

# Social Media Ambassador Details

## What You'll Be Doing

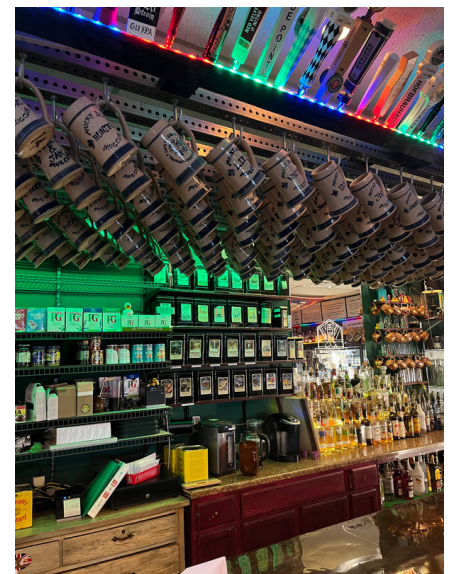
As a Social Media Ambassador, your role includes:

- Creating and posting **engaging short-form video content** (Reels, TikToks, YouTube Shorts) on your personal account and/or SAFE Bar Network's accounts.
- Occasionally designing or sharing **infographics or educational content**.
- Staying up-to-date with social media trends and incorporating them into your content when relevant.
- **Spreading the word** about SAFE Bar Network's mission, impact, and how bars can join.
- Increasing awareness among both **bar staff and patrons**.
- Encouraging people to **visit our website, follow our accounts, and engage with our work**.
- Attending quick monthly check-ins (virtual) to stay aligned with goals and campaigns.



## What We're Looking For

- Creative thinkers with a passion for storytelling and social change.
- Confident, authentic communicators – especially on camera.
- People who are active on platforms like TikTok, Instagram, and/or YouTube.
- Ability to commit to at least **4–8 posts per month**.
- A strong understanding of or willingness to learn about active bystander skills, safety, and our nonprofit's mission.



# What You'll Get (Incentives & Perks)

We value your time and creativity.

Ambassadors receive:

## Perks & Extras:

- SAFE Bar Network **merch** and **swag**
- Gift cards for milestones or standout content
- **Resume builder** – gain experience in nonprofit marketing and digital advocacy
- **Letter of recommendation** for standout ambassadors
- Feature on SAFE Bar Network social media or blog



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