



## FAQs - 10 Things Ambassadors Should Know

This FAQ sheet is a part of a larger tool kit that has been created for those who have agreed to become World Trust *Social Media Ambassadors* for its Summer of #JusticeAndRacialHealing campaign. We hope you find it helpful.

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### **1. What is the Summer of #JusticeAndRacialHealing?**

The Summer #JusticeAndRacialHealing public awareness and social media initiative has been created by your friends at World Trust Educational Services. As we state in our Open Letter, the purpose is simple: To expand the superficial conversation about race, so that we can access a deeper understanding of systemized racial dynamics and how they continue to impact our lives.

### **2. Why has World Trust created this public awareness campaign?**

In response to the growing crisis of racial tension and violence in this country, World Trust felt compelled to address the matter in a way that is bold, innovative, and pro-active. The Summer #JusticeAndRacialHealing will create a new platform to talk about race through the use of our powerful film clips. The World Trust team, under the leadership of Shakti Butler, Ph.D., will provide support to you and an Ambassador, as we move through the initiative and together we will elevate the conversation about race in this country.

### **3. What is expected of me as a social media ambassador?**

To post to your social media pages the film clips that World Trust provides to you during the campaign. The media content will be delivered to you a week in advance for eight weeks. You will receive the film clip itself and a short link to that clip.

You are encouraged to watch the clip before you post it so that, if you are inspired, you can offer an encouraging remark to accompany your post.

### **4. Do I have to create the social media content myself?**

The social media content that we're asking ambassadors to create is their own personal touch, their own personal message that will accompany the film clips that we provide.

We will provide sample status updates and tweets, but we recognize that each ambassador has a unique voice. Your relationship to your online network might be formal or informal. That is why we encourage personal commentary for each clip.

But if your schedule is too busy, we have provided sample messages that you can cut and paste on your Facebook and Twitter page.

### **5. Can I edit the social media message so that I can put my personal touch to the campaign?**



Yes. Feel free to edit the social media sample content that we offer. They are suggestions only. You may create your own. We just ask that you use the official hashtags of the campaign.

**6. Who else has agreed to be a social media ambassador?**

The list is growing and to date we have Dr. Joy DeGruy, John Powell, Asha Bandele, Danielle Hogenboom, Megan Sielstra, Van Jones and more! Stay tuned for others.

**7. What if I change my mind or I find that I just don't have the time to promote this project?**

If you change your mind, we will understand. We would not want you to feel pressured or burdened in any way.

**8. How long is this campaign?**

The campaign is for eight weeks, July 20 – September 20, 2015. At least one film clip from the World Trust collection of films will be released on our own social media networks and those of the ambassadors who have agreed to sign on.

**9. How much time am I expected to give to this project per week?**

We anticipate that you (or the team member that you designate) would spend only a few minutes per week on this project. That would include your choice of doing the following:

- Sending a campaign message to your email list
- Posting at least one tweet per week on Twitter (the tweets have already been created and include a link to the film clips)
- Posting at least one status update per week on Facebook (the messages have already been created, as well), **or**
- Posting at least one message per week on LinkedIn

Please Note: Each Monday, Ambassadors will get the content to share for that week. All the messages for each social media platform have been created, tested, and are ready to “copy-and-paste” as is. Feel free to share what we send or create your own message in your own voice if you are so inspired.

**10. I am involved in so many different projects. I don't have the luxury of time to donate to any more pro bono projects. Is World Trust able to offer a small compensation for my time?**

No. This World Trust initiative is a pro bono campaign.

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Should you have questions, please contact Communication Consultant and Campaign Director, April R. Silver, at 718.756.8501 (office), 646.522.4169 (mobile), or [april@akilaworksongs.com](mailto:april@akilaworksongs.com). You may also contact Rhummanee Hang, Administrative Coordinator at World Trust at [info@world-trust.org](mailto:info@world-trust.org).