



WHAT DO I DO AS A SOCIAL MEDIA AMBASSADOR?

- Join WP Alumni social media platforms — including Facebook, Twitter and Instagram — and re-post content on a regular basis
- Post or share at least one positive WP-related news update twice a month to your personal social media accounts
- Participate in quarterly presentations or web meetings with University leadership and fellow ambassadors (news, review, and tips on successful posting strategies)
- Understand and educate peers about the Office of Institutional Advancement and Alumni Relations or the University overall

WHY SHOULD I BE A SOCIAL MEDIA AMBASSADOR?

- Meet all responsibilities to receive invitation to the annual volunteer dinner
- Receive awards for various accomplishments such as, most posts, highest reach, most creative, etc.
- Get free admission to certain alumni or institutional advancement events if you provide social media coverage (max. 2/year)
 - Receive a free WP swag box. Includes: t-shirt, magnet, and more
 - Win prizes in social media contests
 - It's an easy way to give back to your alma matter
 - Add a new skill set to your resume

Contact: alumni@wpunj.edu