



Alumni Engagement

With a network of more than 165,000 alumni, we engage a large population of our graduates online. Our social presence is a digital reflection of the alumni experience, connection to NAU and what we all share – the Lumberjack experience. Through the strategic use of social media, we grow and reinforce the alumni connection back to their alma mater.

Alumni Social Media Street Team

Alumni communications is responsible for creating awareness and an affinity on behalf of NAU and the Alumni Association through the use of storytelling on the web and social media. Our street team plays an important role to feature alumni events, articulate what it means to be a Lumberjack, and share the alumni story from near and far. This is a volunteer opportunity to collaborate with the NAU Office of Alumni Engagement. This is your opportunity to celebrate NAU, and gain relevant experience in the areas of communications, digital media, and social media for a university brand.

Responsibilities:

- Develop a variety of content for NAU Alumni Engagement’s social media accounts (Content may include posts, pictures, video, etc.)
- Capture meaningful moments during Chapter events and activities to share the NAU Alumni story
- Follow and implement a social media coverage plan prepared by the NAU staff for Alumni Chapter events
- Serve as a positive, professional ambassador of Northern Arizona University

Desired Skills: All individuals must be creative, self-starters who are passionate about NAU. If you can work autonomously, can follow directions, capture creative imagery and video of events in the moment and connect with people, join our NAU Alumni Communications team.

Those interested should be Champions of NAU who can attend NAU alumni events in their area. Prior experience with social media engagement, photography and/or videography on behalf of an organization or brand is preferred.

Contact

Michelle Gardner
Communications Coordinator
(928) 523-1145
Michelle.Gardner@nau.edu



Alumni Social Media Street Team

Please submit completed interest form to alumni@nau.edu with the subject line: Alumni Social Media Street Team.

Full Name:

NAU Class Year:

NAU Degree:

Phone:

Email:

Address:

Current Employment:

What alumni events, if any, have you attended in the past?

Which social media platforms do you actively utilize?

Social Handle (if they are different please indicate which handle goes with which platform):

Please share why you are interested in serving on the Alumni Social Media Street Team?