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## Dairy Shrine Student Social Media Committee

Goals and Application

Honor past and present dairy leaders. Inspire future dairy leaders.

Record dairy industry history. Promote the dairy industry

COMMITTEE GOALS

* To effectively promote the mission of the National Dairy Shrine via social media platforms through inspiring the future of the industry, honoring its past and preserving its rich history.
* To share a diverse array of content through human interest stories, dairy industry news, organization news and award recipients as well as
* membership benefits.
* To collaborate with other dairy industry organizations and checkoff programs to promote the dairy industry and increase consumer
* engagement.
* To make current and potential members of the National Dairy Shrine aware of award recognition opportunities, scholarship and internship
* opportunities and sponsorship opportunities related to the organization. To equip student members of the committee with necessary skills towards a future career in the dairy, communications and marketing industries.

All Applications are due April 15 at midnight (CST) each year.

Instructions for applying:

1. Download **this application** and type in your responses. Save the file as **DSSocialMediaCommittee.LastName.FirstName.doc**. Email to [info@dairyshrine.org](mailto:info@dairyshrine.org) by April 15th of each year. If you have problems, please e-mail Dairy Shrine.

**Applicants will receive a confirmation email after April 15th**

**about their submission of the application form.**

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**I. Personal Data**

Last Name First Name Middle Initial

Applicant

College/University College Graduation Date (if applicable)

Year in School Grade Point Average Major Interest

Complete Home Address

(     ) (     )

Home Phone Number Cell Phone Number

Email Address

**II. Classes taken related to marketing, dairy promotion, milk or dairy product communications or other dairy industry-related subjects:**

**III. Future Career Goals (300 words or less):**

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**IV. Briefly outline your dairy and non-dairy related extracurricular involvement and leadership experiences:**

**V. What experiences have you had using social media to promote an organization or reinforce branding efforts? (300 words or less)**

**VI. Please provide an example of a time you advocated for the dairy industry, whether through social media or a different platform. (300 words or less)**