

The ambassador role

The ambassador is the contact person of your project on the platform and outside. He/she promotes it and helps in the adoption of the tool. He/she must have a good knowledge of Talkspirit and be as convinced as you of the project. An ambassador is not a community manager.



Profile

- It's very simple to identify an ambassador, in general it's a collaborator:
 - who knows how to use social medias,
 - who will be immediately enthusiastic about your project and understand its challenges,
 - who's not afraid to speak on the platform,,
 - who can help his/her colleagues and remove any obstacles.

An ambassador can also be a manager.

Whatever your position, an ambassador needs to be guided in his/her actions, as a contact person of the project you must establish a framework and follow it through.

Steps to follow

We suggest following those steps:

- Naming** - After identifying different profiles, take time to explain the project and their role in it.
- Creating a dedicated group** - Set up a dedicated private group so that they can get to know each other, test and share their feedback. On your end, this will be an opportunity to guide them in their actions and ensure the progress of the project.
- Inviting** - Invite them on the platform before the training so that they can discover the tool and share their first feedback during the training.
- Training** - Training is a necessary step : bring all ambassadors in round table in order to bring them closer together and create a constructive rivalry. The purpose is to master the tool and support the ambassadors while reminding them the elements that seem important for you to communicate.

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Challenges

Challenge 1 - Informations

Fill in the profile information, a photo to ease identification

An ambassador must set an example on the platform.

Challenge 2 - Actions

Write at least a post or create a group.

Remind them of good speaking practices. The objective of this exercise is:

1. Get them used to pushing information on your platform,
2. Not to be alone in sharing news feed information,
3. To have an active platform at first connection for the rest of the employees.

Challenge 3 - Feedback

An ambassadors group is created with a chat.

An ambassador represents an audience.

Challenge 4 - Launching/teasing

Invite them to participate in launch events.

Promote the tool through a promotional kit such as email banners.

Challenge 5 - Invitations follow up

They must ensure that their site/team members have activated their invitation to join the service.

Challenge 6 - Invite and involve them in the launch event

They will be the champions of projects on site and will answer questions or remove any obstacles during your presentation.