



Teen Zone Social Media Ambassadors

(October 1, 2015—January 31, 2016 with possibility of extension)

Applications Due: September 12th, 2015

Are you obsessed with finding and sharing stories online? Do your friends look to you on to find out what's going on, both in Lawrence and around the world? Are you interested in books, music, video games, movies and TV, technology, and pop culture? Are you comfortable using various social media platforms, like Twitter and Tumblr? Do you love the library? Then we're looking for you as our first ever social media ambassador!

The Teen Zone at Lawrence Public Library is an exciting space where you can hang out, use computers, find a good book, magazine, and more. We also have all kinds of events and programs that range from silly and fun to informative and educational. We want someone who will help us get other Lawrence teens interested in the library and spread the word about what the library can do for them. We realize that there's no one better to do this Real Actual Teens.

An ideal ambassador is someone who is familiar with social media (especially Twitter, Tumblr, and Instagram), is interested in promoting the library, and can commit to spending at least an hour or two a week on the library's social media and attend a regular meeting.

What you will potentially do:

- Curate the new Teen Zone Tumblr, including posting submitted book reviews in a standard format, vetting art submissions, reblogging fun and interesting content, and sharing Teen Zone related content
- Tweet from the Teen Zone account to promote library events, other local events of interest to teens, books and other pop culture related content
- Create photos and videos for the Teen Zone Instagram account
- Get the word out about the library to other local teens, whether on social media or in person

What you will learn:

- How to create a long term social media plan and marketing calendar
- How to track social media analytics to judge the effectiveness of outreach and marketing
- How to write for the web
- Plenty of additional opportunities in related projects -- if you're interested, we'll work to make it happen
- Plus you'll have a killer addition for your resume and college applications!

What you will need:

- Be enrolled in 10th through 12th grades in a local high school
- Strong communication skills, including timely replies to emails
- Organization skills, especially an ability to prioritize time-sensitive assignments
- Creativity and flexibility
- Interest in equal access to learning resources and be a generally socially conscious individual
- Commitment to representing the library in a positive and professional manner (but still using your voice and sense of humor)
- Familiarity with social networking sites desired, but we will also train
- Journalism or writing experience a plus



If this sounds like the opportunity for you, fill out this and return this application to the Teen Zone desk or to teenzone@lawrencepubliclibrary.org.

APPLICATION

Please fill out this application completely. Sign and date it, and have your parent or legal guardian sign and date the additional page. Applications are due by **Saturday September 12th**.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Email address: _____

School: _____ Grade this fall: _____ Birthdate: _____

Please list links to any social media accounts or attach writing samples you would like to share:

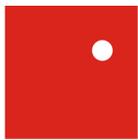
What interests you about being a Teen Zone Social Media Ambassador?

Why do you think you would be a great Teen Zone Social Media Ambassador?

I understand that I must be in 10-12th grade to be a Teen Zone Social Media Ambassador.

If I am chosen to participate in this program, I will complete tasks as scheduled, arrive on time, represent myself and the Library well, and provide productive assistance to the Library.

Signature: _____ Date: _____



LAWRENCE PUBLIC LIBRARY

Consent of Parents/Legal Guardians

As the parent/legal guardian of _____ (a minor), I hereby consent to and approve of _____'s participation in the ongoing program/activity entitled **Social Media Ambassador**.

Dated this ____ day of _____, 2015

Parent/Legal Guardian Signature

Parent/Legal Guardian Release and Indemnity Agreement

Inasmuch as _____ is under age 18, I, as parent/legal guardian of _____ hereby release and discharge the Lawrence Public Library and its directors, officers, employees, and agents from any and all claims, causes of action, losses, or other damages resulting from, arising out of, or relating in any way to the participation of _____ in the program/activity.

I agree to indemnify the Lawrence Public Library and its directors, officers, employees, and agents and save them harmless from any losses, damages, or claims which they may have to pay in connection with the participation of _____ in the program/activity.

Dated this ____ day of _____, 2015.

Parent/Legal Guardian Signature

Emergency contact number(s)

If you have any questions about this application or the program please contact Miriam Wallen, Teen Services Librarian, at 843-3833 ext 138, or by email at mwallen@lawrencepubliclibrary.org.