

# Food Advisory Board

**Social Media** *Sub-Committee*



# ✦ Goals & Expectations

- Create a **personal connection** between UW Food services and UW students
- **Spread awareness** on UWFS activities and events on campus via **student experience**
- **Share key information** about the different dietary options available on campus
- **Keep students engaged** with UWFS via social media activities and challenges. Examples include:
  - School-wide scavenger hunt to spread awareness on different food services locations, dietary options, and menu specials. Winning team gets a prize.
  - Establish a loyalty program via stamp cards.
  - Bi-weekly SWAG competitions on Instagram.

# ✦ Social Media Platforms

- **Instagram**

- Manipulating the algorithms - tag people, locations, and use popular UW hashtags to push connections
- Provide a personal connection between the UWFS ambassadors and students on campus

- **Facebook**

- Primarily for sharing UWFS-related events with friends

- **Reddit (IF APPROVED)**

- Student personal accounts used to respond to any food services-related inquiries and posting website links for more information.

# ✦ Incentives for Ambassadors

- **Add Money** to Student Watcard
  - Amount: TBD by department
- **Reference Letter**

Ideal Number  
of Ambassadors:

3-5

# ✦ Different Roles for Ambassadors

- Each ambassador is advised to focus on **differing tasks**. For example:
  - One would focus on drinks
  - Others would focus on different dietary needs.
  - What about allergies?
    - Students should note on their application if they have allergies and how they handle it
    - It could be beneficial if an ambassador is assigned a certain allergy to showcase their experience on campus to make other students with allergies know what to do.

# **APPLICATION DETAILS**

## **FOR AMBASSADORS**

## ✦ Application Details

- The application would roughly include:
  - About UW Food Services
  - Job Description
  - Qualifications
  - Tasks and Responsibilities



## ✦ Job Description

- Social Media Ambassadors will represent Food Services as well as the University of Waterloo. The chosen candidates will be sharing their personal stories and experiences about food services on campus to the UW community. They will take charge of the food services' social media handles to showcase various food events and amazing dishes offered on campus. Through this initiative, the Ambassadors will also be able to raise awareness about the significance of a healthy and balanced diet to UW students.

# ✦ Qualifications

- Must be an undergraduate student enrolled at the University of Waterloo
- Must have an interest in and experience with social media
  - Consider a minimum threshold of followers on relevant platforms?
- Recommended skills:
  - Excellent communication skills
  - Social media savvy
  - Leadership ability
  - Knowledgeable about food on campus
- Personality traits:
  - **AUTHENTIC!!!**
  - Personable and outgoing
  - Honest and reliable
  - Confident
  - Willing to take risks
  - Creative and versatile

## ✦ Tasks and Responsibilities

- Post on social media from both the organization's **official accounts** AND **personal accounts**. Make sure it aligns with the department's goals/expectations.
- Maintain a **professional demeanor** and a **positive** attitude at all times.
- Respond to UWFS-related **student inquiries** on social media, and if possible, share website link.

## ✦ Tasks and Responsibilities

- **Advertise** and publicize **UWFS-related events and activities** on campus.
- **Deliver personalized, diverse experiences** with food services on campus for different groups of UW students with **different dietary needs**.
- Provide relatively objective and **professional reviews** on different food items on campus to demonstrate **transparency**.
- **Engage** with students by **hosting** and **encouraging** unique social media challenges.

Thank you!