

# Communications Ambassadors

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PPA's Communications Manager and Executive Fellow (as the staff liaison to the SAB) will be the main staff contacts and they will hold one conference call with the Communications Ambassadors in August or early September of each year to make sure the communications responsibilities are clear, ready, and being undertaken. One additional call or more will be held throughout the year to make sure efforts are on track for all of the above responsibilities. The initial call date and time will be established via a Doodle Poll.

## **The Communications Ambassadors will be responsible for:**

### **Assisting PPA Staff with information for *The Student Voice***

This includes serving as the primary contact for your school in conjunction with your faculty liaison to make sure that a 200 word update is sent each time to the Executive Fellow. The update should include a photo of your group participating in a PPA related activity and what your chapter has been up to.

### **Coordinating and Promoting Community Events**

Student ambassadors are responsible for reporting back a summary of the event and photos for the Communications Manager and Executive Fellow to share on social media accounts. They should also promote this event throughout their chapter to get more members involved. These events include classroom outreach programs, community health fairs or other similar events.

### **Social Media**

To aid PPA in its social media student ambassadors are asked to share PPA updates and tag PPA in any school affiliated PPA post. If students want something promoted by PPA specifically they are to contact PPA's Communications Manager and Executive Fellow.

### **Completing the Public Awareness and Communication Award application**

Work with their chapter to submit the Public Awareness and Communication Award Application. This must be filled out and submitted by the school Communications Ambassador (CA), school SAB Director/Alternate, and/or the Faculty Liaison. Chapter Leaders are encouraged to use both incoming and outgoing officers to complete this form.

### **PPA Educational Foundation**

Helping connect students to the work that the PPA Foundation does for the profession.