# Social Media Street Team extra credit opportunity

Gain experience in social media marketing by getting involved in the Social Media Street Team at Oakland University. Fulfill the following requirements **by taking a screenshot showing you completed each task and uploading it to the Moodle “Street Team Extra Credit” folder**:

|  |  |
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| **Value** | **Task** |
|  | Follow @oaklandu on Twitter, Instagram and Facebook (or the platforms that you are actively involved on) |
|  | Add @oaklandu affiliations in to your Twitter or Instagram bio (at least one of them must be public so your content can be shared) |
|  | Join the Social Media Street Team on Grizzorgs: <https://orgsync.com/50384/chapter> |
|  | Use #ThisIsOU to showcase **campus beauty** |
|  | Use #ThisIsOU to showcase **campus life** |
|  | Use #ThisIsOU to showcase **academics or research** *(quote your prof, pics from class or while completing an assignment)* |
|  | Submit an idea to take the street team to the next level by either:   * Presenting your idea at a SMST meeting * Emailing your idea to the SMST advisers at [social@oakland.edu](mailto:social@oakland.edu) |

### About the Social Media Street Team

*OU’s Social Media Street Team is truly a unique organization. Run by students from various academic disciplines, members use their personal social media accounts and influence on campus to elevate Oakland University’s brand. They work hand-in-hand with the University Communications and Marketing Department to promote strategic integrated marketing initiatives.*

*Street team members are running the conversation* ***— using #ThisIsOU*** *— about what it means to be a Golden Grizzly. In return, they are building their personal brand, discovering the power of grassroots activism, and making connections with faculty, staff and alumni who all share a passion for Oakland University.*