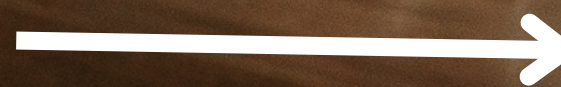




# Social Media Ambassadors:

Presented by  
**CollegeCrusader**



Everything You Need to Know to  
Launch a Successful Program



# Agenda

## We will discuss:

- Reasons to start a social media student program
- Ways to recruit, compensate and train students
- Managing gen Z students
- Content creation process

# The ONLY Social Media Solution Made for Community Colleges

College Crusader gives you instant access to ready-to-use social media strategy, captions, reel scripts, stories suggestions, customizable graphics, actionable trainings, guides and more done for you.



**CollegeCrusader**  
mycollegecrusader.com

# Why Social Media?

Why Community Colleges should invest in social media?

## Reach and Engage

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More than 80% of people in the United States has a social networking profile. On average, users spend more than two hours a day on social media.

## Meet Them Where They Are

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Gen Z and Millennials get their information from TikTok, Instagram, and YouTube.

## Effective Recruitment Channel

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After high school visits, counselors and teachers... social media is the recruiting method that has the strongest impact on prospective students.

On a **scale of cat**,  
how are you feeling  
about your  
college's social  
media presence?



A photograph of three young adults (two men and one woman) jumping joyfully in a snowy field. They are all smiling and have their arms raised. The woman on the left is wearing a brown jacket and blue jeans. The man in the middle is wearing a blue denim jacket and a black cap. The man on the right is wearing a black t-shirt and black pants. In the background, there are trees and a building. A sign on the building reads "Caution! Cross Traffic Does NOT Stop for Pedestrians".

# Reasons to Launch a Social Media Ambassador Program

# Benefits of Working with Social Media Ambassadors

- Humanize the brand
- Authentic content
- More effective than ads
- Augment your team





Reel insights

**I respect the dedication of some of you guys thou...**  
 Carolina Gaitán - La Gaita, Mauro Castillo, Adass...  
 February 7 · Duration 0:09

7786   436   3   40   13

**Reel Insights** ⓘ

Instagram and Facebook plays	10,573
Instagram and Facebook likes	456

Insights ⓘ

Last 90 Days ▾   Mar 2 - May 30

**Insights Overview**

You reached **+142%** more accounts compared to Dec 2 - Mar 1

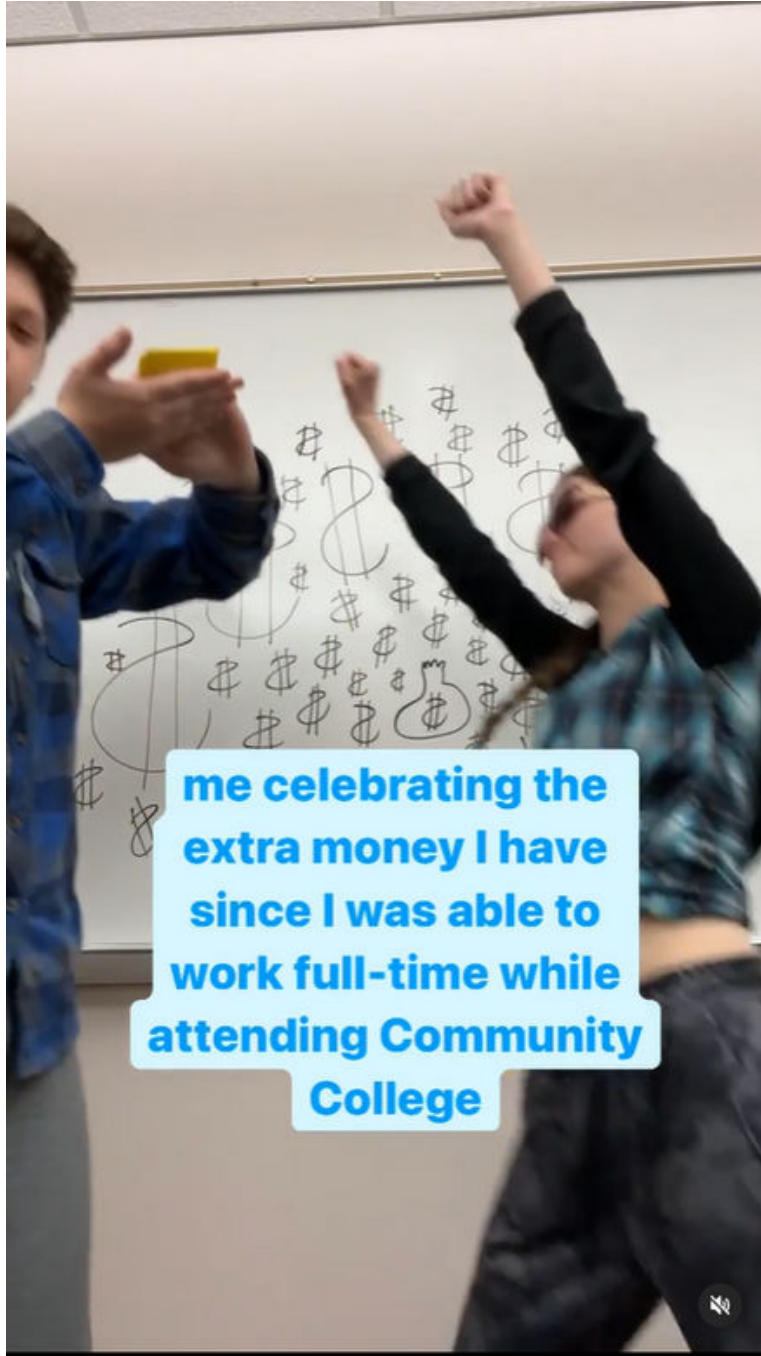
Accounts reached	73.4K	+142%
Accounts engaged	1,882	+97.8%
Total followers	1,688	+6.8%

**Content You Shared**

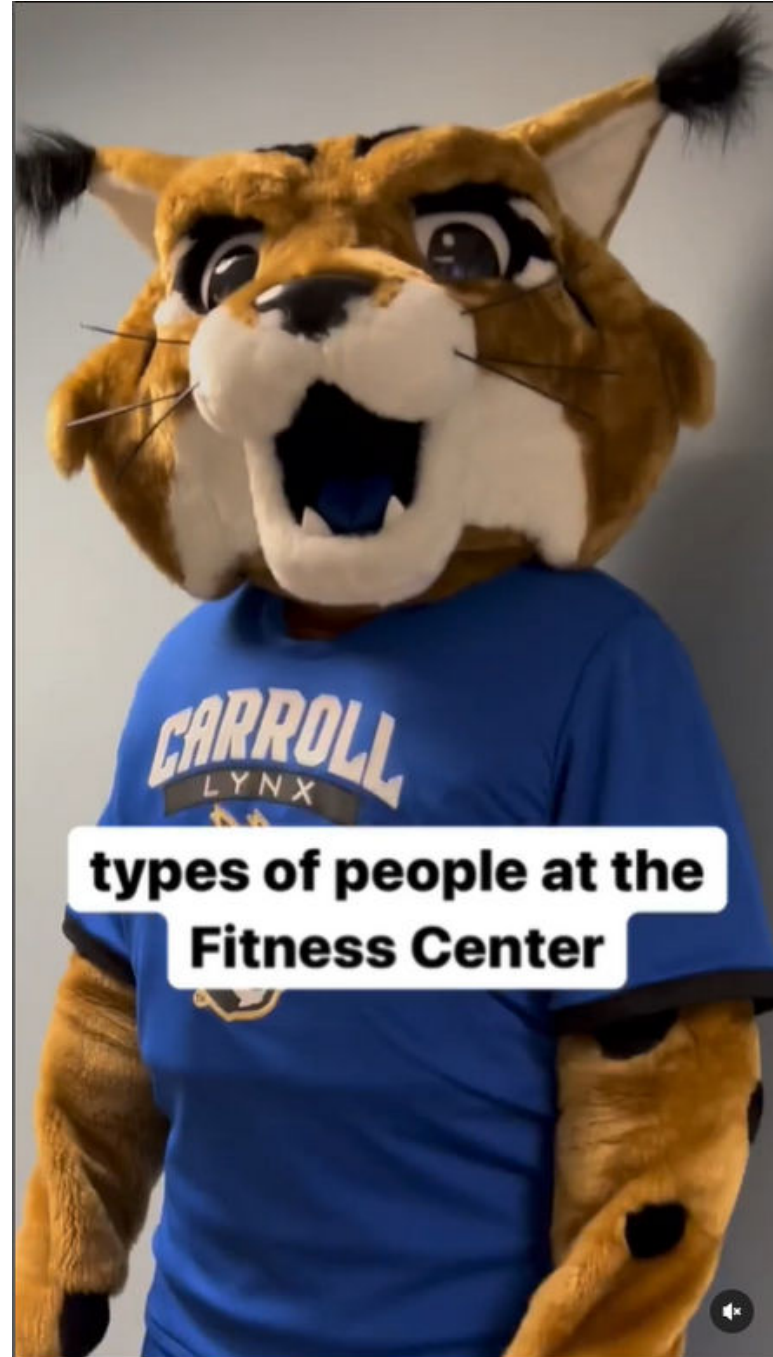
67 Posts >

539 Stories >





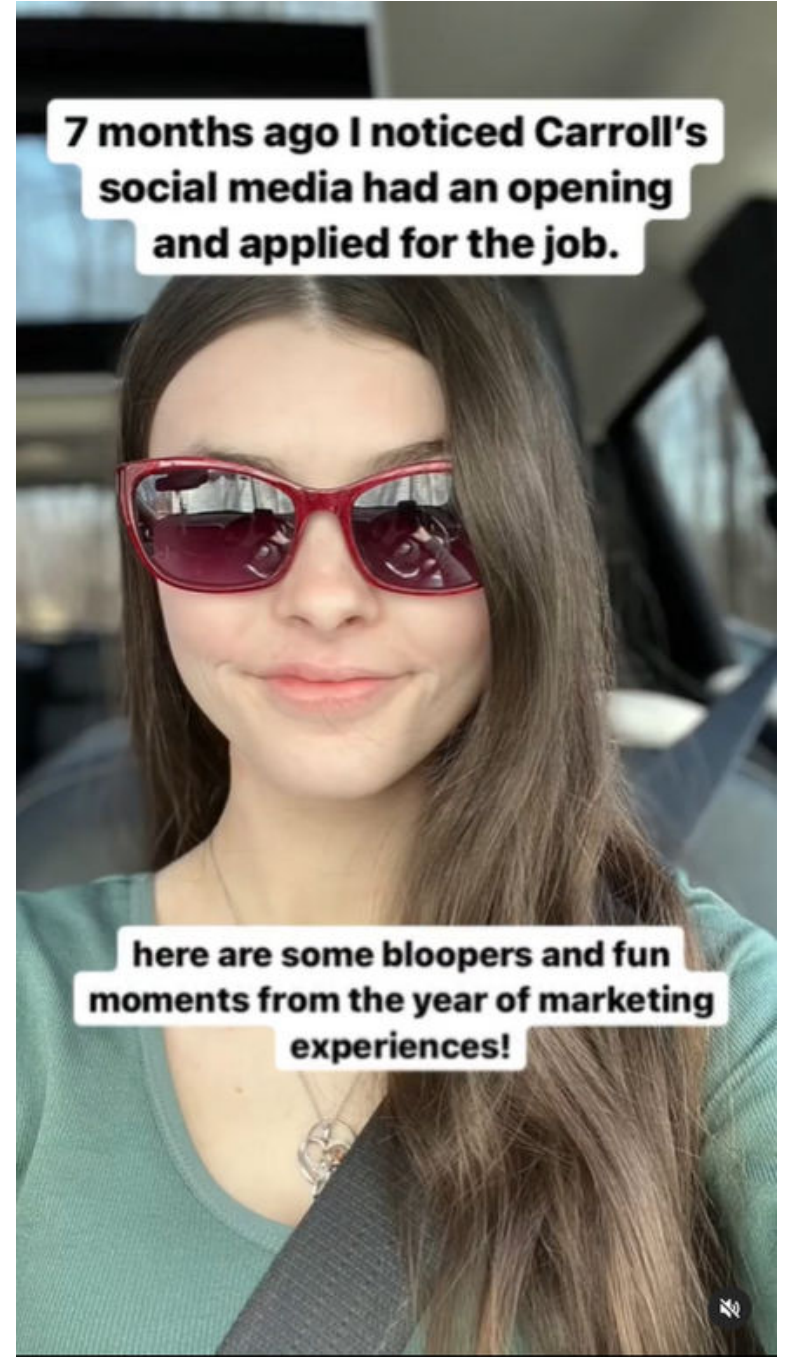
**me celebrating the extra money I have since I was able to work full-time while attending Community College**



**types of people at the Fitness Center**



**When someone says they don't know what major to go into after graduating high school**



**7 months ago I noticed Carroll's social media had an opening and applied for the job.**

**here are some bloopers and fun moments from the year of marketing experiences!**



# How can College Crusader help?

## Plan & Strategy

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Ready to apply social media marketing plan & channel specific strategies for IG, Fb, TikTok.

## Social Personas

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Ready-made social personas documents for the top seven target audiences.

## Content & Calendar

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Monthly content for IG and Fb created around 3 goals (Educate, Entertain, Inspire).

## Templates, Checklists

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Professionally designed Canva graphics, checklists, and guides.

## Educational Resources

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Monthly "must know" social media updates , webinars, tips & tricks.

**We hope you learned  
something new.**