

WHAT'S THE GOOD NEWS, VILLA?



PLEASE SUBMIT TO
GOODNEWS@THEVILLA.ORG

Villa Academy's Content Ambassador Program aims to collect and curate the Villa experience, empowering our greater community to share their stories with students, faculty and staff, parents and families, and alumni. Content will be repurposed for promotional materials, print and digital, including, but not limited to, social media, school newsletters, admission brochures, development and alumni publications, regional advertisements, and the school website.

WHO ARE CONTENT AMBASSADORS?

YOU! Anyone affiliated with Villa Academy is a content ambassador. Please share your voice, experience, and stories.

WHY COLLECT CONTENT?

- ✓ Content connects and inspires us as a community.
- ✓ Community participation fosters accessibility and collaborative, communicative culture.
- ✓ Content enables and fuels a consistent and relevant market presence, strengthening our brand identity.
- ✓ Building a trove of content allows for more strategic storytelling opportunities.

HOW DO I HELP?

- ✓ Please send content to goodnews@thevilla.org.
- ✓ Content will be reviewed for current **Publicity Consent**.
- ✓ Please note that not all content will be used, nor may it be used immediately.

HOW OFTEN MAY I SUBMIT?

We welcome your daily contributions! We aspire to build a frequent and consistent program with your help.

CONTENT QUALIFICATIONS

All submissions must include:

- ✓ **A brief description**
- ✓ **Identification**
- ✓ **Content credit**

For example, if you submit a fun video, please note these important details:

Video of Moira Rose, Parent of David ('96) and Alexis ('00), The Crows Have Eyes (at Villa), filmed by Johnny Rose

CONTENT EXAMPLES

- ✓ Classroom activities, lessons, projects, or events
- ✓ Extracurricular activities, practices, or events
- ✓ Athletic activities, practices, or events
- ✓ Social events
- ✓ Community service events

CONTENT FILE TYPES

- ✓ Photos (jpg, png, GIF)
- ✓ Videos (MOV, mp4)
- ✓ Stories (text, mp3)