



IMPROVING SOCIAL MEDIA CONTENT CURATION WITH STUDENT AMBASSADORS AND HASHTAG CAMPAIGNS

March 21, 2017 :: 1:00 - 2:30 p.m. EDT

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Harness social content created across campus by systematizing your discovery process.
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OVERVIEW

Learn how you can discover and share great content - posts and pictures - that is already being shared on your campus every day. Join us to examine one of the first and best student social media ambassador programs at the University of Delaware that boosts the amount of content, while reducing the burden on its marketing team. You will leave this training with a better understanding of how you can deliver strong content and branding through your social channels using an ambassador program and a tightly curated set of hashtags.

GET YOUR QUESTIONS ANSWERED

Standard with every Academic Impressions webcast is the guarantee that we answer all questions asked during the webinar. If there are leftover questions that we do not have time to address during our live session, we will distribute a question and answer document following the webcast.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/improving-social-media-content-curation-student-ambassadors-and-hashtag-campaigns



WHO SHOULD ATTEND

Professionals managing social media channels for their institutions or departments who are looking to grow organic content through social media ambassadors and ongoing hashtag campaigns will benefit from this webcast.

LEARNING OUTCOME

After participating in this online training, you will be able to better cultivate content using ambassadors and hashtag campaigns.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.



AGENDA

Tuesday, March 21, 2017 :: 1:00 - 2:30 p.m. EDT

➔ **Student Social Media Ambassadors Program**

- Recruiting students
- Setting expectations
- Ongoing management
- Students abroad
- Transitioning to alumni

➔ **Creating and Managing Hashtag Campaigns**

- Developing a list of campus-wide hashtags
- Process for creating new hashtags
- Promotions and hashtag campaigns
- Mitigating negative or sarcastic use

➔ **Pulling It All Together: Pairing Social Media Ambassadors and Hashtag Campaigns**

- Recent successes
- Getting started
- On the horizon

INSTRUCTOR

Holly Norton, Digital Content Manager, University of Delaware

Holly Norton is a communications professional specializing in digital strategy and social media production, analysis, and marketing.

She is currently the Digital Content Manager for the University of Delaware, as well as a co-instructor in the top-ranked non-credit Social Media Marketing Strategy Certificate Program through the Department of Professional and Continuing Studies. She works with her colleagues to develop the curriculum and methodology for the course and guides students on best social media practices, digital storytelling, brand and crisis management, content optimization and more.

The University of Delaware also serves as the higher education representative on The Conference Board's elite Social Media Council, which includes brands such as Johnson & Johnson, The Mayo Clinic, Procter & Gamble FedEx and more.

Before taking on her latest role at the University of Delaware, Holly was the Digital Editor for Main Line Today magazine, part of the Today Media Company, which owns Delaware Today magazine. She handled all digital content optimization, social media strategy and wrote features and profiles.



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