



SOCIAL MEDIA AMBASSADOR – SCHOLARSHIP

** Deadline – Sept 15, 2011. Submit by email to: curl@cyca.ca

Go to: www.cyca.ca for additional information

OBJECTIVE

To provide a \$1,000 scholarship to one successful applicant to be named the Calgary Youth Curling Association’s **Social Media Ambassador**, for one curling season, beginning September 2011. The function of the CYCA **Ambassador** will be to inform and heighten awareness of youth/junior curling in Calgary and Area.

TASKS

The **Social Media Ambassador** will attend pertinent bonspiels and events as well as source specific information as it relates to youth/junior curling in the Calgary Area and beyond as appropriate.

Social media networking will include the maintenance of the CYCA’s Twitter and Facebook accounts supporting and encouraging the youth/junior curling community with information and tips.

The **Social Media Ambassador** will provide a monthly report to the CYCA Board of Directors.

SELECTION CRITERIA

The **Ambassador** must be a curler and must demonstrate abilities of social networking skills.

APPLICATION CRITERIA (you may copy this information to your own application document)

Name and Address: _____

Contact Information: _____ (Cell) _____ (Email address)

Curling Experience: _____ (Recreational)

_____ (Competitive)

Social Media Experience: _____

Type of personal mobile device to be used: _____

Describe why you are interested in this position and want to be chosen as the successful applicant. (200 words or less)

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