



Toontown Rewritten Public Relations Social Media Specialist Application

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!
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As a Social Media Specialist, you'll be working with the Public Relations Department to create and manage marketing campaigns, stay current on social media trends, and work with both the Marketing and Community team of Public Relations to ensure content is informative and entertaining.

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.

Position Requirements:

- Must be at least 13 years of age.
- Must stay current with Social Media trends and best practices.
- Be able to analyze statistics from our social media pages and act upon the information.





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. 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.

About You

- What is your first name, and preferred name?
- What is your date of birth?
- Is English your first language?
- Are you comfortable with using voice chat?
- Can you tell us a bit about yourself?
- Have you worked in a team environment before? If so, how would you describe your experience?
- What do you think you can bring to the table as a Social Media Specialist?

Toontown

- Please list 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!

Marketing Experience

- Do you have any previous experience with marketing?
- What social media outlets do you consider yourselves to have expert knowledge about? Elaborate on particular features and functions you have used, and how it 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.





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 with it. Please attach your challenge to your e-mail as a PDF.

Required Challenge

Use the following data to analyze the posts and propose a campaign. All information and the campaign are 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.

Please be sure to answer the questions below and add any additional information you feel relevant. Please include this challenge 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 vehicle(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 vehicle(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





Thank you for taking the time to apply for Toontown Rewritten!
You ARE Toon Enough!

