



Fuqua Around the World - Social Media Ambassador

What is *Fuqua Around the World* (#FuquaATW)? On March 27, 2019, Fuqua alumni, current students, and admitted students will gather on the same night for a global networking event held in over 80 cities all over the world!

Position Summary: #FuquaATW Social Media Ambassadors will play a significant role in ensuring Fuquans across the globe are able to participate in the event, regardless of location. Social Media Ambassadors will promote and share the event, encourage friends and classmates to attend in their local cities, and post favorite memories and photos using #FuquaATW on your personal social media accounts (Instagram, Twitter, Facebook, LinkedIn).

Social media ambassadors are particularly important because of three reasons:

1. Power in numbers - The more people posting on social media, the greater the impact.
2. Social Media favors people - Individuals' posts are more likely to be seen than an organization's posts.
3. Friends favor friends - Alumni, current students, and admitted students will be more inclined to share graphics, stats, photos, etc. from peers.

Responsibilities include (using #FuquaATW and #fuquaalumni):

- Share the "Save the Date"
- Repost/share event registration link when launched (early February)
- Participating in a few themed posts (#tbt, #ilovefuqua, etc.)
- Repost registration link one week out from event (late March)
- If attending, share photos before/during/after

Fuqua will provide a media toolkit with photos, logos, and registration links to help make your job easier. Of course, personal Fuqua memories are encouraged and can be shared as well!