

NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge

Tomorrow's Dairy Leaders

Join the Dairy Challenge Social Media Corps

The North American Intercollegiate Dairy Challenge (NAIDC) is looking for students with an interest in agricultural communications to join the Dairy Challenge Social Media Corps.

The Dairy Challenge Social Media Corps will take to the NAIDC digital platforms to share stories from the four regional events as well as the National Dairy Challenge. Communicators will collect content, including photos, video, tweets and Facebook posts, and will guide the conversation with attendees and the broader online community.

Do you have what it takes to be a member of the Dairy Challenge Social Media Corps? We're looking for students who are:

- Available to attend one of the Dairy Challenge events in 2016-17 and participate in the full event
- Passionate about social media and digital storytelling
- Looking to learn, share and grow in the social media space
- Knowledge about the dairy industry (not required, but is a plus)

Apply for your desired Dairy Challenge Social Media Corps event below. Please note the application deadlines for each:



Dairy Challenge Event	Date	Location	Deadline to apply for Social Media Corps
Northeast Regional	Nov. 3-5, 2016	Glens Falls, NY	Oct. 7, 2016
Southern Regional	Nov. 13-15, 2016	Cordele, GA	Oct. 7, 2016
Midwest Regional	Feb. 8-10, 2017	Madison, WI	Jan. 6, 2017
Western Regional	Feb. 23-25, 2017	Twin Falls, ID	Jan. 6, 2017
National	Mar. 30-Apr. 1, 2017	Visalia, CA	Feb. 24, 2017

NAIDC will cover hotel and meal costs for Social Media Corps students while at the event. Social Media Corps students are responsible for coordinating their own travel to the event.

To give yourself an advantage over the competition in the selection process, we encourage you to show your social media skills using the official event hashtag: #DairyChallenge. Please send completed applications to **RSattazahn@AgChoice.com**. Dairy Challenge Social Media Corps members will be notified within five days of the application deadline.

"I enjoyed having an opportunity to strengthen my social media skills. It was also fun getting to meet other people with similar interests as me and work with them throughout the event."

- past Dairy Challenge Social Media Corps student

Dairy Challenge Social Media Corps Application 2016-17

Name: _____

Street Address: _____

City: _____ State: _____ Zipcode: _____

Phone: _____ Email: _____

University/College: _____

Major: _____

Expected date of graduation: _____ T-Shirt Size: _____

Desired Dairy Challenge event to participate in the Social Media Corps:

Glens Falls, NY, Nov. 3-5, 2016 (Northeast)

Cordele, GA, Nov. 13-15, 2016 (Southern)

Madison, WI, Feb. 8-10, 2017 (Midwest)

Twin Falls, ID, Feb. 23-25, 2017 (Western)

Visalia, CA, Mar. 30-Apr. 1, 2017 (National)

Describe your experiences in social media, both personal and professional use.

Briefly describe your experience in the dairy industry.

Rate your knowledge and experience from 1 to 4 (1: limited experience, 4: lots of experience) in the following areas. Place an "x" in your rating for each category.

	1: I'm a novice but want to learn more!	2: I know the basics.	3: I know a lot.	4: I'm an expert!
Photography				
Writing				
Videography & editing				
Design skills				
Social media:				
Facebook				
Twitter				
Instagram				
YouTube				

Why would you like to participate in the Dairy Challenge Social Media Corps?

Please send completed applications to RSattazahn@AgChoice.com.