

UPRISING LEADERSHIP | BRAND AMBASSADOR PROGRAMME

OCTOBER - DECEMBER 2021

BRAND AMBASSADOR PROGRAMME



ABOUT THE BRAND AMBASSADOR PROGRAMME



BACKGROUND & CONTEXT

UpRising is currently going through a process of updating the social media channels and tailoring its content to be more relevant for an audience of young people. While within the charity there is expertise on social media usage, younger generations (Gen Z) have adopted a different style and prefer content for platforms coming directly from their peers. In this context, a brand ambassador programme suits the current needs of UpRising.

AIMS & OBJECTIVES

- Have content created by young people for young people.
- Take pressure off UpRising for creating content.
- Make content more relevant for the UpRising recruitment pool.
- Keep alumni and participants engaged.
- Give UpRising a relatable and friendly face.

BRAND AMBASSADOR REFLECTIONS

SOME OF THE AWESOME PEOPLE BEHIND THIS PROJECT

I didn't want my UpRising journey to end. Brand Ambassadors was a way to stay involved and promote the organisation.

Why did you get involved with the brand ambassador programme?



EFFY



CHUN



LIZZIE

I applied for the Brand Ambassador Programme because I don't have knowledge or experience / never worked in social media. So, I wanted to develop my social media skills (as well as give back to UpRising)

The potential of marketing and social media - I want to gain the skills to have the flexibility to work remotely.

BRAND AMBASSADOR REFLECTIONS



Brand Ambassador thoughts on how to improve the programme:

- "Weekly speakers"
- "Collaborative working spaces"
- "Creating a shared document so participants can view what other participants are doing, to prevent duplication/bounce ideas"
- "I think 2 hours per week (including 1 hour training) is a bit unrealistic as it takes me around 2-3 hours to go over my notes and then conceive, design the content for social media due to my lack of experience"

Further Brand Ambassador thoughts on how to improve the programme:

- If we can access UpRising's analytics accounts e.g. Google Analytics then it would help us as brand ambassadors to evaluate what content works / does not work and allow us to create more engaging content for UpRising.



PERSONAL REFLECTION

THIS SECTION INCLUDES THE PROJECT PROCESSES, IMPLEMENTATION, AND EXECUTION.

Overall, the concept of the Brand Ambassador Programme was a good idea. However I feel like the initial concept and formation of the concept could have been approached differently.

The main issues which this programme faced were:

- Participant retention
- Lack of training around content creation.
- More support needed for developing ideas.
- Follow up after content creation - i.e. analytics.
- Participant expectations.

I strongly believe that all new programmes should follow a method of project co-design that is led by young people. I believe this would have made this project much more successful, as young people are more likely to be invested in a programme that they helped to design. I feel like this would have addressed one of the key issues of this programme - participant retention. This could have also been addressed by managing participant expectations during recruitment so participants are aware of what is expected from them, but also what they can expect to learn and gain from the programme.

EVALUATION & TAKE AWAYS

Overview: The Brand Ambassador programme was successful in engaging UpRising alumni in creating content for the social media channels. However, I think there was a bit of miscommunication between myself, Vlad and the Brand Ambassadors in communicating programme expectations. I feel as though the brand ambassadors expected more training and guidance when creating content.



Sessions: I feel that this was the most successful aspect of the entire project - engagement with the sessions were overall quite high and well received. Participants enjoyed the type and format of the sessions. The sessions were very informative and varied - most participants wished that there were more sessions.

"The weekly training sessions are very interesting / stimulating and the speakers are quite engaging who are clearly passionate about social media and UpRising. The sessions are better than expected"

Recruitment: In total 5 alumni members from the UpRising community were recruited for the Brand Ambassador programme. Whilst all 5 alumni engaged with at least 1 training session - the overall engagement throughout the 8-week programme wasn't as effective as it could have been. I think that was down to the availabilities and the interests of the chosen BA's. Some BA's ended up not being able to commit to the entire programme as they gained new employment or were in positions and for other BA's the programme didn't meet their expectations. For the future - to enhance retainment, expectations of commitment need to be communicated sooner and a time table of activities and sessions provided to the participants in advance to manage expectations.



Content Creation: Whilst participants were able to create some content for the social media channels, a lot felt as though more training around the practicalities of content creation were needed e.g. how to use Canva, Twitter, IG

Overall, more guidance was needed to support participants in generating ideas and creating content. Perhaps participants could have been more integrated with UpRising's social media team to see how the process of planning content happens and be able to contribute ideas.



PROGRAMME TIMETABLE

WEEK/THEME

SPEAKER

WEEK 01
INTRODUCTION

N/A

WEEK 02
CURRENT AFFAIRS CONTENT CREATION

ABBY DICKINSON

WEEK 03
ONLINE COMMUNITY BUILDING

KATHY KYLE

WEEK 04
MEME CREATION

LEXIE JAMES



PROGRAMME TIMETABLE

WEEK/THEME

SPEAKER

WEEK 05
CONTENT CREATION

N/A

WEEK 06
INSTAGRAM REELS

CAITLIN DISKEN

WEEK 07
CONTENT CREATION

N/A

WEEK 08
CONTENT CREATION

N/A