

PITT-BRADFORD SOCIAL SQUAD

Members of the Pitt-Bradford Social Squad (also referred to as the UPB Social Squad) are essential to providing insights into student life at Pitt-Bradford.

Social Squad members are social media savvy, student influencers who are involved on campus, have significant knowledge of the university, span a wide variety of academic focuses and co-curricular interests, and are creative in their approaches of storytelling and engaging with fellow students as well as prospective students through social media. Social Squad members are student representatives of the university and act as student spokespeople through the digital content produced for the university's social media accounts.

All members of the Social Squad must be active advocates for the institution through both personal and college-branded social media accounts. Members are expected to act professionally, keeping in mind that they are representatives of the university (e.g. use appropriate language, pictures, videos, etc.). We reserve the right to replace any students who are unable to comply with our social media conduct outline.

CONDUCT

1. Respect copyright laws. Do not reuse any content you find online unless you have documented permission from the owner. If you ask for permission, you must let the owner know how and where the content will be used and you must credit them in your post. Please obtain permissions in writing (email is fine).
2. Respect other's privacy. If you are taking a picture of someone where their face will be clearly visible, make sure that you have their permission to post them to whatever social media platform you are logged into.
3. Follow the basic guidelines and etiquette of the social media platform where you are publishing content. If you are unsure about whether your post will be considered appropriate on that platform, do the research to find out before posting or choose not to publish the post. You can also contact Ashley Young if you are unsure.
4. Remember that you are representing the University of Pittsburgh at Bradford. We expect you to act as an appropriate representative. If you fail to meet these expectations, course-corrective action will be taken on a case-by-case basis. Unacceptable posts will result in immediate termination at the discretion of the Office of Communications and Marketing. Please ask questions if you are uncertain about posting content. We have zero tolerance for posts that do not reflect positively on the University. **Here are some basic rules of thumb:**

- Do not post anything inappropriate or offensive (i.e. crude references, swear words, aggressive/malicious comments, etc.)
- Do not bad mouth the University or any of its offices, departments, buildings, facilities, faculty or staff.
- Do not post about hot-button issues: politics, religion, etc.
- Do not tag other students in your posts unless you have approval from them.

KEY RESPONSIBILITIES

Ideal candidates will...

- have a personal presence on multiple social media networks (Twitter, Snapchat, Instagram, etc.) and should feel comfortable with responding to questions and inquiries regarding the university.
- possess proficient writing skills. You may be asked to write at least one blog post per semester on a topic assigned to you by the Digital Media Coordinator.
- be able to effectively contribute to university social media platforms as assigned by the Digital Media Coordinator.
- use social media presence to engage with current and prospective students and disperse information about university events and news.
- have good communication skills and will be comfortable with public speaking as well as conducting takeovers or live event coverage on university social media accounts.
- be creative, reliable and have positive energy that will assist in creating new social media initiatives for the university's social media accounts.
- report to weekly social squad meetings on time. If you are unable to attend a meeting, you need to let the Digital Media Coordinator know at least an hour before the meeting.

BENEFITS

Members of the Pitt-Bradford Social Squad will receive the following:

- An official Social Squad T-shirt to be worn during takeovers
- Resume-building experience that can be shared with employers
- Be the first students on campus to receive university swag from the Office of Communications and Marketing
- Recommendation letter upon request
- Exposure to social media brand strategy and training in social media use
- Recognition as a student voice of the university
- Other incentives such as holiday get-togethers, free snacks during some meetings, forming of new friendships, etc.

APPLICATION REQUIREMENTS

Complete the questions below in a word document and send to Ashley Young (aly24@pitt.edu).

- Why do you want to be a member of the Pitt-Bradford Social Squad? (500 words or less)
- What are some ways you think the university could improve its social media presence? (Please specify which social media platforms you are referring to)
- What are some blog topics you think Pitt-Bradford students would like to read about?
- What are your social media accounts? (Instagram, Twitter, Snapchat, Facebook, Youtube, etc.)