

## Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns | March 21, 2017

### Holly Norton

#### Leftover Questions

**Q: So in the event of an actual real emergency - say a fire or active shooter - what is the protocol involved? How do you communicate to the ambassadors? or what is their role?**

Ans: When we have a crisis on campus, the SMAs know to amplify all messaging from the UD official channels. To be efficient, I typically send an email to all as soon as the crisis communications have gone out from our Office of Communications and Marketing via social, story, website so they are reminded/aware. This has been the case from everything to school delays/closings due to snow, dining halls being closed and details on which ones are open etc.

**Q: If a student doesn't want to participate as an alum, what happens to the account? does it get deleted or stay there? do you monitor the alum accounts?**

Ans: If a student does not want to participate as an alum, we strip the UD branding and they can have the account, but will need to change the handle from @BlueHen xy to @JillSmith.