BBNfluencers are our online ambassadors for One Day for UK. They help us spread the word and motivate others to get involved.
TIPS TO MAKE THE MOST OF YOUR BBNFLUENCERS

Who makes a quality BBNfluencer:

- **Engaged fans**: people who love UK and who love your college or unit
- **Donors**: people who directly support your college or unit
- **Employees**: You and all your coworkers
- **Celebrities**: The most well-known of those who champion UK throughout their life
TIPS TO MAKE THE MOST OF YOUR BBNFLUENCERS

How to find your potential BBNfluencers:

Social media research
- Who likes your social media posts the most? Who is using your hashtags?
  - Reach out to them, explain #OneDayForUK and get them onboard

Who are your loyal donors? Who are your major donors?
- Their buy-in is essential, make them BBNfluencers! Major donors know other major donors

Your Dean, professors, administrators can all be BBNfluencers!

All your staff can be BBNfluencers!
TIPS TO MAKE THE MOST OF YOUR BBNFLUENCERS

How to make them successful BBNfluencers:

➤ Personal engagement from you - phone calls and emails will pay off

➤ Give them some training, provide insight and help for what is expected of them
  ➤ Create your own mini toolkit if you want

➤ Not everyone is on social media, but they can be successful BBNfluencers via email and text, too

➤ Engage with them throughout the year and see even more success for One Day for UK 2021

➤ Give them a job, make them the VIPs, tell them what you’re planning for #OneDayForUK
  ➤ Share your posts
  ➤ Post their pictures
  ➤ Interact with a day-of Challenge

➤ Steward them after!
  ➤ Say thank you
  ➤ Tweet and retweet thank you content
    ➤ You could even use a BBNfluencer in your thank you content
How to sign up

➤ Send your future BBNfluencers this link to sign up (they will be able to follow step-by-step instructions to get started)

➤ www.kentuckycan.uky.edu/bbnfluencers
Your BBNfluencers will have access to many digital resources to prepare them for participation on (and leading up to) One Day for UK.

Here they will see further instructions on how to join in on One Day for UK. Encourage your BBNfluencers to change profile pictures, post the importance of UK to them, and more.
Your BBNfluencers should join in on fun One Day for UK challenges to encourage their followers to participate as well.

We encourage emails to friends and classmates as well as posts on social media. BBNfluencers can even create their own referral URL link to add to their personal interaction and fundraising success.
Your BBNfluencers should select their affiliations with the University. Be sure to remind your BBNfluencers to select you as one of their affiliations!

To create friendly competition on One Day for UK you will see different leaderboards throughout the site. BBNfluencers have one too that will track (using their personal URL link) how many gifts and positive interactions a BBNfluencer generates!