



Ivy Impact: Alpha Phi Foundation Social Media Ambassador Program

Program Overview & Role Description

1. Program Overview

At the heart of the Alpha Phi Foundation is a simple truth: our stories have power. Personal stories are what shift perspectives, show real-world impact, and inspire our sisterhood to take action.

The Ivy Impact Team is all about bringing those stories to life. We'll equip a dedicated team of alumnae with a toolkit including copy, graphics, and other resources they'll need to share our mission - from leadership training and scholarships to women's heart health and Forget Me Not assistance. Together, we're turning our shared values into a proud, coordinated conversation across the country.

2. What is a Social Media Ambassador?

As an **Ivy Influencer**, you can help amplify the Foundation's philanthropic work. By simply sharing our content with your existing social media circle of sisters, friends, and colleagues, you help us build meaningful relationships and connect with other Alpha Phis in your social network who want to make a difference.

- **The Heart of the Mission:** When we have a major fundraising week or a milestone celebration, we need all hands on deck. You'll help us get the word out during these crucial windows to keep our funding steady and our mission growing.

3. How You Can Help (Responsibilities & Expectations)

We want this to be fun and rewarding, not overwhelming! To keep things manageable for your busy schedule, we ask our Ambassadors to meet a few flexible goals:

- **Platform Presence:** Maintain at least one active, public social media profile (Facebook, Instagram, or LinkedIn).
- **Extend the Ivy:** Commit to sharing Foundation-related content or personal impact stories just 6 to 12 times a year (and don't worry, we'll help you identify the perfect posts to share based on your interests, Chapter affiliation, etc).
- **Get Creative:** Use the digital assets and caption templates we provide and weave them into your own personal style to maintain authenticity.

- **Pass the Torch:** If someone comments on your post with a specific question about giving, scholarships, or volunteering, just point them our way so the Foundation staff can give them a proper follow-up!
- **Reporting:** If you have a post that performs well, we want to know! By sharing the likes, comments, and shares one of your posts gets, we can better determine the reach of our messaging and see how well the inaugural Ivy Impact program is performing to inform future campaigns. Don't worry, we'll provide details about what exactly to share and when!

4. Our Commitment to You

Your time is a gift, and we promise to respect it by keeping this program fun, supportive, and highly organized. As an Ivy Influencer, you'll receive:

- **Posting Schedule & Calendar:** We'll provide a detailed list of planned posts for you to post directly on your own profile or share from the Alpha Phi Foundation pages. As we go along, we may reach out with optional additional posts that meet your interests.
- **Ready-to-Post Content:** Easy-to-use toolkits packed with high-quality graphics, pre-written captions, and social media tips so you're always ready to post.
- **Sharing Ideas:** You'll be connected with the other volunteers in this program so you can swap caption ideas, talk about what's working well on your pages, and figure out the best ways to share the Foundation's message together. We want to hear from you what your networks are interested in!
- **Inside Access:** You'll be the first to know about upcoming projects, new initiatives, and the big stories we are getting ready to share.

5. Ready to Join? (A Simple 3-Step Process)

We've made getting started as simple as possible:

1. Fill out a quick online interest form with your social handles and a quick note on why you want to join.
2. We'll check out your social handles to see how you connect with your network. We're looking for sisters who have an active, conversational presence online where friends and members are already liking, commenting, and staying involved.
3. Attend a short, fun orientation Zoom call to walk through your resource toolkit and check out the upcoming calendar!

Questions or Interested in Joining?

Contact Katie Gates, Marketing & Communications Manager
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