

State Games of America
Social Media Ambassador (MVP)

Thank you for volunteering to be a social media ambassador at the State Games of America! As a social media ambassador, you'll make an invaluable contribution by showing others your plans to attend this national event.

As a social media ambassador, we'd like you to concentrate on documenting your preparation to compete at the 2017 State Games of America in one or all of the following social media outlets:

- Facebook
- Twitter
- Instagram
- YouTube

Here are the general rules. We hope that this covers most of the things you need to know but if you have any questions or need any help with anything social media ambassador related, just drop Melissa an email:

Melissa Brink, Marketing Specialist
mbrink@stategamesofmichigan.com
State Games of Michigan

We want being a social media ambassador to be fun, so, while there are some rules outlined on the following pages, we don't want to be too inflexible about what you should post.

Social Media Ambassador Responsibilities:

- State Games of America will be promoted in a professional and ethical manner
- Ambassadors will maintain a standard of conduct not harmful to the work, good order or good name of the State Games of America
- At all times, representatives will act in the best interest of the participant and the State Games of America.

Your Agreement with the State Games of America:

- The State Games of America reserves the right to terminate your duties as a social media ambassador should you not respect any part of this agreement.
- Act as a responsible representative of the State Games of America in your contributions to social media. Including: use of explicit language/imagery and content that is considered offensive or harmful
- Post on a regular basis (3-4 posts / month)
- Post original content and never use images that you didn't take yourself (or don't have permission to use)
- Allow the State Games of America to reproduce your photograph and any relevant content you post, fully credited, on its website or other social media platforms.
- Share State Games of America content whenever possible.

Responding to Comments on Social Media:

As a social media ambassador, it's likely that others will occasionally contact you via Facebook, Twitter or through comments on Instagram. We want our social media ambassadors to be able to engage with others, so do reply to any comments but keep a few things in mind when doing so:

- Be honest, friendly and polite in your responses and, if you don't know the answer to a question, feel free to say so.
- If you don't know the answer to a question, refer the person to a relevant email address where possible (see below).
- Should you ever feel unsure about how to respond to a comment, feel free to get in touch with Melissa Brink at mbrink@stategamesofmichigan.com
- Don't reply to any comments you find offensive or inappropriate and don't engage in an argument with anyone.
- When you are replying to a comment on Twitter or Instagram, there's no need to use your subject hashtag.

Helpful Email Addresses:

Registration Questions: registration@stategamesofamerica.org

General Inquiries: info@stategamesofamerica.org

Volunteer Questions: volunteer@stategamesofamerica.org

Official Social Media:

#SGA2017

www.Facebook.com/StateGamesofAmerica

Twitter: [@StateGames](https://twitter.com/StateGames)

Instagram: [@StateGamesofAmerica](https://www.instagram.com/StateGamesofAmerica)

[YouTube: State Games of America](https://www.youtube.com/StateGamesofAmerica)