

# Holy Family University

## Social Media Ambassador Guidelines

### 1. Embrace Our Mission

- Values: Reflect the values of Holy Family University, including respect, compassion, integrity, and service, in your visuals.

### 2. Quality Matters

- Equipment: Use high-quality equipment if possible (e.g., smartphones with good cameras, DSLRs).
- Visual Appeal: Pay attention to lighting, composition, and framing to create visually appealing images and videos.
- Content Variety: Be willing to try new things for the socials and put yourself out on camera. We want this position to be involved in social media strategies such as Mini Mic Interviews, Story Takeovers, and a potential Tiger Talk Show.

### 3. Tell a Story

- Narrative: Think about the narrative your visuals convey. Share the story behind the moment whenever possible.
- Event Coverage: Must be willing to take photos and videos during events when working, as well as collaborate with other students.

### 4. Consent and Privacy

- Privacy Respect: Always respect individuals' privacy. Seek permission if you're taking close-up photos of specific people.


### 5. Have Fun


- Enjoyment: Enjoy the process of capturing memorable moments and showcasing the spirit of Holy Family University.

Thank you for your dedication to sharing the Holy Family University experience through social media. Your contributions help us connect with our community.

If you have any questions or need further guidance, please feel free to reach out to the University Social Media Manager, Jeff Gonsiewski.

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