



LSI Education Social Media Ambassador Program

Introduction Welcome to the LSI Education Social Media Ambassador Program! We invite enthusiastic students from all 14 of our schools worldwide to join us. As an ambassador, you will take photos and videos of your time at LSI and share them with us. These will be posted on Instagram, Facebook, TikTok, YouTube, and LinkedIn.

Goals of the Program

- **Increase Visibility:** Show LSI to the world through social media.
- **Engage Students:** Create a fun and interactive online community.
- **Attract New Students:** Show why LSI is a great place to study.
- **Build Community:** Connect students from different LSI locations.

Program Structure Our program is flexible, so you can choose how much you want to participate. Here are the different levels of participation and rewards:

Levels of Engagement and Rewards

- **Referral Activities**
 - **Tasks:** Refer friends to apply to LSI or join the ambassador program.
 - **Rewards:** Featured ambassador spotlights on LSI's website and social media.
- **Event Participation**
 - **Tasks:** Attend LSI events, invite others, and sometimes plan or host events.
 - **Rewards:** Certificates of participation and social media features.
- **Social Media Engagement**
 - **Tasks:** Take photos and videos for Instagram, TikTok, and LinkedIn to promote LSI Education and share your experiences.
 - **Rewards:** Shout-outs on LSI's official pages, and get LSI merchandise like T-shirts, notebooks, and pens.

Incentives for Participation We encourage all students to join by clearly explaining the benefits and rewards. You can contribute in ways that fit your interests and schedule.

Potential Rewards

- Certificates of participation

LSI

Education

- Shout-outs and social media features
- Special recognition awards
- Featured ambassador spotlights on LSI's website and social media
- LSI Merchandise like T-shirts, notebooks, and pens.

Optional Training and Support

We provide training sessions covering:

- **Effective Communication:** Public speaking, presentation skills, and writing skills.
- **Social Media Marketing:** How to use platforms like Instagram and TikTok.
- **Event Management:** Planning and hosting events.
- **Resume Enhancement:** How to add ambassadorship experience to your resume.
- **Academic Integration:** How participation can help with extracurricular points or academic recognition.

Ongoing Training and Support

We offer continuous support through regular check-ins, feedback sessions, and access to personal and professional development resources.

Program Evaluation and Metrics We will measure success through:

- Social media engagement (likes, shares, comments)
- Increase in student enrollment or applications
- Feedback from ambassadors and students
- Testimonials and observations of interactions and leadership skills

LSI Education

Join Us! Become an LSI Education Student Ambassador and share your unique experiences with the world. Enhance your skills, earn rewards, and join our global community.

If you are interested, please contact Amber or Zula, our marketing managers, for more information.

Contact Information

- Amber [awood@lsi.edu]
- Zula [zula@lsi.edu]

Become a

Social Media Ambassador

Our Brand Ambassador Program Offers Exclusive Benefits, Unique Opportunities, and a Platform to Shine!

- ✓ Take photos and videos for LSI's International Audience
- ✓ Get featured on LSI's official pages and websites
- ✓ Get free LSI merchandise!

Message or email
us to enroll!



awood@lsi.edu



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