



GADECA.ORG



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GEORGIA DECA MEMBERS,

Welcome back to school!

The 2017-18 Executive Officer Team and I have been busy planning ahead this summer for the year ahead. We can't wait to experience everything with you — from Fall Rally in October to ICDC in April, which as I'm sure you know, will be hosted right in our backyard this year.

One of the most exciting things we have planned for this upcoming year is the **Georgia DECA Social Media Correspondents Program**. As many of you know, DECA maintains a yearly team of student correspondents at the national level, but before now, there has never been a state-only program of this kind in Georgia.

Social media correspondents for Georgia DECA will have three main roles:

1. Write articles for Georgia DECA's website and #TenthEdition newsletter about your DECA experiences in your chapter, at conferences, or in the community.
2. Support Georgia DECA's 2017-18 Program of Leadership by using social media to promote this framework being carried out in your school and community.
3. Document workshops, competitions, sessions, and other activities during Georgia DECA's conferences throughout the year.

All you have to do to apply for the program is fill out the attached application and submit a writing sample (about any topic, but preferably something nonfiction in nature.) To be considered for the team, please email the required materials to **will.gadeca@gmail.com** or mail them to **P.O. Box 189 Oxford, GA 30054**.

Thanks and good luck,

William P. Bradley

Will Bradley

Executive President, Georgia DECA



Social Media Correspondents Program

Correspondent Application

Applicant Information

Full Name: _____ Date: _____
Last First M.I.

Phone: _____ Email: _____

Are you a member of DECA? YES NO Do you use social media regularly? YES NO

Are you an officer within your chapter? YES NO If so, check which platforms you use.
Instagram
Twitter
Facebook
Snapchat

Education

High School: _____ Advisor: _____

Name: _____

Current Grade: _____ Are you enrolled in a marketing class? (if so, which one) _____

Social Media Agreements

Please initial in agreement to each of the following statements:

_____ Social media has grown to become the dominant form of communication in today's world, especially for busy high school students. Because it is the dominant form of communication, it is important to establish a *strong*, but *careful* social media presence for yourself and for your chapter.

_____ The three keys to consistent and successful social media presence are: creating content, sharing content, and driving engagement. I will operate as a social media correspondent with these three keys in mind.

_____ In my role as Social Media Correspondent for Georgia DECA, I will conduct myself online in a manner that brings credibility to the state association and upholds the association's positive reputation online and in the community. I will follow each of the rules outlined in the Social Media Conduct Guidelines attached to this application.

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge. If this application leads to position in the Social Media Correspondents Program, I understand that it is my responsibility to uphold the social media agreements listed above and comply completely with the Conduct Guidelines provided for me.

Student Signature: _____ Date: _____

I believe this student to be a qualified applicant to the Social Media Correspondents program and will try my best to assist them in their duties for the state association.

Advisor Signature: _____ Date: _____