



## SUMMER INTERNSHIP OPPORTUNITY: Plymouth 400 Street Team 2016

### 1. OVERVIEW

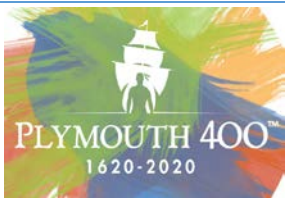
Plymouth 400, the organization leading the planning and execution of events and programs commemorating the 400<sup>th</sup> anniversary of the Mayflower voyage and founding of Plymouth Colony—an event of national and international significance—, is committed to promoting **education** and **cultural and civic engagement** as central components to the Plymouth 400 Commemoration, which will honor America’s story of exploration, innovation, religious freedom, self-governance, immigration, and thanksgiving.

The Plymouth 400 Street Team is a group of Student Ambassadors connecting Plymouth 400 with the community at the local, regional, national, and international levels via social media and event participation. **Our Street Team Ambassadors are high school and college-aged students who are social media-savvy, creative thinkers, excellent communicators, and have a passion for sharing the Plymouth 400 story with the world.**

The Street Team will promote Plymouth 400 events and programs and engage with the community to highlight the organization in a culturally inclusive, historically accurate, and brand enhancing manner. Our Social Media Ambassadors are the voice of Plymouth 400 for students across the globe, and will work to expand the network of followers of the Plymouth 400 social media accounts.

### 2. MESSAGING AND BRANDING

- a. The Street Team will post to social media through Plymouth 400’s Street Team channels
  - i. Twitter: @TeamPlymouth400
  - ii. Instagram: @TeamPlymouth400
- b. All content posted via Plymouth 400 channels must adhere to Plymouth 400’s BRAND GUIDELINES (see attached)
  - i. Quick tips for posting to social media on behalf of Plymouth 400:
    1. Use the collective voice
    2. Cite sources for any materials used
    3. Ensure all content is **culturally inclusive, historically accurate, and brand enhancing**
    4. Do NOT use the terms “celebration” or “party” or “birthday”



5. Do not post personal opinions; keep all content factual and unbiased
6. Invite conversation and engage followers
7. Share content posted by Plymouth 400 PARTNERS

### 3. EVENTS

- a. The Street Team will participate in events on behalf of Plymouth 400 to;
  - i. Engage with event participants
  - ii. Share Plymouth 400 information with event attendees
  - iii. Conduct social media surveys and contests
- b. At least four Street Team members must be at each event listed on our Street Team Calendar
- c. **The entire Street Team must be at all Plymouth 400 Events:**
  - i. **June 1 from 6pm-9pm: Plymouth International Chorus Concert @ PNHS**
  - ii. **July 4<sup>th</sup> Parade: 8am-12pm**
  - iii. **July 7 from 6pm-9pm: Captains and Crew Dinner @ Cordage Park Marina**
  - iv. **July 10 from 10am-3pm: US Coast Guard Band Concerts @ Downtown Plymouth**
  - v. **July 11 from 12pm-4pm: Seafood Smackdown @ Pilgrim Memorial State Park**
  - vi. **July 11 from 3pm-5pm: Bass & Blue Tournament Results/Trophy Presentation, Cordage Park Marina**
  - vii. **August 6 from 12pm-6pm: Plymouth 400 Heritage Fest @ Pilgrim Memorial State Park**

### 4. OPERATIONS

- a. Each Street Team Ambassador must attend a Messaging Training Session with the Plymouth 400 Communications Coordinator
- b. Street Team Ambassadors will be given a Plymouth 400 T-Shirt to wear at each of the events they attend as an Ambassador
- c. All hours worked by Street Team Ambassadors must be recorded by the Ambassador and submitted to the Plymouth 400 Communications Coordinator for approval, should the Ambassador wish to receive a letter of recommendation or a letter of confirmation of volunteer hours worked
- d. Street Team Ambassadors will attend team meetings throughout the summer to discuss upcoming events and campaigns
- e. Street Team Ambassadors are encouraged to be creative and share any ideas for social campaigns, contests, events, etc.

#### TO APPLY:

Submit your resume and cover letter to Plymouth 400 Communications Coordinator Sheila Fey at [sfey@plymouth400inc.org](mailto:sfey@plymouth400inc.org).