Position Description APUS

General Information: *Position Title*: Social Influencer
Date Revised: 2/27/2018

Synopsis of Role:
Social Influencers are volunteer members of the university community who share APUS-related content via social media. The social influencer plays an important support role on our virtual campus, and is a professional development opportunity for students and alumni looking to get involved with the university community and enhance communication skills.

Essential Functions/Intended Outcomes:
While the social influencer role is voluntary, a high-performing social influencer completes the following activities:

- Regularly posts APUS-related content via social media platforms
- Exhibits willingness to share personal and career experiences and resources
- Maintains active participation in various social media platforms and regularly updates profile
- Provides program feedback to system administrators regularly

Professional Development and Critical Competencies:

- Self-management, leadership, and teamwork
- Administrative and project management
- Communication skills
- Organizational knowledge and strategy

Recommended Qualifications:
Active AMU or APU student in good academic standing
OR alumni of the university
OR previously completed an academic program at another college or university and enrolled in current courses in good academic standing at AMU or APU