

What do we want from this program?

We want to engage our current followers on Twitter, specifically non-profits and charities. Having social media ambassadors will allow for dialogue and spreading awareness of our organization and what we are doing.

Are there different types of ambassadors?

Having different types of social media ambassadors will allow our message to reach more potential followers as well as inform more social media users what Charity Footprints is all about. According to market research, having "different tiers" of ambassadors allows for our program to have varying "gives and gets."

For instance, the following ambassadors could be:

- Non-profits and charities
- Non-profit and charity news & resource orgs.
- Bloggers/media personnel
- Runners/Athletes

How can we find social media ambassadors?

For the Charity Footprints Social Media Ambassadors Program, we can begin to recruit existing potential candidates we see fit (those who would fit in the aforementioned ambassador tiers). They can be influencers, "customers," and can be found from our current social media audience.

How can we recruit or draw in potential social media ambassadors?

Potential social media ambassadors can be recruited in several ways:

- Create an infographic that explains what the social media ambassador program is and, spread this on social media
 - Send to potential candidates using DM or direct tweeting, and if possible, email
- Create content on our social media platforms to entice candidates
 - Tweet about the new campaign directly on the CF page(s)

What will the social media ambassadors do?

The role of the social media ambassador should reflect some of the roles within the organization of Charity Footprints. Since the goal of CF is to combine fitness with philanthropy and to help non-profits in their fundraising challenges, the role(s) of a social media ambassador can reflect back on this message. Some of the roles are as listed:

- Create original content on their own social media platforms, such as:

- Content regarding The Charity Footprints featured charities
- Join in on international cause awareness days/weeks/months
- Download the app
- Retweet and favorite Charity Footprints content
- Create a buzz on Charity Footprints and their message, share the brand message throughout their own platforms
- Give feedback by direct messaging or email
- Promote that they are a social media ambassador on their own platforms
- Answer questions on social media that will help strengthen CF online identity
 - Charity Footprints: "Today we are raising awareness for @AfricanPTSR relief. What charity are you supporting today?"

What are some requirements of a social media ambassador?

Social media ambassadors can be selected strictly based on the following suggestions, or acceptations could be made depending on who the ambassador is and how they can and how Charity Footprints will benefit from their selection to be an ambassador.

The following requirements are (but not limited to):

- Must have CF app downloaded
- Must follow CF on Twitter/or, FB
- Must agree to the frequency of participation (see below)

What will be the frequency of the social media ambassador's participation?

Marketers suggest determining the right amount of frequency for campaigns as a way to avoid "brand fatigue." Ambassadors can participate every month, or two campaigns per quarter. A different frequency can be determined, if necessary.

What will social media ambassadors gain? What are their incentives?

Depending on who the ambassador is, their incentive might vary. For instance, non-profits and charities' incentive might be that they get to continue spreading awareness about valuable causes and continue to give back, which is a main goal throughout all of those organizations. Bloggers incentive might be that they get to provide more content on their websites while still spreading awareness about great causes. And, athletes and runners will be able to utilize the app for their own fitness needs while being able to do something good and spread awareness about a cause (and their own fitness success, which is largely a part of their social media agenda).

How can we find success in the social media ambassador program?

A main goal of this program is to connect with followers and supporters. In turn, this will not only continue to strengthen the identity of Charity Footprints, but will also bring in more followers and eventually, more individuals downloading the app. This may simply be a result of the program but does not have to solely reflect the main

goal. Goals can include:

- Have a connection with our ambassadors
- Encourage ambassadors to communicate or network with other ambassadors
- Make the program simple
- Create engaging campaigns for the ambassadors that they can use on their own platforms
- Continue to engage with relevant and dialogue-inspired content
- Increase app downloads
- Get feedback that can be used to better the organization
- Gain more followers on social media