

Minnesota Indigenous Business Alliance

Social Media Ally Volunteer Description and Agreement



Ally (verb - 'allī)

Definition: The practice of uniting and connecting in a personal relationship that opens doors and venues where Indigenous peoples speak for themselves. -*MNIBA*

The mission of MNIBA's Social Media Allies is to increase awareness about Indigenous entrepreneurship, artists and community, education and advocacy, access to resources, events and fundraising through personal outreach and networking. MNIBA Social Media Allies accomplish this in several ways:

- Social Media Allies are relationship builders and dedicated MNIBA members who are excited to share posts and interact with the virtual community to help elevate awareness of Indigenous entrepreneurs, artists, and communities.
- Social Media Allies are passionate about MNIBA's cause and committed to keeping abreast of new, relevant issues that may impact Indigenous entrepreneurs, artists, and community.
- Social Media Allies can participate in fundraising activities to seek contributions of time, money, and/or in-kind support from individuals and corporate partners, large and/or small.

Reports to:

- MNIBA's Social Media Strategist

Requirements:

- Have social media account(s).
- Social Media Allies should have **at least one social media network that is public or can set posts to public** so that shared MNIBA content can be seen by everyone.
- Social Media Allies should have a solid understanding of how social media platforms work and can analyze what is resonating with their audiences.
- Willingness to learn about the Minnesota Indigenous Business Alliance (MNIBA).
- Willingness to learn and commit to upholding equity, equality, and diversity.

Social Media Ally Responsibilities:

MNIBA Social Media Allies agree to participate in a minimum of four suggested activities per year:

- When representing MNIBA, Social Media Allies will conduct themselves in a positive and professional manner. Social Media Allies may present themselves as MNIBA volunteers

and should avoid unintentional inference to any official or legal relationship with MNIBA.

- Share and reach audiences by using MNIBA's social media content at least weekly.
- Share MNIBA's electronic promotional materials (brochures, infographics, videos, posters, etc.).
- Share MNIBA's press releases with your local media.
- Host a personalized public cause page and **share your personalized MNIBA link** with friends and family over email and social media during Give to the Max Day and other fundraising events.
- Promote and attend (if available) MNIBA events and virtual workshops.
- Attend a monthly team meeting with MNIBA's Social Media Strategist.
- Collaborate with Social Media Strategist and give feedback on posts to fine tune MNIBA's engagement.
- Submit monthly time to MNIBA's Social Media Strategist.

All MNIBA Social Media Allies have the option of adding "MNIBA Social Media Ally" and "Buy Native logo" to their email signature with a link to MNIBA's website (<https://www.mniba.org>)

MNIBA Support:

- Social Media Allies will receive orientation training about MNIBA, working with Indigenous communities, and historical background information.
- Social Media Allies will receive a Social Media toolkit, including a copy of this signed agreement, online informational resources, including downloadable materials, MNIBA marketing materials, logos, social media posts, and branded items.
- MNIBA will create a closed Facebook Page for Social Media Allies to share and connect with one another.
- MNIBA will recognize Social Media Allies on our website, in newsletters and through social media.
- MNIBA will host monthly meetings for all the Social Media Allies to collaborate about upcoming events and content, types of promotion and learn about what is resonating with your social media audience.
- Social Media Allies will receive MNIBA's Monthly NewsWire email with new content and materials.
- Social Media Allies will receive a Communication Calendar showing special dates and activities throughout the year.

Signature Page

Social Media Ally Name _____

Signature _____ Date _____

Street Address _____

City _____ State _____ Zip _____

Phone Number _____ Home ☐ Work ☐ Cell ☐

Email Address _____

When signed below, the Minnesota Indigenous Business Alliance (MNIBA) acknowledges its responsibilities as set forth MNIBA's Social Media Ally Agreement.

Jesse Grey Eagle, Social Media Strategist Date
Phone: 605-496-6329
Email: jesse@mniba.org

Pamela Standing, Executive Director Date
Phone: 218-850-8364
Email: info@mniba.org

The mission of **MNIBA** is to **ACT**:
Align Partners, Connect Native Businesses to Resources, and Transform Tribal Economies

P.O. Box 40354, St. Paul, MN 55104 Telephone: 651-646-1033
Email: info@mniba.org Web: www.mniba.org
Facebook: MNIndigenousBusinessAlliance
Twitter: @MnIndigenous
Instagram: @MnIndigenous
LinkedIn: <https://www.linkedin.com/company/35453979/admin/>

Minnesota Indigenous Business Alliance, is a registered 501c3 nonprofit - Tax ID: 81-5041824