happening on social media, and respond professionally when you feel it is appropriate.
- Provide special support through shares and personal posts during critical times in the year, such as Alumni & Families Weekend, Giving Day and Commencement.

This is a one-year long commitment. The time commitment for this role is approximately two hours per month.

What You Can Expect From Us

From the Office of Alumni Relations & Annual Giving, Buff & Blue Crew Members can expect:

- Insider updates – be the first to know exclusive information.
- Regular Buff & Blue Crew emails filled with easily sharable content.
- Resources to help you craft content and voice.
- Occasional GW swag to help you show off your Buff & Blue pride.
- Sincere appreciation for your time and efforts.



GW Buff & Blue Crew Social Media Ambassadors Frequently Asked Questions

What is a Crew Member?

Crew Members are people who share the latest news and information like blog posts, events, contests, and more using social networks like Facebook, LinkedIn and Twitter.

How do I become a Crew Member?

Connect one of your networks using the buttons on the sign-up page and we'll walk you through the rest of the process!

Do I have to connect all my social media accounts in order to participate?

Nope! You can use any combination you would like. Of course, the more social networks you connect to, the more opportunities you will have to earn Points!

How are permissions and privacy handled?

Crew Members never have content posted to their social networks without being explicitly notified.

How do I share content?

You will receive an email when we have new and exciting content to share. Each email contains a status update and link to the content we're sharing with you. We will never auto-post content on your networks. Click the Share Now button and choose the social networks you want to share to.

Will content auto-post to my social networks?

No, SocialToaster will never automatically share content on your networks without explicit approval on your part.

The website automatically uploaded my profile picture from my Facebook page. If I change my profile picture on Facebook, would it automatically change on this site as well?

Yes, any time you change your profile picture on Facebook it will update on SocialToaster's page as well.

How do I earn Points?

You earn Points by sharing content and generating traffic. The more people take action (like, retweet) on links shared through the system on approved social networks, the more Points you rack up! Additionally, earn Points for recruiting your friends to join the program!

I have earned Points, how come they are not displayed on the leaderboard?

Don't worry! Your Points are being tracked and awarded. The leaderboard updates a few times an hour, so make sure you let some time pass and check back again.

How do mentions using keywords work?

Mentions work by looking for hashtags or keywords (#GWBuffandBlueCrew, #GWPartner, #OnlyatGW, #RaiseHigh) in your social media posts. Write your own tweet or status update using all required keywords to earn Points. You can write these posts through your Buff and Blue Crew account under the "Earn More Points" tab, or you can write them through your personal Twitter and Facebook accounts. You must use all required keywords order to earn Points.

How many times can I use the mentions feature?

You may write as many tweets and status updates using the keyword as you'd like, but you will only receive Points for one mention per network per day on Twitter.

How do I submit an image to a pic challenge?

First connect your Twitter or Instagram account. Then tag the pic with the required hashtag(s) and handle(s). Your Instagram account must be viewable to the public for your entries to qualify, limit one per day.