

‘Educating Global Citizens’ Symposium 2016:

Guidelines on applying to join the social media team

If you are applying to join the social media team for the student research symposium on Friday 15 April, please read these guidelines prior to submitting your application.

What are we looking for?

We are inviting applications from undergraduate and postgraduate students at the University of Southampton to join the social media team. The symposium will celebrate student sustainability research; the social media team will be critical for capturing and sharing all the activity beyond the delegates on the day. We are looking for students to deliver this through our Twitter, Facebook and Instagram accounts.

Some guidance on the application form:

Why would you make a good addition to the social media team?

We need students who can deliver engaging social media content during a live event. Have you experience of doing this before? Are you a budding marketing or communications expert? Are you able to deliver interesting content that consistently meets brand guidelines? Tell us about that.

You’ve only got 140 characters to tell us why you’re one of the people we’re looking for. If you’ve got the skills we want, you’ll know why.

The rest of the application form should be self-explanatory, but if you have any questions please don’t hesitate to get in touch!

NB: the information about your degree course is only for interest, to provide us with information about where we are receiving applications from. It will not be considered as part of the judging process.

A few general ‘dos’ and don’ts’ for your application:

Do	Don’t
Clearly describe why you are the right to join the social media team	Feel you have to use all 140 characters of the application limit
Be as specific as possible	Be vague
Proofread	Exceed the character limit
Spell out acronyms	Use jargon
Submit on time.	Be too humble. You’re being considered against other students for this position.