



## Share Social Media Ambassador Agreement

Please read our [Ambassador Agreement](#) thoroughly before signing. Thank you!

The mission of the Social Media Ambassador program is to increase awareness about Share and baby loss through personal advocacy. Share Ambassadors accomplish this in several ways:

- Ambassadors are dedicated and willing to share their story to help elevate awareness of Share and to let other bereaved families know we are here for them
- Ambassadors are passionate about Share's cause
- Ambassadors are willing to share on their social media pages Share's fundraising activities and events

Ambassadors are actively involved in the organization, have been impacted by our programs, and commit to being a voice for pregnancy and infant loss. When representing Share, the Ambassador will conduct themselves in a professional manner. Ambassadors can pick and choose what they'd like to help promote using their social media platforms. Each Ambassador must commit to either a 6-month or 1 year period.

### **Ambassador responsibilities:**

We ask ambassadors to follow Share on Facebook, Twitter and Instagram and post about Share at least once per month (12 times per year). Some examples are:

- A blog post
- Tweets, tagging us
- Facebook mentions, tagging us
- Use hashtags #nevergotten #saytheirnames #WOL2020 etc.
- Sharing stories, fundraisers and posts we make
- Posting a video or when you are volunteering or attending one of our events
- Engage with content that **resonates with you** and your network through likes, comments, shares, etc
- Introduce your network, family, friends, followers, to all the ways they can contribute or donate to Share
- Provide us with a photo of yourself to be used for an introduction on Share's social media pages.

Ambassador Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Home  Work  Cell

Email Address: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_