

Social Media Ambassador Guidelines

Social Media Ambassadors help spread the word about TC news, initiatives, events and alumni resources on Facebook, Instagram, LinkedIn and Twitter.* The great thing about being a Social Media Ambassador is that it allows you to use your voice to support TC, no matter where you are in the world! You can also contribute to the content that TC is sharing. Read on to learn everything you need to know about being a Social Media Ambassador!

Do I need to be active on all the social media platforms TC utilizes in order to be a Social Media Ambassador?

Nope! Even if you only use one social media platform-or if you use multiple platforms but would only like to promote TC content on one-you can still be a Social Media Ambassador. We welcome you to join us at whatever participation level feels comfortable!

How much time should I commit to be a Social Media Ambassador?

We ask that you commit to posting TC content at least once a week, even if that's just to share or retweet something posted by the official TC accounts. At minimum, in order to be considered an active member of the TC Alumni Council (TCAC) Communications Committee, members should tag TC or use a TC hashtag in a social media post twice a month. Around big events-such as Academic Festival, Convocation or Global TC Day-we will encourage you to increase your post activity.

How will I know which content to share?

At the beginning of each month, your Alumni Relations staff liaison will send you an email containing suggested TC posts to share and retweet with example language to pair with those posts. They will also send an overview of TC communications calendar for the upcoming months. You can create your own posts based on this calendar, or create something entirely different! In fact, we are excited about having our ambassadors add their unique voices to TC's social media presence. See the following question for more details.

What kind of content should I create?

Do you have a fond memory of your time on campus that you'd like to share? Do you know a fellow alumnus/a whose work deserves attention? Are you passionate about advocacy, career development or student engagement? Pick a TC-related topic that resonates with you and feel free to create your own post about it! [Tag us and use appropriate hashtags](#) so we can like, comment on, share and/or retweet your content. By creating a rich social media community, our alumni will help demonstrate the lifelong impact of a TC education to current and prospective students.

What is the etiquette I should follow as a Social Media Ambassador for TC?

As a representative of TC, we ask that Social Media Ambassadors follow some basic etiquette on social media. We encourage you to create positive posts that display your enthusiasm for TC and its community. Please be polite and respectful to all those who interact with your posts. If someone leaves a positive comment on your post, “like” it or reply. If someone posts a comment that asks a TC-related question you cannot answer, tag a [TC account](#) so we can respond to the question. Unfortunately, negative comments are an occasional reality on social media. If/when these comments arise, please hide them and alert the Alumni Relations staff if you have further concerns.

Other helpful links

Find more information about official TC social media accounts and hashtags [here](#). Find a list of TC’s many affiliate accounts [here](#)-you may be able to help promote the work of your former academic programs or students groups, if they are also active on social media!

Happy posting!

**These are the social media platforms TC currently utilizes but these are subject to change as the social media realm evolves.*