

# “A Call for CultureFest 2011 Social Media Ambassadors”



**Do you have a lot of Facebook friends?** If so, you can help us promote CultureFest. If you are a vendor or participating artist it will also benefit you to serve as a Social Media Ambassador!!!

## What is a CultureFest Ambassador?

Someone who visits our fan page: [www.facebook.com/CultureFestSpringfield](http://www.facebook.com/CultureFestSpringfield) and cross-promotes the event.

## What does a CultureFest Ambassador do?

1. Shares our campaign content from [www.facebook.com/culturefestspringfield](http://www.facebook.com/culturefestspringfield) at least twice a week with friends and make comments.
2. Encourages Facebook friends to 'like' our fan page.
3. Talks about excitement as a past and future participant in CultureFest.

## What will you promote?

1. Share your involvement
2. Explain the benefit to your friends for attending... They will be supporting you and their community all in a fun family -friendly environment.

**Content is key** to getting the message across, so we will be providing you with content to share including:

- An Official YouTube Video and other video clips.
- Quotes and photos of performing artist, vendors and staff
- Website links with new stories about CultureFest2011
- Interesting questions for you to ask and answer.

You can also share your own video and photos relevant to the topics of Community, Fun, Family, Food, Music or Dancing and share the [www.facebook.com/CultureFestSpringfield](http://www.facebook.com/CultureFestSpringfield) link.

**First Step: Begin now by asking your friends to simply “Like” our page**  
[www.facebook.com/CultureFestSpringfield](http://www.facebook.com/CultureFestSpringfield)

*Thanks in advance for your support of Culture Fest 2011.*

*It is because of individuals like you that make Springfield progressive.*