

CHOOSE YOUR  
**VIBE**  
ARRIVE  
ALIVE

# CHOOSE YOUR VIBE - ARRIVE ALIVE!

## 2021-2022 Social Media Ambassador Toolkit

When you choose to be alcohol-free and make safe driving decisions, the possibilities for fun and success are endless! The Virginia Association of Driver Education and Traffic Safety (VADETS) 2021-2022 campaign social media ambassador role helps us share all these examples with teens across Virginia.



### Campaign Social Media Profiles

 [@YourVibeVA Facebook](#)

 [@YourVibeVA Twitter](#)

 [@YourVibeVA Instagram](#)

### Campaign Background

#### Goals

- We want to engage Virginia high school students in promoting and celebrating their alcohol-free lifestyles.
- We want to promote non-drinking behavior and non-drinking drivers.
- We want to change the misperception of alcohol use among students.
- We want the decreasing trends in youth alcohol related fatalities to continue!

#### Plan

- Social-media savvy students (that's you!) will be recruited as ambassadors to help broadcast @YourVibeVA posts, tweets, and YouTube videos about preventing underage drinking and impaired driving.
- Ambassadors promote @YourVibeVA accounts, participate in Twitter chats, and post their own messages that support the campaign especially during spring break, prom, graduation, and beach week.

### Timeline

- Session 1 - #MyWinterVibe - December 5 - January 29 (eight weeks)
- Session 2 - #MySpringVibe - March 6 - April 30 (eight weeks)
- Session 3 - #MySummerVibe - June 5 - July 30 (eight weeks)

## Expectations & Responsibilities

Ambassadors are responsible for posting on **one** social media account, but **all must have** a Twitter account and participate in the campaign Twitter chats. Ambassadors **must** like/follow the platform that they are selected to represent Choose Your Vibe – Arrive Alive! and are encouraged to support the campaign on all platforms they use.

## Ambassador Tasks

- Training Video & Knowledge Check Quiz
- Support @YourVibeVA
- Recruiting Followers
- #MyVibeVA #ArriveAlive posts
- Commenting/Liking @YourVibeVA content
- Promoting @YourVibeVA content
- Twitter Chats
- Documentation Form

### *Documentation Forms*

All ambassadors must submit **documentation forms** at the end of each session in order to receive payment. You are encouraged to download the file at the beginning of the session and record your information each week. Forms are available on the [Student Ambassador Resources section of the VADETS website](#).

- Session 1 – due January 29, 2022
- Session 2 – due April 30, 2022
- Session 3 – due July 30, 2022

### Training Module & Knowledge Check

To complete the training, watch the video and then complete the knowledge check quiz – earning a 100% score. Don't worry if you miss a question, you can resubmit until you earn a 100% score. The training module link will be posted on the [Student Ambassador Resources section of the VADETS website](#).

### *Supporting @YourVibeVA*

Make sure that you like or are following Choose Your Vibe – Arrive Alive! on the platform you are a social media ambassador for. Next, turn on notifications so that you can keep up with the latest posts to share, like and comment on.

### *Recruiting Followers*

Recruiting followers is a task for each session. You must recruit four followers per session. These should be your peers, school clubs, community groups, sports teams, teachers, or school accounts. You can ask friends in person, share a @YourVibeVA post and with your own message, or ask to make an announcement at a club, sport or class event.

### *Ambassador Posts*

For the 2021-22 campaign year, hashtags will change for each session.

- Session 1 - **#MyWinterVibe** - December 5 - January 29

- Session 2 - **#MySpringVibe** - March 6 - April 30
- Session 3 - **#MySummerVibe** - June 5 - July 30

Campaign hashtags should be added to ANY post that shows off your vibe – examples of how you are having fun and therefore staying safe on the road when you choose to be alcohol-free! So tag that post of your baseball game, road trip, coffee date, day at the river, workout, concert, go-kart race, study session, movie night, game night, school event, night out, night in, college tour, etc. with **MyWinterVibe** or **#MySpringVibe** or **#MySummerVibe**. The number of posts varies by platform and session. Refer to the ambassador task overview chart (pages 4-5) for the number of #MyVibeVA posts required.

## **Sample Posts**

### **Safe driving**

- Don't you hate it when people don't look where they're driving, limit your distractions  
#ArriveAlive #MySummerVibe
- Texting & driving? Not today, and not ever! Always choose to #drivesmart #driversafety  
#MyWinterVibe @YourVibeVA

### **Spring Break**

- if you can't tell, i'm incredibly happy. have a wonderful and safe spring break 🌞🌴  
#MySpringVibe
- Never forget your flip flops #MySpringVibe

### **Prom**

- Best prom with the best people 🎓 #MySpringVibe #prom2022
- So excited for prom! Just want to remind everyone to drive safely and make smart decisions!  
#MySpringVibe

### **School/Graduation/College-ready**

- senior year is finally here! 🎓 #MySummerVibe
- College t-shirt day with my faves! #MySummerVibe #ClassOf2022
- Blessed to be an SBHS alum 😊💙 #GraduationCelebration #MySummerVibe

### **Summer**

- Starting off summer right, going to the beach every day 😊😊 #MySummerVibe #SummerSun
- I got to ride a dolphin and go snorkeling with sea turtles in the Caribbean! 🐬🌊 The water was so clear!!! #MySummerVibe
- by the beach, near the sea, oh what a wonderful place to be #MySummerVibe

### **General**

- nights at the ball field are the nights to remember #MySummerVibe
- Game day 🏈👊 lets have some fun #MySummerVibe
- sports' award ceremony 🏆🏆💖 #MySummerVibe
- Nothing like spending a night binge-watching Scooby Doo #MyWinterVibe

*High School Student Twitter Social Media Ambassador Tasks by Session*

<b>Session 1 - #MyWinterVibe Tasks</b> <b>\$200.00</b>	<b>Session 2 - #MySpringVibe Tasks</b> <b>\$200.00</b>	<b>Session 3 - #MySummerVibe Tasks</b> <b>\$200.00</b>
<ul style="list-style-type: none"> <li>✓ Must complete ambassador training</li> </ul>	<ul style="list-style-type: none"> <li>✓ If not returning from Session 1, must complete ambassador training</li> </ul>	<ul style="list-style-type: none"> <li>✓ If not returning from Session 1 or 2, must complete ambassador training</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must follow Choose Your Vibe - Arrive Alive! Twitter account</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must follow Choose Your Vibe - Arrive Alive! Twitter account</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must follow Choose Your Vibe - Arrive Alive! Twitter account</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must recruit four account followers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must recruit four account followers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must recruit four account followers</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must post at least five times with the hashtag #MyVibeVA</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must post at least five times with the hashtag #MyVibeVA</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must post at least five times with the hashtag #MyVibeVA</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must reply to at least three different @YourVibeVA tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must reply to at least three different @YourVibeVA tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must reply to at least three different @YourVibeVA tweets</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must retweet at least two Choose Your Vibe - Arrive Alive! post</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must retweet at least two Choose Your Vibe - Arrive Alive! posts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must retweet at least two Choose Your Vibe - Arrive Alive! posts</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must like at least five tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must like at least five @YourVibeVA tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must like at least five @YourVibeVA tweets</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must participate in campaign Twitter Chat (December 14, 2021) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must participate in campaign Twitter Chat (March 15, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must participate in campaign Twitter Chat (June 21, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.</li> </ul>

*College Student Twitter Social Media Ambassador Tasks by Session*

<b>Session 1 - #MyWinterVibe Tasks</b> <b>\$300.00</b>	<b>Session 2 - #MySpringVibe Tasks</b> <b>\$300.00</b>	<b>Session 3 - #MySummerVibe Tasks</b> <b>\$300.00</b>
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<ul style="list-style-type: none"> <li>✓ Must recruit four account followers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must recruit four account followers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must recruit four account followers</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must post at least five times with the hashtag #MyVibeVA</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must post at least five times with the hashtag #MyVibeVA</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must post at least five times with the hashtag #MyVibeVA</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must reply to at least four different @YourVibeVA tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must reply to at least four different @YourVibeVA tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must reply to at least four different @YourVibeVA tweets</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must retweet at least four Choose Your Vibe - Arrive Alive! post</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must retweet at least four Choose Your Vibe - Arrive Alive! post</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must retweet at least four Choose Your Vibe - Arrive Alive! post</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must like at least seven tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must like at least seven tweets</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must like at least seven tweets</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must participate in campaign Twitter Chat (December 14, 2021) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must participate in campaign Twitter Chat (March 15, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must participate in campaign Twitter Chat (June 21, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must post at least eight comments on eight different #MyWinterVibe #ArriveAlive posts a month</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must post at least eight comments on eight different #MySpringVibe #ArriveAlive posts a month</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must post at least eight comments on eight different #MySummerVibe #ArriveAlive posts a month</li> </ul>
<ul style="list-style-type: none"> <li>✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.</li> </ul>

*High School Student Instagram Social Media Ambassador Tasks by Session*

<b>Session 1 - #MyWinterVibe Tasks (\$200.00)</b>	<b>Session 2 - #MySpringVibe Tasks (\$200.00)</b>	<b>Session 3 - #MySummerVibe Tasks (\$200.00)</b>
✓ Must complete ambassador training	✓ If not returning from Session 1, must complete ambassador training	✓ If not returning from Session 1 or 2, must complete ambassador training
✓ Must follow Choose Your Vibe - Arrive Alive! Instagram account	✓ Must follow Choose Your Vibe - Arrive Alive! Instagram account	✓ Must follow Choose Your Vibe - Arrive Alive! Instagram account
✓ Must recruit four account followers	✓ Must recruit four account followers	✓ Must recruit four account followers
✓ Must post at least five images with the hashtag #MyWinterVibe and @YourVibeVA tagged	✓ Must post at least five images with the hashtag #MySpringVibe and @YourVibeVA tagged	✓ Must post at least five images with the hashtag #MySummerVibe and @YourVibeVA tagged
✓ Must comment on at least four different @YourVibeVA images	✓ Must comment on at least four different @YourVibeVA images	✓ Must comment on at least four different @YourVibeVA images
✓ Must like at least seven Choose Your Vibe - Arrive Alive! images	✓ Must like at least seven Choose Your Vibe - Arrive Alive! images	✓ Must like at least seven Choose Your Vibe - Arrive Alive! images
✓ Must participate in campaign Twitter Chat (December 14, 2021) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.	✓ Must participate in campaign Twitter Chat (March 15, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.	Must participate in campaign Twitter Chat (June 21, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.
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*College Student Instagram Social Media Ambassador Tasks by Session*

<b>Session 1 - #MyWinterVibe Tasks (\$300.00)</b>	<b>Session 2 - #MySpringVibe Tasks (\$300.00)</b>	<b>Session 3 - #MySummerVibe Tasks (\$300.00)</b>
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✓ Must complete ambassador training	✓ If not returning from Session 1, must complete ambassador training	✓ If not returning from Session 1 or 2, must complete ambassador training
✓ Must follow Choose Your Vibe - Arrive Alive! Instagram account	✓ Must follow Choose Your Vibe - Arrive Alive! Instagram account	✓ Must follow Choose Your Vibe - Arrive Alive! Instagram account
✓ Must recruit six account followers	✓ Must recruit six account followers	✓ Must recruit six account followers
✓ Must post at least five images with the hashtag #MyWinterVibe and @YourVibeVA tagged	✓ Must post at least five images with the hashtag #MySpringVibe and @YourVibeVA tagged	✓ Must post at least five images with the hashtag #MySummerVibe and @YourVibeVA tagged
✓ Must comment on at least four different @YourVibeVA images	✓ Must comment on at least four different @YourVibeVA images	✓ Must comment on at least four different @YourVibeVA images
✓ Must like at least eight Choose Your Vibe - Arrive Alive! images	✓ Must like at least eight Choose Your Vibe - Arrive Alive! images	✓ Must like at least eight Choose Your Vibe - Arrive Alive! images
✓ Must participate in campaign Twitter Chat (December 14, 2021) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.	✓ Must participate in campaign Twitter Chat (March 15, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.	✓ Must participate in campaign Twitter Chat (June 21, 2022) *Ambassadors in good standing at the time of the Twitter chat who have schedule conflicts may contact the Social Media Manager for alternate tasks to ensure full payment for the session.
✓ Must comment at least six different ambassador #MyWinterVibe images	✓ Must comment at least six different ambassador #MyWinterVibe images	Must comment at least six different ambassador #MyWinterVibe images
✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.	✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.	✓ Must submit ambassador documentation form at the end of each session providing screenshots of required tasks. A template will be provided.

### *#VibeVChat Twitter Chats*

**Twitter chats** happen when a group of people all tweet about a topic using a specific hashtag. Three ambassadors will be selected as chat leaders to post preapproved questions to the group. Three Twitter chats will be held during the campaign using the hashtag #VibeVChat:

- December 14(winter theme)
- March 15 (spring theme)
- June 21 (summer theme)

## **#VibeVAChat Frequently Asked Questions**

- 1. How do you participate in the Twitter Chat?**

Search Twitter for the chat hashtag #VibeVAChat at 8 p.m. on the scheduled date. Select the "Latest" tab at the top of the search. You will be able to see all messages posted with #VibeVAChat in real time. To see this in action, watch the [Twitter Chat YouTube video](#) (2 min).
- 2. Who is asking the questions?**

@YourVibeVA will post a few introductory messages and then three selected ambassadors will post questions to the group one at a time.
- 3. How many questions do I have to answer?**

Try to answer as many questions as you can. You can also like, retweet or reply to other ambassador's answers.
- 4. Is there a limit to the number of answers?**

Nope! How long will the chat last? The chat should last about an hour.
- 5. Anything else I need to know?**

Use #VibeVAChat in all your messages so that your tweets appear in the same feed.
- 6. What if I can't make the #VibeVAchat?**

Continue to support the event by liking and sharing the promotional messages. After the chat has ended, you may still respond to questions or comments from other ambassadors.
- 7. What if I accidentally miss the #VibeVAChat?**

After the chat has ended, you may still respond to questions or comments from other ambassadors. You may also post extra #MyVibeVA #ArriveAlive posts to make up for the missed event.

## **Social Media Guidelines**

### *Be Authentic*

- Be true to yourself. Use your social media voice to promote the good choices you make to your followers.
- By participating as a Choose Your Vibe - Arrive Alive! ambassador, you agree with the values of the campaign goals. Your personal messages should reflect the same tone of campaign messaging.

### *Be Safe*

- Think twice before posting. Your safety and privacy are important to us. Remember that what you publish is available to the public. Your #MyVibeVA #ArriveAlive messages may be featured by the @YourVibeVa account.
- Do not share any confidential or personally identifiable information - including your date of birth, address, phone number, class schedule, etc.
- Be careful and considerate when tagging others in your messages.
- Accounts can remain private. With a private account you can still educate your followers and promote a healthy, alcohol-free lifestyle. Safety and privacy practices should still be used when posting to your private account.

### *Be Respectful and Thoughtful*

- Treat your peers and others with respect.
- Do not engage in bullying or send threatening messages.

### *Obey the Law*

- Follow the established rules for each social media platform.
- Do not post messages or images that support illegal activities. Ambassadors that post about underage drinking or stray from the campaign values will be asked to leave the program.

## **Ambassador Webpage**

Check the [Student Ambassador Resources section of the VADETS website](#) for a copy of this document and the latest information during each session, including:

- Timeline
- Contest details
- Training materials
- Twitter Chat information
- Documentation forms

## **Contact Information**

Message any of the campaign platforms or email [MyVibeVA@gmail.com](mailto:MyVibeVA@gmail.com) with any questions, concerns or feedback.