



DAYTON
METRO
LIBRARY

Social Media Ambassador Program
#LibraryAmbassadorDML

Dayton Metro Library invites you to volunteer with us as Library Ambassador for our social communities. Help us extend our community impact, ensuring the success of our core values by broadening our reach and cultivating rich engagement with us.

BECOME A SOCIAL MEDIA AMBASSADOR

We are looking for ambassadors that will help us connect with our key impact groups (Patrons, Parents, Kids/Teens, DML Staff). Thank you for your willingness to collaborate with us in this way. We actively promote the library experience on social media through [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#) with goals to strategically grow to other platforms in the future. We'll keep you in the loop with social media ideas that we'd love to collaborate with you on.

WHAT WE'RE ASKING AMBASSADORS TO DO:

- **Follow** Dayton Metro Library on your favorite social media platforms if you haven't already (thanks!)
- **Engage** (*like, comment, share*) with the content that we regularly publish on our social media channels.
- **Share** library-related posts and stories on social media using the #LibraryAmbassadorDML hashtag and tag/mention/"@" Dayton Metro Library in the posts as much as you can. Feel free to feature what you love about the Library or uplifting stories from your personal experience— it could be your favorite branch, an upcoming program, your recent checkouts, prizes, or other related content.
- **Create** and share social media content that promotes Dayton Metro Library based on the fun prompts/ideas we provide (*on the next page*) to spark your creativity!
- Tell others "I am a #LibraryAmbassadorDML" to show your support and possibly inspire interest.
- Tell us what social media platform you will actively engage on and what your profile name is on each platform.

Note of appreciation: Though there is no guarantee that all of the library-related photos, videos or content that you share on social media will be used by Dayton Metro Library, know that your support through all forms of social ambassadorship is appreciated, felt and valued.

Collaborative Content Engagement Ideas:

As mentioned earlier, here is a social media content plan that you can use to create and share to support our social media experience, as well as opportunities to interact with content/activities we share.

Consider anything published on our social media platforms as an invite for you (our Ambassador) to engage with it via likes, comments and shares. When we post something that we especially want your help with, we will send all of our Library Ambassadors an email with everything you need to know and how you can help us.

- **Post a video of you saying that you are excited about or looking forward to a Dayton Metro Library program, and share at least one reason why. (tag DML)**
- **Participate in our Instagram/Facebook Story engagement activities:** We will be posting different questions, prompts, and fun activities on our stories for our followers to engage with. When we post these, we'd love to give you (our ambassadors) a heads up so that you can keep an eye out for them and participate.

For example:

- What are you reading?
 - Things you can do at the library
 - Funny 2 sentence library stories
 - Favorite library service
 - "Reshare & Tag"
 - Emoji sliders
 - Polls
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- **Post a photo or video that describes something that reminds you of the library and/or encourages you to utilize it.**
For example:
 - A good book, "need to do homework", "want to play video games", "need internet/wifi", "kids want to play", "need a meeting room", "looking for things to do" etc.
 - **#LibrarySelfie - Take a selfie whenever you're at the library and tag us! Follow #LibrarySelfie on social media for great examples.**
 - **Program/Services promo** - You telling your friends and followers about us EXPONENTIALLY improves our reach. Not everyone that needs to know about all the resources and services that we offer knows! Help us get the word out by sharing photos of your participation in or support of these programs.

Thank you so much for your partnership and collaborative support.

VOLUNTEER FROM HOME OR ANYWHERE! No pin# needed to track these hours.

To document your time volunteering as an Ambassaor, contact Amanda in Volunteer Services at aarrington@daytonmetrolibrary.org and she will give you access to a time sheet for your volgistics account. Once you have a timesheet to self-report your time spent promoting the Dayton Metro Library you will also need to email Amanda screen shots of your posts.