



# Campus Ambassador

## Guidelines for Campus Ambassadors

1. The most important part of your job is to make students in your college aware of Zeitgeist and ensure maximum participation in the events that will be a part of it. Most of this will be done by sharing the posts from our Facebook page on your timeline and to the other Facebook groups of your college students. The same can also be done through WhatsApp groups, but make sure you've already shared the posts on Facebook.
2. Your role is to ensure that maximum people visit our website and register (as soon as the registrations begin). This is the task which will require your communication skills and convincing abilities but, this will be the most important and the most rewarding task. To help you out here, we suggest that you focus your attention on the cultural clubs and societies of your college, say the Dance club, the Dramatics club, the Music club etc. and personally talk and convince the members and coordinators of these clubs to register in various events of Zeitgeist. Also talk to the old participants as they might be interested and can help you get more participants.
3. Ensure that the people viewing the posts on our Facebook and Instagram page are as many as possible. Like and follow our Facebook and Instagram page and convince others to do the same. Also, invite people to like our page, this can be easily done by using 'invite all' extensions of your internet browser (preferably chrome), you can also send the link of our Facebook and Instagram page personally to your close friends and make them do the same.





4. The events' posters will be released on the Facebook and Instagram page of Zeitgeist, which should be shared in different groups on Facebook as well as WhatsApp. All these activities have points and the screenshots of the posts shared by you will help YOU earn them.
5. YOU will be required to print some posters (on an A3 sheet of paper or bigger) and paste them at various active and lively areas of your college like the cafeteria, mess, notice boards etc. Share pictures of those posters along with students on the Facebook page of Zeitgeist and use its screenshot to earn points.
6. YOU have to take permissions from your Faculties (or DEAN Student Affairs) for organizing flash mobs and publicity drives in your colleges.
7. Check your Mail and WhatsApp regularly for the updates.
8. Deadlines are very important, so make sure you adhere to them else you will lose some points.

Begin your work by liking and inviting others to like the Facebook page of Zeitgeist (link is mentioned below) and thus share the existing videos and posts of Zeitgeist and most importantly share the 'College Ambassador' post in Facebook and WhatsApp groups of other colleges. Here are the links to our various pages and websites:

Facebook page - <https://www.facebook.com/zeitgeist.iitrpr/>

Instagram page [https://www.instagram.com/zeitgeist\\_iitrpr/?hl=en](https://www.instagram.com/zeitgeist_iitrpr/?hl=en)



## Points Table

1. Like our Facebook page -5
2. Follow our Instagram page -5
3. Get people to like our page :
  - 5-15 friends - 5
  - 16-25 friends - 15
  - 26- 50 friends - 30
  - 51-100 friends- 60
4. Share our posts on WhatsApp groups having at least 30 members - 2 points per share.
5. Share our posts on your WhatsApp status :-
  - 5 points per status after a minimum of 50 views.
  - 10 points per status after a minimum of 200 views.
6. Share our posts on your Facebook groups having at least 30 members - 5 points per share.
7. Share our posts on your Facebook story -5 points per story after a minimum of 50
8. Share our posts on your Instagram story :-
  - 7 points per story after a minimum of 100 views.
  - 14 points per story after a minimum of 300 views.
9. Get students to register for Zeitgeist 2021: -
  - 5-10 participants - 25 points
  - 11-20 participants -40 points
  - 21-30 participants - 60 points
  - 31-50 participants - 100 points
  - 50+ participants - 10 points per participant
10. Paste our posters in generally crowded areas of your college campus and send the photo of each pasted poster - 5 points per Poster. (Click a photo of all the posters together before pasting them)
11. Give us contact details of students /professors currently in charge of cultural activities  
5 points per contact
12. Organize a briefing for our publicity team with your college students to inform them about Zeitgeist - 30 points
13. Arrange for our publicity team to meet with your cultural club representatives - 5 points per club



14. Arrange for our publicity team to meet with your Cultural Secretary and faculty in charge -10 points each
15. Send a mass mail to your college and cc to the mail id [zeitgeist.pr@iitrpr.ac.in](mailto:zeitgeist.pr@iitrpr.ac.in) -50 points
16. Failure to adhere to the timeline without a proper reason will result in •
  - Loss of 2 points per day for first two days
  - Loss of 5 points per day from 3rd -7th day
  - Loss of 10 points per day from 8th day onwards

Send all the screenshots to your CA coordinator on WhatsApp so that we can evaluate all the points.

## Incentives

1. Top 50 CAs will get free pro-night passes.
2. Top 10 CAs will get a certificate of excellence with their rank mentioned in it and goodies worth Rs 20000.
3. CAs who will bring more than 50 participants will get free goodies and t-shirt of Zeitgeist 2021.
4. CAs will get cash prize as follows: -
  - For bringing 10-25 participants - 3% of total money acquired from registration fees.
  - For bringing 25-50 participants - 4% of total money acquired from registration fees.
  - For bringing more than 50 participants - 5% of total money acquired from registration fees.
5. All remaining CAs will get certificate of participation.

The above points are subject to changes in future and you will be notified about the changes through proper communication channel.

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