

Lane of Roses Social Media Ambassador Program

2 Corinthians 5:11-21-We are Christ's Ambassadors

At Lane of Roses we believe we are called to be Christ's Ambassadors. Second Corinthians 5 tells us, as Christians, we have a responsibility to God to persuade others to know Him and believe in Him. We want to share the good news of Jesus Christ to the community God has given us.

The Social Media Ambassador Program was designed to empower women to use their gifts of leadership and welcoming others in order to make God famous.

All Ambassadors are considered part of the Lane of Roses team. They are expected to uphold the mission and behaviors of Lane of Roses as if they were a full time staff member. Social Media Ambassadors are passionate about spreading hope and encouragement to women through faith, stories and community.

All potential Ambassadors must apply via the website. Applicants will be selected for interviews by the Lane of Roses Leadership team (Note: All applicants must be 18 years of age or older).

Vision of Social Media Ambassador

- To share the message God's hope with girls around the world via social media, and to represent the way you live for Him through social media posts.

What is a Social Media Ambassador:

- A Social Media Ambassador is someone who is actively involved on social media in a healthy way
- She is someone who enjoys communicating through different platforms such as Instagram and Facebook
- She is responsible for spreading the vision of Lane of Roses in various ways such as:
 - Personal social media posts
 - Videos sent to the Creative Team to be used on Instagram Stories

What a Social Media Ambassador can expect from Lane of Roses

- A fun, loving and creative environment
- A culture of grace
- A Prayer Mentor who will pray for you weekly
- Encouragement in your spiritual walk

Expectations of a Social Media Ambassador

- Commit to the program for one year. Once that year is up, you are more than welcome to apply again!
- Uphold to the code of conduct standards set by Lane of Roses staff team
- Follow/Like Lane of Roses on all your Social Media Accounts

- Send two video recordings per month to our Creative Team (15-30 seconds each) to be posted on Lane of Roses Instagram. You will be assigned topics for these videos.
- Post about Lane of Roses at least three times a month on Facebook (this could be to advertise an event, to share a daily devotional or story, or simply to spread the news about what God is doing through Lane of Roses)
- Post about Lane of Roses at least once a month on Instagram (this could be to advertise an event, to share a daily devotional or story, or simply to spread the news about what God is doing through Lane of Roses). You will be provided with images you to post, or you can post your own!
- Boost engagement on Lane of Roses social media posts (like and/or comment)
- Promptly communicate with Lane of Roses Staff (respond to all emails/texts/phone calls within 24 hours)
- Cooperate with Lane of Roses Team Members
- Download GroupMe App and use it to communicate to the Social Media Ambassadors and Creative Team Lead
- If you live in Lexington, KY:
 - Attend Lane of Roses Community Events once a month
 - Attend Lane of Roses fundraising events
 - Attend Lane of Roses meetings as needed
 - Attend Lane of Roses seasonal photoshoot