



**AmeriCorps**

# Virginia AmeriCorps Influencer

The Virginia Service Commission is looking for AmeriCorps members ready to take on a brand ambassador role and serve as Influencers. Serving as an AmeriCorps Influencer will not only look impressive on your resume, but also expand exposure of the AmeriCorps brand to more individuals and organizations. Each AmeriCorps Influencer will be featured on Virginia's AmeriCorps social media outlets and web presence. This personal publicity will work to augment your own positive social media presence and help your program's community impact and reach. Your reach will affect recruitment, retention and returning of members to serve throughout Virginia

## **Your Role as an Influencer**

Your Program Director has selected you to serve as an AmeriCorps Influencer. This indicates that you have shown yourself to be an exemplary AmeriCorps member with a commitment to service. We want to share your enthusiasm with others! We are so excited for you to showcase your leadership skills, creativity, and passion for National Service and your program. You'll have the opportunity to share your story on the Virginia Service Commission's social media pages. We are looking forward to getting you set for success!

## **Requirements**

You will have several duties throughout the year as an AmeriCorps Influencer. If you are a current member, you will be allowed to log up to 7 hours of indirect service for any time spent on generating content for your Influencer assignments. We don't want you to feel under pressure to meet strict deadlines, so we will give you a broad range of time to complete your content. We encourage you to think like an Influencer, however, and make sure to always be taking lots of photos and video. We can't wait to learn about you and your AmeriCorps experience.

1. **Complete a Quick Profile Survey so that we can learn more about you and why you chose AmeriCorps.** <https://forms.gle/6agsZ8mMFnxzDAbT6>
2. The Virginia Service Commission will then contact you about a time frame and answer any questions you may have. (You'll be able to choose to post as many or as few times as you would like.)
3. Create posts for us to share on our social media networks (to include photos and/or video) and submit via the link we provide and we'll take it from there!
4. Once we post your story, we'll let you know so you can amplify on your own network and your program's networks.
5. Feel great that you shared your AmeriCorps story and that it may inspire others to serve!



## Virginia AmeriCorps Influencer

# Content Tips & Tricks

### It's your story

As a Virginia AmeriCorps Influencer, we will feature you on our social media accounts. You provide the content (with pictures and/or video) for us to post on your behalf. Your posts may appear more than once and will also appear in the AmeriCorps Stories portion of the VirginiaService.virginia.gov website.

### Creativity is key!

Your AmeriCorps story is unique to you. You have a unique perspective on your experience. Try and think of a creative way to convey your experiences. *(For example, one member serving in Virginia's State Parks posted a video demonstrating chainsaw safety. Another member shared a story about healthy eating on a budget. Another member celebrated National Coffee Day displaying a yummy coffee drink in an AmeriCorps mug.)*

### Inspiration

Here are some ideas of content to capture for your Social Media Takeover:

- Paint a clear picture of who you serve.
  - Photo(s) of community member(s) you serve (with proper consent on file)
- How do you serve? What do you do on a typical day?
- Why do you serve? Who inspires you to serve?
  - Photo Ideas: your supervisor, a public figure, a historical figure, a family member, another person working at your service site, coach, etc.
- What have you learned?
  - Picture of something to symbolize a take-away that you have gained since beginning AmeriCorps.
- What challenges have you overcome?
- What is the funniest moment that has happened to you during your term of service?
- Tell us about your AmeriCorps team! How do they help you to continue to serve?
- Tell us about victories you want celebrate.
- What will you do with your Education Award?
  - Tell us about your alma mater or where you hope to attend school in the future.
- Where do you see the future taking you, and how will AmeriCorps help?
  - Picture of a role model or something to symbolize your dream job.
- Where/what is your favorite spot at your service site? How about in the community you serve?
- Tell us a quote that motivates you and give a representative picture for it.
- Get creative!
  - Use fun angles, lighting, and subjects
  - Try to incorporate AmeriCorps logos as often as possible in your photos, but they are not required in every picture that you take. We can provide logos for you to overlay. You can use Canva or other tools to make your content more eye-catching!