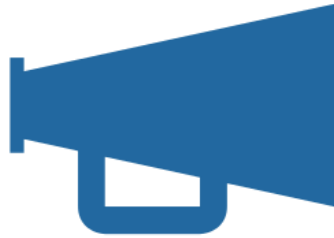




United Way  
of Greater Topeka



★ SOCIAL MEDIA ★  
AMBASSADOR

## Program Overview

United Way of Greater Topeka invites you to participate in telling the United Way story and extending our reach into the community by becoming a Social Media Ambassador or #UWGTAmbassador. As an ambassador, you will be empowered with the tools to share our story across your digital networks, while also sharing why you #LiveUnited.



Our Social Media Ambassadors are passionate about fighting for the education, financial stability, and health of everyone in our community and are enthusiastic about engaging others in the conversation. If you have a willingness to use your social media power to spread the word about United Way, we welcome you to add your voice!

## Expectations

- Attend initial kick-off training
- Attend quarterly status meetings
- Follow UWGT social media channels including Facebook, Twitter, and Instagram
- Assist UWGT in reaching out social media goals for 2020
- Actively promote and share what United Way means to you, and what United Way does to fight for our community
- Promote special events such as Topeka Volunteers, Day of Caring, Day of Giving
- Introduce your network to all the ways they can be a part of United Way's work through giving, advocating, and volunteering



## Benefits

- Free admission to events such as our Campaign Celebration, donor receptions, etc.
- Opportunity to establish and/or further develop your online personal brand
- Further refine/develop your social media and/or marketing expertise
- Opportunity to network with community leaders
- Opportunity to learn even more about the work of United Way