

# Victoria Royals Student Ambassador Terms & Conditions

To be considered for the Student Ambassador program, applicants must meet the following minimum social media and engagement criteria:

## 1. Social Media Presence

Students interested in the role must be active on at least one of the following platforms:

- Instagram
- TikTok
- Twitter (X)
- YouTube

## 2. Follower Count

Students must meet the minimum follower threshold on at least one platform:

- **Instagram or TikTok:** 500+ followers
- **YouTube:** 250+ subscribers
- **Twitter (X):** 500+ followers

The Victoria Royals value quality engagement over follower count. Please see below for more.

## 3. Engagement & Content Quality

- Must have a public profile (at least during the student ambassador term).
- Must post consistently. During the student ambassador term, you will be required to have one (1) in-feed post and two (2) stories posted per week.
- Must demonstrate authentic engagement: engage with our platforms and profiles. Share and re-post content, and like posts from Victoria Royals accounts.
- Content should align with our brand values.

## 4. Content Style & Branding

- Applicants should be comfortable creating video, photo, or written content.
- Must tag or mention the Royals and any relevant sponsors in content.
- Posts should be visually clear, respectful, and free from inappropriate or offensive material.
- You are a representative of the hockey club. Any non-Royals content should be posted with that in mind.