

Dear Student,

You're invited to join the **Student Ambassador Program** with The Social Institute!



Designed with students for students, this program empowers student leaders like you to make a **positive impact** on students across the world and boost your leadership skills. As a Student Ambassador, you'll join a dynamic group of **young leaders** who create inspiring content and share innovative ideas. Together, you'll encourage peers to make healthy and positive choices, both online and offline.

What You'll Do:

As part of this program, you can use your voice and ideas to **inspire other students** (plus adults!) to make positive choices. You'll complete activities like making mentorship videos, brainstorming lesson ideas, and learning from leaders in various fields.

Skills You'll Gain:

As a Student Ambassador, you'll build important skills such as **leadership, teamwork, and communication**. You'll also get creative by writing, recording, and creating other types of content. These activities aren't just fun and impactful — they're also great for your resume and future college/job applications.

Benefits of Joining:

- **Earn Community Service Hours:** Get credit for school by taking part in our community projects.
- **Support Your School:** Share ideas that help your school best use #WinAtSocial.
- **Learn from Leaders:** Gain insights from accomplished guest speakers and industry experts.
- **Leadership Opportunities:** Connect with a woman-led leadership team at a fast-growing company, and have opportunities to learn from a talented and dedicated team.
- **Build Your Portfolio:** Add what you create to your portfolio. This can help when you apply for jobs or college someday!
- **Diverse Perspectives:** Meet students from different backgrounds and learn from their experiences and viewpoints.
- **Fun Competitions:** Join in on exciting competitions with great prizes!
- **Explore Interests:** Get involved in discussions, meet guest speakers, and participate in activities that match your hobbies and career interests.

Join us to amplify your voice, elevate your leadership, and lock arms with other role models. Let's make an impact together!

You're a great fit for this program if you're...

- A rising or current 5th-12th grade student
- A strong teammate with an appreciation for learning from others
- Open and willing to share general student trends happening in your grade or school
- Have 2-3 hours per month to dedicate to Student Ambassador activities, either asynchronous or synchronous

How can you participate?

- Complete **asynchronous activities** like reviewing lessons, submitting trends, responding to current events, recording videos/lesson intros to be featured in our #WinAtSocial lessons, etc.
- (Optional) Attend **2 meetings per month** (approximately one hour) via Zoom alongside fellow Student Ambassadors and members of The Social Institute.
- Produce [mentor videos](#) to be featured within #WinAtSocial and on TSI's official social media accounts.
- Participate in testing new lesson features and/or student surveys.

When can you apply?

- Throughout the school year! We're always accepting new Ambassadors to join our team, although we recommend joining in September, October, or January!
- Once admitted, students can remain in the program until they graduate from high school.

So, how can you join?

- Have a parent or guardian complete the [Student Ambassador Parent Consent Agreement](#).
- Once submitted, The Social Institute will be in touch with a short application!

For more information, please contact The Social Institute at sap@thesocialinst.com or visit TheSocialInstitute.com.

Dear Parent/Guardian,

Your child is invited to join the **Student Ambassador Program** with The Social Institute!



This program provides a unique opportunity for students in grades 5 through 12, equipping your child with the tools and opportunities to become leaders who positively influence fellow students, both online and offline. By participating, students will join a vibrant community of student leaders who are dedicated to making healthy, high-character choices and inspiring others to do the same.

As part of this program, students can use their voices and ideas to inspire other students (plus adults!) to make positive choices. They'll complete activities like making mentorship videos, brainstorming lesson ideas, and learning from leaders in various fields.

Leadership Development:

One of the core benefits of The Social Institute's Student Ambassador Program is its focus on developing key leadership skills. Your child will learn to:

- **Be a Positive Influence on Others:** They will take on roles that require them to guide their peers, advocate for positive changes, and be examples of good character in both their local and online communities.
- **Represent Their School:** Students will be their school's representatives and share ideas that help their school community use #WinAtSocial to empower students, educators, and families.
- **Collaborate Effectively:** Teamwork is a major part of this program, and your child will work alongside other students to create projects and lead initiatives. This helps them understand diverse perspectives and improve interpersonal skills.
- **Communicate Clearly:** Whether it's through creating content or presenting ideas, your child will enhance their communication skills, which are vital for both academic and personal success.
- **Problem-Solve:** Through various challenges and activities, they will learn to think critically and solve problems creatively, preparing them for any obstacles they might face in the future.

Students are a great fit for this program if they are...

- A rising or current 5th-12th grade student.
- A strong teammate with an appreciation for learning from others.
- Vocal, candid, and willing to discuss student trends and relevant current events.
- Have 2-3 hours per month to dedicate to Student Ambassador activities, either asynchronous or synchronous.

When can students apply?

- Throughout the school year! We're always accepting new Ambassadors to join our team, although we recommend joining in September, October, or January!
- Once admitted, students can remain in the program until they graduate from high school.

How can students apply?

- You need to submit the [Student Ambassador Parent Consent Agreement](#).
- Once submitted, you and your child will receive a link to a short application!
- For more information, please contact The Social Institute at sap@thesocialinst.com.

For Educators' Use Only: Nomination Email Templates

The Student Ambassador Program at The Social Institute provides a unique opportunity for students in grades 5 through 12. This program equips your students with the tools and opportunities to become leaders who positively influence fellow students, both online and offline. By participating, students will join a vibrant community of student leaders who are dedicated to making healthy, high-character choices and inspiring others to do the same. **Use one of the following options to share information about the program with parents and students to encourage students to apply and represent your school.** Optional: Hang this flyer at your school if you want to share more information with students about the program!

Option 1: Email family members of nominated students

Hi **Parent/Guardian Name**,

I am reaching out because our school would like to nominate your child, **[Student name]**, to join The Social Institute's Student Ambassador Program – a unique leadership opportunity to empower students both at our school and across the country, while strengthening their existing leadership skills.

As you may know, our school partners with The Social Institute to empower our students, faculty, and families to navigate social experiences – online and offline – in positive, high-character ways. [Here is more information](#) about the program, which is run and virtually hosted by The Social Institute.

Before your child can start their application, you must fill out this [consent form](#). Once the form is completed, The Social Institute will be in touch with you and your child about next steps.

We hope your child will consider joining. Students at our school and across the nation can greatly benefit from their character and leadership skills!

Best,
Your Name

Option 2: Nominate and email select students (preferably 2-3 students for each division)

Hi **Student Name**,

I'm excited to share that you have been nominated to join the Student Ambassador Program through our partnership with The Social Institute, which challenges students to navigate social media, technology, and well-being in positive ways. As a Student Ambassador, you'll build important skills such as **leadership, teamwork, and communication**. You'll also get creative by writing, recording, and creating other types of content.

Benefits of Joining:

- **Earn Community Service Hours:** Get credit for school by taking part in our community projects.
- **Support Your School:** Share ideas that help your school best use #WinAtSocial.
- **Learn from Leaders:** Gain insights from accomplished guest speakers and industry experts.
- **Leadership Opportunities:** Connect with a woman-led leadership team at a fast-growing company, and have opportunities to learn from a talented and dedicated team.
- **Build Your Portfolio:** Add what you create to your portfolio. This can help when you apply for jobs someday!
- **Diverse Perspectives:** Meet students from different backgrounds and learn from their experiences.
- **Fun Competitions:** Join in on exciting competitions with great prizes!
- **Explore Interests:** Get involved in discussions, meet guest speakers, and participate in activities that match your hobbies and career interests.

Complete the following steps to become a Student Ambassador!

Next steps:

- In the next 2 weeks, ask your parent/guardian to complete the [consent form](#).
- Once the form is completed, The Social Institute team will be in touch about next steps.

This is a special opportunity to represent something bigger than yourself and make a positive impact on students at our school and students across the country. Congrats!

Best,
Your Name