

North American Intercollegiate Dairy Challenge Responsibilities of Social Media Corps Leaders

Responsibilities:

Pre-contest

- Attend Zoom meeting with event social media corps students to review event plans
- Invite local media contacts to event
- Update sponsor slide show to be used throughout the contest
- Confirm your ability to access Dairy Challenge social media and Google accounts

Onsite

- Oversee SMC student activities onsite.
- Instruct students to take pictures throughout the event
- Upload best pictures to NAIDC Google Photo account
- Ensure SMC are making regular and frequent posts about the event on our social media accounts
- Assign a SMC student to create a Facebook Dairy Challenge photo album for your event, adding photos throughout the event.
- Assign a SMC student to capture testimonials to be shared on social media accounts
- Work with a SMC student to prepare press release that includes names and photos of winning teams to be released immediately after awards are presented.
- Organize entire event group photo
- Guide SMC students to create photo collages for awards