Online Ambassador Overview & Application

Not sure how to blog?
Don’t worry if this is new to you, we’ll teach you the ropes. The first step will be learning how to use the Wordpress blogging platform. It’s really easy. We’ll provide full support during your online ambassadorship.

What should you blog about?
We want your insights on what your unique journey as a Florida Tech student is like. What are you learning in your online classes that interests you? Are you working in addition to being a student? How does what you are learning in class apply to your real-world business experience?

Who’s your audience?
Prospective and current students, alumni, and the entire Florida Tech community.

What does your audience want to read about?
They want to know what it’s really like to be a Florida Tech student. Talk about the professors, classes, and experiences that make your Florida Tech journey memorable. Talk about what you are learning in classes. Ultimately this is your blog, so the direction is up to you. Keep in mind that Florida Tech is sponsoring your blog and expects a certain level of maturity and relevancy.

What makes great content?
- Writing about topics you are passionate about
- Injecting your personality, we aren’t looking for a press release
- Embedding images and video help your audience visualize your message
- Social shareability. Do you think your friends would share your post?
- Consistency. Choose your direction and stick to it
- Keep it short, 300-700 words is all you really need
- Use bullet points and headers to make it easy to read

How do I keep up with it?
- Blog when the mood strikes. If the creative juices are flowing, keep on going
- Keep an idea list
- Let your ideas incubate
- Come back later if you get stuck

Where will my content be seen?
In addition to the blog, expect your content to be shared throughout social media. Florida Tech encourages you to share your blog posts on your personal Facebook and Twitter. Your content might also be used in other Florida Tech publications. We want you to become a social media rockstar!
Online Ambassador Application (Unpaid Position)

Along with the completed application, please submit a 200-word writing sample.

**Contact Information**

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**Media Collection**

Check items you currently own or use

- [ ] smartphone
- [ ] digital camera
- [ ] digital video camera
- [ ] Wordpress account
- [ ] Flickr account
- [ ] YouTube account
Extracurricular Activities
Please list any organizations you are involved in, including those outside of Florida Tech.

In 3-4 sentences tell us why you would like to become an online ambassador

Agreement and Signature
By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as an online ambassador, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal. I understand that my blog will carry the University's name and that it is vital that its contents do not bring the University into disrepute. I also understand that Florida Tech reserves the right to withhold publishing and to pull my blog and/or any of its content offline at any time.

Name (printed)
Signature
Date

Please email completed application to onlinemktg@fit.edu with subject line: Online Ambassador Application
Or Fax to 321-674-8216 Attn: Stevie Pursell

Thank you for completing this application form and for your interest in becoming an online ambassador. We will contact you soon regarding your application.