

# SOCIAL MISFITS MEDIA PRESENTS

## WHAT CAN SOCIAL MEDIA AMBASSADORS DO FOR YOUR CHARITY?

Charities and nonprofits can amplify their message in an impactful way through mutually beneficial partnerships with social media ambassadors – influential bloggers or those with a large social media following.

### HOW DOES YOUR CHARITY BENEFIT?

A powerful online voice making some noise about your cause is an extremely valuable asset – and can introduce you to a new audience.

### HOW DOES THE AMBASSADOR BENEFIT?

The ambassador can feel good about raising the profile of a worthy cause, particularly if its one that's close to their heart.

#### TOP TIP

Your ambassador doesn't have to be a celebrity – but they should be 'internet famous' (a large following on a major social channel).

## CHOOSING YOUR AMBASSADORS

Whether it's an influential Instagrammer or an A-list celeb, you need to choose ambassadors carefully. It's crucial to make sure there's a real connection between a potential ambassador and your cause, otherwise it won't be successful. Here are other factors to keep in mind:



### 1 INFLUENCE AND REACH

What kind of audience does the influencer have on each platform? Would your cause resonate with this audience?



### 2 AUTHORITY

Is the ambassador an authority on the subject?



### 3 THE PLATFORM

Not all ambassadors excel on all platforms – just because someone is great on YouTube doesn't mean they'll be winning on Twitter. It's crucial to have an established social media plan and campaign with clearly defined roles.



#### TOP TIP

Reaching out to an ambassador doesn't have to be a formal affair – send them a tweet, or give them a social media shout-out to let them know they're on your radar!

## HOW TO CREATE A TOOLKIT

Minimise risk and stay relevant and 'on-message' by providing your ambassadors with a 'Social Media Ambassadors Toolkit' – clearly established guidelines for social media activity that your supporters can refer to. These should include:

- ✓ Background and Context: Give some background about the history of the organisation and recent highlights.
- ✓ Campaign Goals and Targets: Whether it's signature for a petition or fundraising, outline goals clearly.
- ✓ Sample Tweets and Posts: Provide sample text and graphics – make it as easy as possible for your ambassadors to support you.
- ✓ Calendar and Resources: Give a sample content calendar and include important dates and contact information for relevant contacts and partners.

#### TOP TIP

Think of ambassadors as partners, not as a sounding board – cultivate meaningful and long-lasting relationships with them.

### CASE STUDY

In the US, the Central and Eastern North Carolina Food Bank do a great job working with social media ambassadors. Their program allow social media professionals, technology enthusiasts and food bloggers make an impact by harnessing their networks to promote the food bank's activities and events, and fight hunger in their local communities. Follow them on Twitter at @FoodBankCENC.