



SCHOOL OF
LIBERAL ARTS
Indianapolis

Statement of Expectations for the Voices of Liberal Arts Ambassador Program (VLAAP)

Being a member of the Voice of Liberal Arts Ambassador Program (VLAAP) is a leadership opportunity for liberal arts alumni and friends who are dedicated to representing the IU Indianapolis School of Liberal Arts. This ambassador program emphasizes storytelling, diversity of thought, and the community of liberal arts alumni lending their voices to support the school's mission. Ambassadors share their time and experience by engaging with alumni, current and prospective students, faculty, staff, and friends of the school through the School's social media channels – primarily LinkedIn and Instagram, but also Facebook and YouTube.

Members of the Voices of Liberal Arts Ambassador Program (VLAAP) will help to represent, expand, and engage a robust alumni network, enhancing the visibility and reputation of the school, fostering meaningful connections among alumni and current and prospective students, play a key role in promoting the school's initiatives, sharing alumni success stories, and strengthening a vibrant online alumni community through the school's LinkedIn page (primarily). The ambassador program will harness the power and amplify the voice of over 27,000+ Liberal Arts Alumni by championing the school, celebrating alumni successes, and demonstrating the positive alumni outcomes. By accepting a one-year appointment to the VLAAP, ambassador members agree to fulfill the following expectations and commitments:

1. **Brand Advocacy:** Serve as a key alumni advocate for the IU School of Liberal Arts in Indianapolis by sharing and amplifying the school's digital content, including the latest news, upcoming events, and key achievements across your social networks, in coordination with the Liberal Arts Alumni Engagement team.
2. **Content Engagement:** Increase the School's social media engagement metrics by regularly liking, commenting on, and sharing the School's posts. Your active participation encourages a wider alumni and community interaction, contributing to a dynamic online presence.
3. **Content Creation:** Share your personal experiences and professional successes as an alumnus of the School. This may include testimonials, career advancements, or reflections on how the School has positively impacted your professional journey, adding a personal and relatable aspect to the content you share on the School's behalf.
4. **Event Promotion:** Actively promote and share information about upcoming liberal arts alumni events, webinars, and networking opportunities to encourage participation and greater visibility within the professional and academic communities.
5. **Provide Feedback:** Liberal Arts Social Media Ambassadors will provide feedback and share best practices with staff and other fellow ambassadors during a 30-minute meeting that will occur every other month (initially) and then quarterly (once the alumni social media ambassador program is up and running smoothly).
6. **Attend Onboarding Session:** Attend an onboarding session during which you will learn more about the Liberal Arts Alumni Social Media Ambassador Program, expectations and



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commitment level, and an overview of how you will engage with the Liberal Arts community through your social media networks.

7. **Term of Service:** One-year term, with the option to renew at the end of the fiscal year, which is June 30th.
8. **Engage with posted social media content 1-3 times per month** on behalf of the IU School of Liberal Arts in Indianapolis.
9. **Quality Content:** Ensure all shared content is respectful, professionally appropriate, and accurately represents the values and academic excellence of the IU School of Liberal Arts in Indianapolis, the IU Alumni Association, and Indiana University. Follow the IU Alumni Association's (IUAA) Code of Conduct, which can be viewed online here: <https://our.iu.edu/resources/policies-forms/code-of-ethics/>. Failure to adhere to the IUAA's Code of Conduct may result in removal from the Liberal Arts Alumni Social Media Ambassador Program.

Benefits of being a Liberal Arts Alumni Social Media Ambassador include:

- Building an online network and community of active liberal arts alumni
- Exclusive Liberal Arts swag
- Special recognition online through the School's LinkedIn page and on its website
- Access to world-renowned liberal arts alumni
- Preferred access to special events
- Opportunities to build your online network, enhance your online visibility, and grow your personal brand
- Deepening your digital and social media skills by receiving access to the latest social media best practices, strategies, and updates on the use of social media and content creation that is trending

The IU Indianapolis School of Liberal Arts appreciates and recognizes the efforts and contributions of its Voices of Liberal Arts Ambassadors through public recognition on the School's website, featured as a social media influencer through the School's social media platforms, and receive special Liberal Arts Alumni swag. We encourage all members to add this volunteer role to their resume, LinkedIn profile, and wherever else they see fit.

By signing this document, you acknowledge that you have read, understood, and agree to abide by these expectations. Your commitment to these guidelines is crucial to maintaining the integrity and success of the IU Indianapolis School of Liberal Arts' Voices of Liberal Arts Ambassador Program and maintaining the School's integrity and enthusiasm to foster an engaging and supportive alumni community.

Voices of Liberal Arts Ambassador Member Name:

Signature:

Date: