



## COMMUNITY ENGAGEMENT DEPARTMENT

### Social Media Specialist Application

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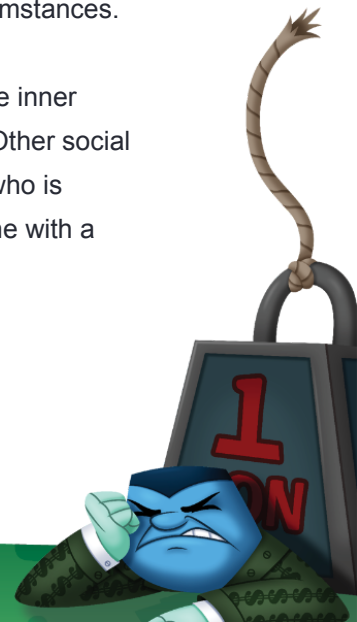
Thank you for showing interest in becoming part of the Toontown Team! Before you start filling out this application, there are a few things you should know:

1. **Toontown Rewritten is a volunteer effort.** No income or salary is provided as compensation for anyone's involvement.
  2. **Social Media Specialists require knowledge of marketing strategies.** When managing social media, applied knowledge and skills in this field are required to adequately monitor and improve user engagement.
  3. **As a Social Media Specialist, you will be collaborating with other Toontown Team members.** You're not expected to be able to do everything on your own, and that's why we rely on teamwork to produce images and supplementary content!
  4. **In-game activity is considered.** We are looking for Social Media Specialists who actively play Toontown Rewritten. We are looking for applicants who have at least one month of consistent gameplay when we receive and review their application.
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### ABOUT THE ROLE

As a Social Media Specialist, you'll be working with the Community Engagement Department to create and manage marketing campaigns for both regular Toontown Rewritten media and individual projects. You'll be expected to stay current on social media trends and work with both the Creative Media and Community Engagement departments to ensure content is informative, entertaining, and family-friendly. Additionally, you will be a social media strategy advisor for future releases and specific circumstances.

We are looking for people with a passion for Toontown Rewritten as well as knowledge of the inner workings of social media platforms, including Facebook, Twitter, Instagram, and Snapchat. Other social media platforms may be considered in the future, so an ideal candidate would be a person who is interested in upcoming trends and rising platforms and applications. And, of course, someone with a genuine joy for Toontown Rewritten!





## POSITION REQUIREMENTS

- Must be at least 16 years of age.
- Must have a Toontown Rewritten account that is at least six months old.
- Must be recently active in-game or in the community for at least one month. This means showing activity for at least a couple days each week for a period of at least one month.
- Must stay current with social media trends and best practices.
- Must be able to analyze statistics from our social media pages and act upon the information to better connect with the Toontown Rewritten community and the public.
- Confidence and comfort with advising, and ability to advise, on social media strategy for various updates and projects is a plus.

To submit your application, please copy the questions below into an email (and answer them, of course!) then send your email to [support@toontownrewritten.com](mailto:support@toontownrewritten.com). After we receive your email, we'll follow up within a few days and will file away your information until the position is open for recruitment.

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## ABOUT YOU

- What is your full first and last name, preferred name, and preferred pronouns?
- What is your date of birth?
- What language(s) do you speak fluently?
- Do you have a Discord account? If so, what is your username?
- Can you tell us a bit about yourself?
- Can you tell us about your experiences working in a team environment? What did you learn from your experience(s), and what values do you believe are most essential to effective teamwork?
- Why do you want to be a Social Media Specialist?
- What do you think you can bring to the table as a Social Media Specialist?

## TOONTOWN

- Please list all of your Toontown Rewritten account username(s).
- Do you have any previous infractions (warnings, suspensions, terminations, loss of ability to use SpeedChat+ or submit names) on any of your accounts? If so, what are they?
- How often do you play Toontown Rewritten?





- Are you an active member of any Toontown-related websites or communities outside of the game? If so, where can we find you? Direct links to your profiles would be great!
- How did you hear about Toontown Rewritten hiring?
- Are there any other positions you are interested in other than the one you have applied for? If so, list all that apply.

## SOCIAL MEDIA & MARKETING EXPERIENCE

- Do you have any previous experience with social media marketing? If so, please elaborate.
- What social media outlets do you consider yourself to have expert knowledge about? Elaborate on particular features and functions you have used, and how that experience could apply to your position with Toontown Rewritten.
- Do you have any experience using Google Analytics or other marketing data metrics services?
- What is your definition of an engaging social media post or campaign? Link to an example of a post that you may have seen from a company, person, or page and briefly explain the creative aspects of it.
- What do you think Toontown Rewritten does well with our social media presence, and what do you think we can do better?
- When engaging with social media as a member of the public or a consumer, what aspects do you connect with most? What do you think are the pillars of an impactful, connective social media presence?

## AVAILABILITY

- What timezone are you in?
- When are you usually available on your computer?
- How much time can you commit to your job as a Social Media Specialist per week?

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This application also contains a **required challenge** to be submitted. Please read the next page, complete the challenge, and attach that challenge to your email as a PDF.

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## REQUIRED CHALLENGE

Use the following data to analyze the posts and propose a social media campaign. All of this information, including your proposed campaign, is theoretical, so feel free to have fun – there’s no need to post anything. Additionally, this is just for the purpose of evaluating potential candidates, and will not be posted by Toontown Rewritten.

Be sure to answer the questions below and add any additional information you feel relevant. Please include this challenge as an attached PDF, along with the above answers, via email.

1. Who is the **target market** (audience) and why did you choose them?
2. What is the message you are trying to convey? The **‘theme’** of the campaign.
3. What social media **platform(s)** (Instagram, Facebook, etc) will you use to reach your market and why?
4. **How often** will you post for this campaign, and **what content** would you like to post?
  - a. Include **at least 3 example posts** and specify which social media platforms(s) you plan to post it on.

### Social Media Engagement

Facebook - 30%  
Twitter 54%  
Instagram 42%  
Reddit 61%

### Common Interests among users:

Pizza  
Meme Culture  
Computer Gaming

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Thank you for taking the time to apply for Toontown Rewritten!

**You ARE Toon Enough!**

