UL Global Operating Procedure – Ambassador Programme

Company Name: UL Global Marketing

Department: UL Global

October 2024

Purpose

This SOP outlines the roles, responsibilities, processes, and guidelines for the Student Ambassador Programme, specifically focused on creating and sharing social media content to represent UL Global's brand, student life, and academic offerings. The programme aims to engage prospective students and promote the university's culture online with engaging, informative, and authentic content.

Scope

This procedure applies to all student ambassadors selected to participate in the UL Global Student Ambassador Programme. It includes guidelines for content creation, approval processes, brand alignment, and social media platform usage (Instagram, TikTok, Facebook, LinkedIn, etc.).

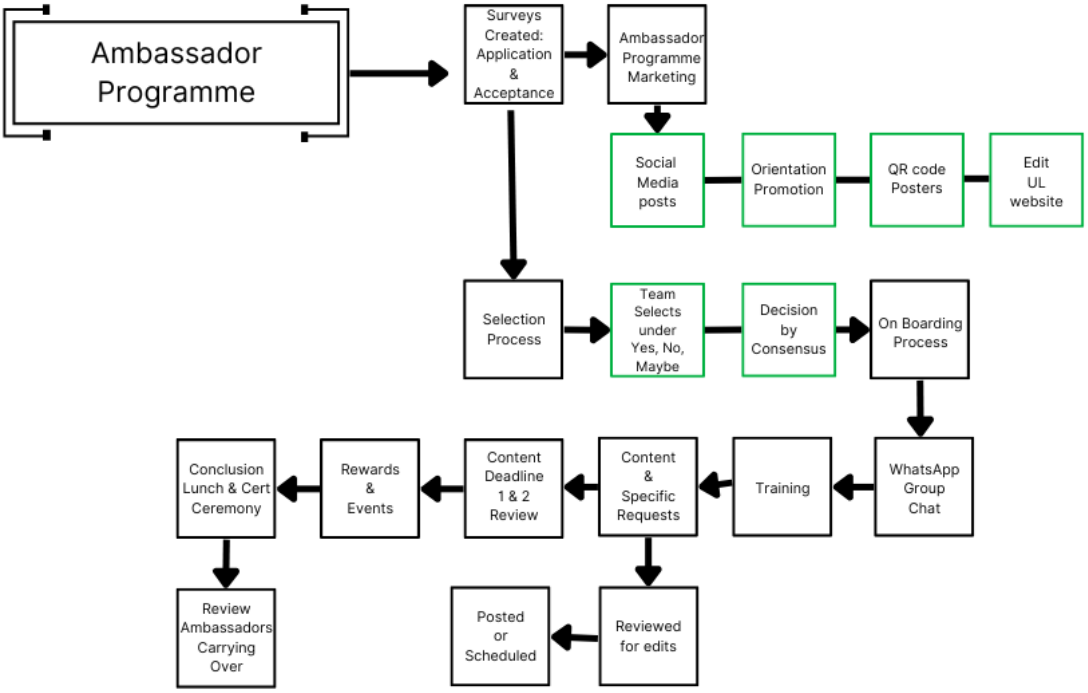
Roles:	Responsibilities:
Manager	Oversees entire UL Global marketing department and activities including but not limited to the Ambassador programme and ensures consistent brand voice. Approves all planned content and implements long term plans for social media content. Provides overall strategy and content guidelines. Monitor social media metrics and report on effectiveness. Ensure consistency with the university's brand. Review Ambassador Programme applications and contributions.
Senior Administrator	Develops planned content with the team and wider UL Global department staff and approves any content created by the Coop student or student Ambassadors for posting. Trains the new Ambassadors and the Coop students on content creation, university policies, and best practises. Is the main coordinator of the UL Global Student Ambassador Programme. Approves all content before publication and tracks performance metrics to give feedback. Review Ambassador Programme applications.
Coop student	Develops content with the Ambassadors and files all content received by the Ambassadors. Engages with Ambassadors by responding to emails and messages. Files all Ambassador content into SharePoint and schedules/writes captions for them according to the posting plan. Review Ambassador Programme applications.
Global Student Ambassadors	Develops engaging, informative, and authentic content – images, videos, and blogs for posting across UL Global social media pages. Attends trips, events, and does 'Takeovers' on our social media pages for the purpose of creating more content for social media.

Programme Overall Process:

The UL Global Student Ambassador Programme is selected via a Qualtrics survey which is marketed across social media, the UL site, UL Campus, and at International Orientation Week events. Candidates are selected by the Marketing Team on a basis of merit, skill, and programme of study. Once selected they are sent an Acceptance Survey to note things like dietary requirements and to sign their media waiver. Packs, a WhatsApp group chat, and profiles are created for the Ambassadors in preparation for their training day in the Strand Hotel followed by an Excursion.

Ambassadors send 2 pieces of content and attend at least 30 minutes of 2 events during the semester (none during the summer). Their content is reviewed by the Senior Marketing Administrator and the Coop student and scheduled to appropriate channels according to the Social Media Operating Procedure guidelines. Winners are selected for each content deadline and given to the students privately.

The Programme concludes with a lunch and Certificate Ceremony.



Ambassador Programme Marketing	1. Coop creates social media posts across UL Global and The Globe pages. 2. UL Global teams inform their cohort of the Programme at recruitment fairs, Orientation events etc. 3. Marketing Team speaks to students during Orientation events about Programme. 4. A poster with a QR code for the ul.ie website on the Ambassador Programme is put up in The Globe until applications are closed. 5. Dedicated page on UL Global website https://www.ul.ie/global/incoming-students/why-ul/meet-our-students

Application Process:	1. Qualtrics survey for Ambassador Programme applications which is focused on submitting examples of content, social media handles, and text boxes for blurb submissions. 2. Qualtrics survey for Ambassador Programme acceptances which focuses on getting necessary details e.g. T-shirt size, dietary requirements, and phone number.
Selection Process:	The ideal candidate must be: • Full time or one semester current student of UL. • Have at least one strong example of content on their application either via a social media handle, well-written blurbs, or their content examples. 1. The Global Marketing and Communications team creates a column for each member in the final application Qualtrics survey and enters their decision under 'Yes, 'No', or 'Maybe' and adds notes for their decision making. 2. Selections are made on a skillset, UL EDI policy, and programme of study. 3. Decision is made via consensus – where consensus has not been met, we review the notes by each team member.
Onboarding Process:	1. Students fill the application form on Qualtrics and submit their portfolio, social media handles, and/or a blurb in the text boxes. 2. The Marketing team review all applications and select up to 50 Ambassadors during Autumn or Spring semesters and 20 during the Summer. Aiming to have a variety of Full Degree Undergraduate, Postgraduate, PhD, Erasmus/Exchange, and Study Abroad students across various countries. Aim to select on variety of good photography, videography, and writing. 3. Accepted applicants must fill out an acceptance form where they sign a media waiver, fill in their bio, t-shirt size, dietary requirements, and include their phone number to be added to the WhatsApp group chat. They are also given the option to fill in their social media handles if they wish to be tagged when posting their content. 4. Ambassadors are encouraged to join the www.studentvolunteer.ie UL Global Ambassador Programme opportunity to log their President's Volunteer Award (PVA) hours.
Training:	1. A group chat is created on WhatsApp with all the Ambassadors added and the Manager, Senior Administrator and Coop added as admins. It is named the semester and year eg Autumn 24/25 UL Global Ambassador Programme and a profile picture with 'Student Ambassadors' is added. 2. Ambassadors attend a training day which includes a presentation by the Senior Administrator, a guest speaker, a free lunch and excursion. Content is created with the Coop and the Ambassadors on the day and Ambassadors are encouraged to curate their own content too.
Content:	1. Content submissions are reviewed for edits, filed, and scheduled across relevant social media platforms according to the Social Media Operating Procedure. 2. There are 2 Content Deadlines per semester (1 during the Summer) - these are spaced well throughout the semester and students are offered up to 2 weeks extension if they miss the deadline to account for busy student workloads.

Specific Requests:	Sometimes Ambassadors will be contacted for specific requests e.g. testimonials, video shoots, photoshoots etc. The steps for these are: 1. Coop or Senior Administrator contact the group chat with the special request details. 2. Marketing Team arrange a filming day for the special request whether done in-house or with professional videographer/photographer. 3. Content is edited/reviewed by Marketing Team and then scheduled across all channels.
Rewards:	1. Ambassadors are rewarded for special contributions and invited to attend events hosted by UL Global.
Conclusion:	1. A Farewell Lunch is hosted for all Ambassadors who completed the programme where they are given a gift and a Certificate of Completion. 2. The Ambassadors are informed via the WhatsApp group chat that it will be deleted in one week's time to give them time to swap numbers with any friends they made in the programme before it is deleted.

Programme Monitoring:

1. Ambassador submissions are filed into the Masterfile excel – after submission deadline 2 the Senior Administrator reviews this Masterfile to see which Ambassadors have not submitted at least 2 pieces of content and contacts them to ask for the minimum requirement, offering up to 2 weeks extension if needed.
2. Students who have submitted at least 2 pieces of content are invited to attend the Farewell Lunch where they receive a gift and a Certificate of Completion.

Rewards:

Content Deadline 1 and 2:
1. **Marketing Team** selects favourite photo, video, and blog and Senior Administrator reviews Ambassador Masterfile for Ambassador with most submissions so far. **2.** Winning Ambassadors are given a €20 One4All voucher for winning Best Photo, Video, or Blog and €50 One4All voucher for Best Overall.
End of Programme:
1. Marketing Team review Masterfile for Ambassadors with most contributions. 2. Ambassadors with more than 10 contributions receive a €100 One4All voucher for Best Overall. 3. Ambassadors with 5 or more submissions receive a €50 One4All voucher for Special Contribution. 4. All Ambassadors receive a gift, a lunch, and a Certificate of Completion for the UL Global Student Ambassador signed by the Marketing Manager. 5. Ambassadors have published work and experience that can be referenced in their resumes. 6. The UL Global marketing team provide references for student ambassadors for future job applications, further study etc. 7. Community, the UL Global Ambassador Programme enables ambassadors to meet with and interact with other students from a variety of different cultural backgrounds and

experiences. Additionally, students often form firm friendships and connections through the ambassador programme.
Events:
1. Ambassadors are required to attend a 7.5-hour training day held at the Limerick Strand Hotel followed by a lunch and an excursion either to King John's Castle or Bunratty Castle & Folk Park. 2. Ambassadors are required to attend at least 2 of the 4 events hosted by UL Global – these include 2 coffee meetings and 2 engagement activities in The Globe. 3. Ambassadors are sometimes invited to attend or assist with other events hosted by UL Global and other UL departments where necessary. These count as contributions to the programme.
President's Volunteer Award (PVA)
1. All hours contributed to the programme including events, the training day, and hours needed to curate and create the content submitted to the programme are logged via the www.studentvolunteer.ie website. 2. Full Degree Ambassadors can apply for the gold, silver, or bronze awards and single-semester students can apply for the Plassey award.

Programme Evaluation:

1. Ambassadors are sent an exit survey to fill in their feedback to inform the future Programme operations.

2. Students who completed the Programme and are still a current student the following semester are offered to fill the Acceptance survey for the next semester of the Programme.

Review and Updates

This operating procedure will be reviewed for update annually by the Manager and Marketing and Communications team.

Revision No.	Date	Approved by:	Details of Change	Process Owner
1	19/03/2025	Denise Flannery	Initial Release	Alli McNamara