



WISR VIRTUAL COMMUNITIES

# Student Ambassador Toolkit



# Introduction

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We're so excited to have you participating as as a student ambassador!

Admitted students who had a chat exchange with a student ambassador like you are **6% more likely to enroll**, which shows how influential you and the connections you make are in a prospective student's college selection process.

We've put together this Toolkit to help ensure you are set up to make successful connections. Please take a moment to get started keeping the following mind:

1. [Download the Mobile App](#)
2. [Build your Profile](#)
3. [Use Insights Available in Your Ambassador Dashboard](#)
4. [Tips to Initiate the Conversation](#)
5. [Topic Ideas](#)

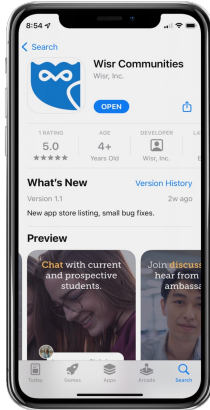


We wish you happy connecting!



## DOWNLOAD THE MOBILE APP

- ✓ Download the [iOS mobile app](#) for Wisr Communities (if applicable)



### Push Notifications

Get notifications pushed right to your phone to answer chats and discussions in real time



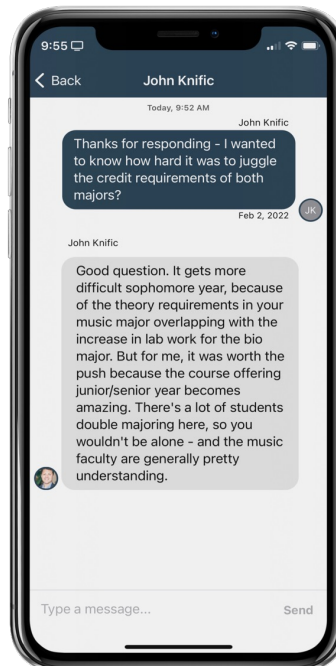
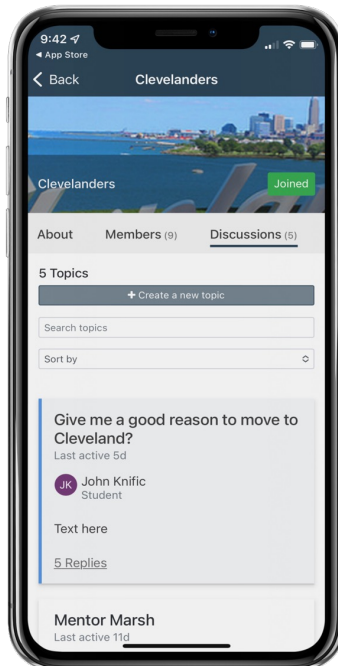
### Site Switching

Easily toggle between Wisr sites that you are a part of



### Native Mobile

One-click access to chats, discussions, and events

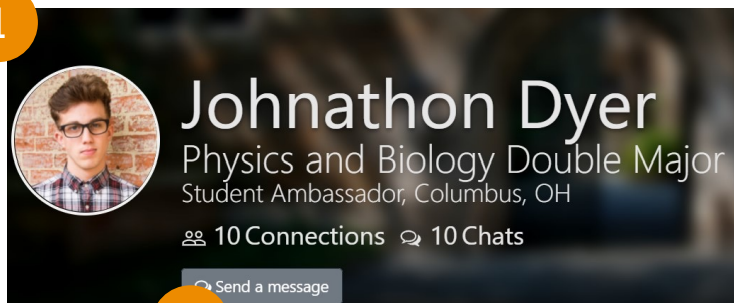




## BUILD OUT YOUR PROFILE

- ✓ Your profile is a great place to show what a well-rounded student looks like. Be sure to share about what interests you and your involvement in clubs, organizations, and jobs/internships.

1



1 Add a great **photo**

2 Craft an attention-grabbing **headline**

About Me

3

Hi everyone! My name is Johnathon and I am a junior physics and biology double major on the pre-med track! I am currently studying to take the MCAT, but outside of my studies I work in the Admissions Office as a Tour Guide and I am super involved in intramurals. I am so excited to meet you and talk more about WisrU! Let me know whatever questions you have.

3 Fill in the '**About Me**' with a 2-4 sentence intro that showcases who you are as a Marietta College student

*Examples:* Major, interests, clubs & organizations, hobbies, and aspirations



4 Complete the **academic and professional experience** sections

*Examples:* Special projects, internships, jobs, etc.



Introduce yourself with a personal video uploaded to your profile!

- ✓ Show a personality outside of your written profile
  - We encourage you record an intro video that can be shot right from your mobile device



Check what you are "willing to help with"

- ✓ Share the topics you are willing to help members learn more about

Be generous with the topics you chose, while of course only adding those you feel comfortable speaking to

### Willing to Help With

- Talk about getting involved with the creative and performing arts at SLC.
- Talk about clubs, teams, and organizations you're involved with.
- Talk about volunteering, activism, and social justice-oriented opportunities.
- Talk about New York, Bronxville, Yonkers and campus life
- Share your experience with internships and research opportunities.
- Talk about conference work, the open curriculum, and dons.
- Share about about living on campus — dorms, food, the works.

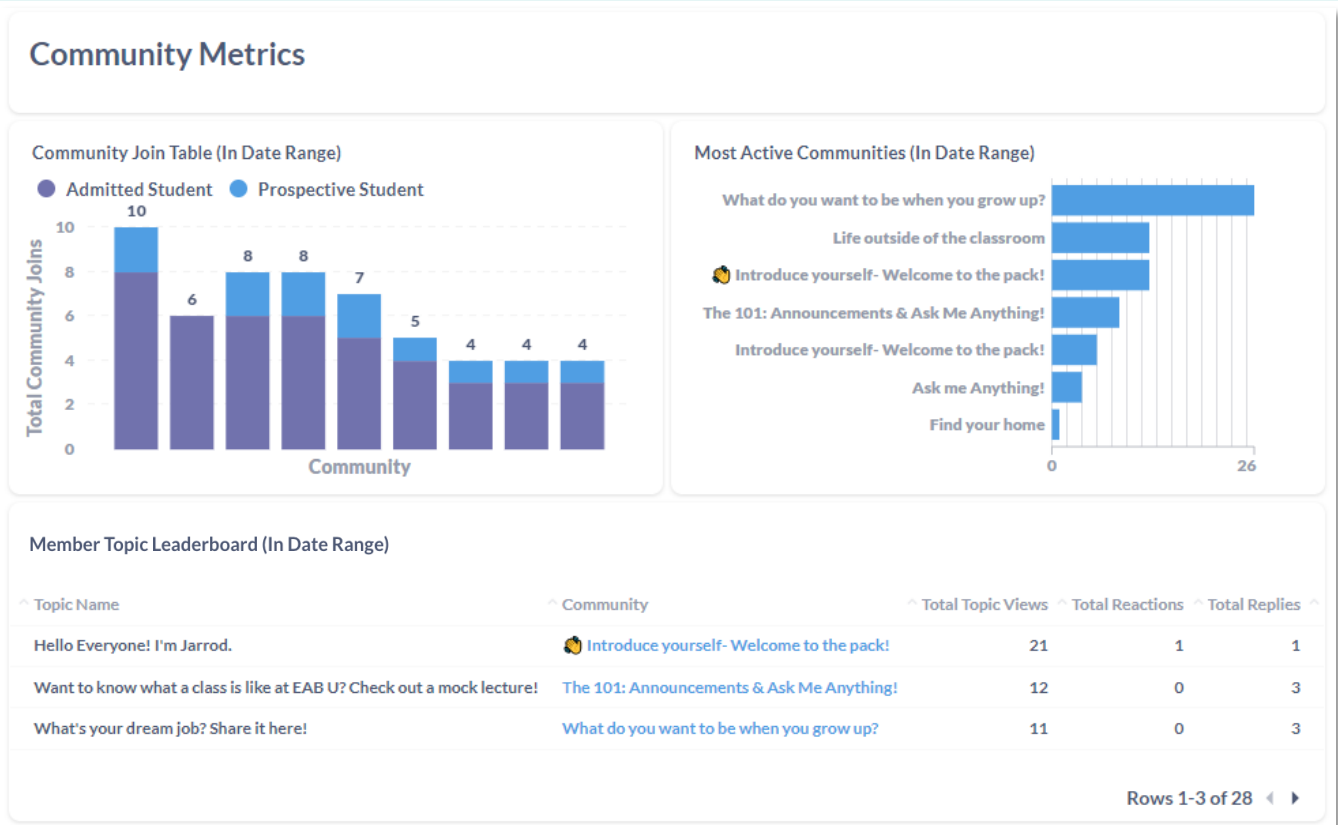


## USE THE INSIGHTS AVAILABLE IN YOUR AMBASSADOR DASHBOARD

- ✓ Through the Ambassador Dashboard available in your Wisr site, you can get insights into the performance of communities and how members are engaging with them. This self-serve dashboard is meant to help you take charge of your content and engagement strategy based on how members are engaging.

### Community Metrics

Get insight into how Wisr communities are performing to help focus posts and content generation.



### Use Community Metrics to:

- ✓ Identify where to post new discussions with focused content or events
- ✓ Pinpoint communities that may need additional nurture or adjustment
- ✓ Generate ideas for potential new communities, events, or discussions



See more on actions you can take using Community Metrics by [visiting here](#).

## Member Engagement and Connection Metrics

Get a look into how members are interacting with Wisr communities to inspire connections.

Member Engagement and Connections									
Most Actively Engaged Members (In Date Range)			Most Passively Engaged Members (In Date Range)						
Student Name	Member Type	Topics Created	Posts Created	Messages	Student Name	Member Type	Topics Viewed	Communities Joined	Me
Manu Cacilie	Admitted Student	0	5		Adrienne Wendy	Admitted Student	22	8	
Neha Long	Admitted Student	2	2		Neha Long	Admitted Student	9	5	
Rose Gemma	Admitted Student	2	1		Manu Cacilie	Admitted Student	6	4	
Adrienne Wendy	Admitted Student	2	1		Laura Gonzales	Admitted Student	6	5	
Rows 1-4 of 11					Rows 1-4 of 16				
Members Without A Connection (Active in Date Range)									
Student Name	Member Type		Total Topics Viewed (All Time)	Total Connections (All Time)					
Holden Hershey	Prospective Student		518	0					
Laura Gonzales	Admitted Student		246	0					
Giao Roever	Prospective Student		200	0					
Adrienne Wendy	Admitted Student		22	0					
Rows 1-4 of 16									

### Use Member Engagement and Connection Metrics to:

- ✓ Focus member outreach based on high-engagement topics and content consumption
- ✓ Send communications to members who are consuming content but don't yet have a 1x1 connection
- ✓ Celebrate members with the most site engagement and posts
- ✓ Identify members with the most passive engagement and integrate them into broader communication strategies based on their interests
- ✓ See the most popular posts to help guide new content



See more on actions you can take using Engagement and Connection Metrics [by visiting here](#).



Visit the [Ambassador Dashboard Help Center](#) for more information and strategies.



## START MAKING CONNECTIONS

- ✓ As a student ambassador, you can post in communities and discussions or connect with students directly through 1x1 messaging. As a best practice, we always recommend creating posts that include a call to action.



### Tips to Initiate the Conversation:

*Whether you need help starting the conversation or are looking for some more ideas, please see below:*

- Go to the Ambassador Dashboard “Member Without a Connection” list to skim and use for individual outreach. See how [here](#).
- Share posts that end with a question to prompt reactions. For example:
  - How are you feeling about going away to college?
  - What are you looking to explore when coming to or looking at school?

**TIP:** Make it fun with emoji posts!

For example: What are you most excited about at WisrU?

 Athletics

 Meeting New People

 Classes

- Use the @ Mentions feature to tag fellow community members directly in relevant discussions and posts and so that they can follow along
- Skim discussions and reply in groups
- Post topics from one-on-one discussions into your communities. If one student has the question, it’s likely others do as well
- Just ask! Share a post that asks members to simply reply with topics they want to hear more about
- Are there any events coming up? If so, drive members to attend the events and speak about your experience when you attended the same event if applicable



## IDEAS FOR TOPICS TO DISCUSS

- ✓ As a student who went through the college search process yourself, think about the topics you wanted to know more about and/or questions you asked when choosing your college. Was there anything you wish you knew more about?

Here is a list of ideas to consider when thinking of topics to discuss. As always, continue to monitor your respective site and do what feels right/relevant to the discussions taking place:

- 1 Academic Life & Student Life:** Share how you balance academic and co-curricular activities.
- 2 Real Life Firsts:** Doing laundry? Sharing a bathroom? Waking up on your own? Grocery shopping? Share about those real-life first-time experiences that students may want to know about when they head off to school!
- 3 Tell a Story:** Share a story about a fun or exciting experience you had on campus. Maybe you have a proud moment from class, a great memory at an athletic event, or you went to a great theater production.
- 4 Things to Do Off-Campus:** What's there to do outside of campus? Any fun local hiking spots or cool places to get a student discount in town? For those with out a car and/or not within walking distance, any tips on the ways to explore off campus?
- 5 Navigating Financial Aid:** Share resources that you may have found helpful when dealing with college affordability.
- 6 Support Belonging:** Talk about your experience as a part of an affinity group or identity where you feel comfortable to share.
- 7 Getting Paid:** Post about getting a part-time job on or off campus. What resources can a student tap into that is looking to work while attending classes.
- 8 Volunteering and Getting Active:** Share how you can volunteer or engage your voice at on campus.
- 9 Looking to the Future:** What experiences should admitted students look forward to that will help shape their future life and career options (internships, academic programs with faculty, study abroad, etc.)