Student Influencer Program

- First launched in January of 2019
- Campaign to reach out directly to our grassroots membership
- Expand brand awareness
- Share local chapter events and activities
What does an Influencer do?

- Post photo/story/boomerang of SkillsUSA branded merchandise once a week (minimum)
- Incorporate chapter activities and events into the post
- Use provided hashtags/mentions
- Provide updates as requested
- Produce video “footage” when requested (1-2 times/year)
- Serve from August 15, 2019-July 1, 2020

Influencer Benefits

- Select & keep $200 in SkillsUSA merch for posts!
- Boost resume with valuable retail marketing experience
- Sharpen skill sets in merchandising
- Engage with other SkillsUSA members via social media
Sample Post

@dale.rachel

“What’s on your reading list? #bookmark #leatherbookmark #shopskillsusa #shopskills #readinglist #tcat”

Sample Post

@lrose1552

“This pull over is for sure very soft and nice to wear I forget it’s on half of the time I’m moving around working. I always have people tell me it looks nice and the color is cool. @ell let me just say you can get one yourself #shopskillsusa #skillsusa #skills”
"Be sure to share your best SkillsUSA look by using #ShopSkillsUSA for a chance to be featured on our Instagram story! There are many new styles available at the #SkillsUSAStore. Check it out by visiting www.skillsusastore.org."

@skillsusa

Get your shirt for SkillsUSA week at www.skillsusastore.org!
Social Media Team

• Representatives from all 5 Regions
• Students
  • Exemplify style
  • Responsible, creative
  • Out-going and friendly
  • Respected among peers
  • A good sense of social media presence

How to Apply!

• **Thursday, August 1, 2019:** Application Deadline
  • [https://tinyurl.com/y3m4k86a](https://tinyurl.com/y3m4k86a)
• **August 15, 2019:** Student Influencer Team announced + on-boarding
• **September 15, 2019:** Posting begins!

• **Contact:**
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