A powerful online voice making some noise about your cause is an extremely valuable asset – and can introduce you to a new audience. The ambassador can feel good about raising the profile of a worthy cause, particularly if it’s one that’s close to their heart.

How does the ambassador benefit?

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.

1. INFLUENCE AND REACH

What is the audience like? Is the influencer famous on each platform? Would your cause resonate with this audience?

How does your charity benefit?

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

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:

2. AUTHORITY

Is the ambassador an authority on the subject?

3. THE PLATFORM

Not all ambassadors are on all social 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.

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- Choosing Your Ambassadors
- How to create a toolkit
- Influence and Reach
- Authority
- The Platform
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TOP TIP

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