

Good Life Ambassadors

Vision for Good Life Ambassadors

DED and our partners launched this exciting initiative in the fall of 2017 to bring together passionate community champions who want to share the good news about Nebraska. We know that Nebraska's current residents are our most valuable resource, as well as our state's best recruiters!

The initiative's purpose is to:

- Engage this network in sharing pride in our state and promote Nebraska as a great place to live and work to their friends and family via social media, reaching a national audience
- Help strengthen their own desire to stay here through an increased feeling of connectedness with other community champions and pride in all the positive Nebraska news that is shared
- Ambassadors may volunteer to reach out directly to individuals who are interested in moving to Nebraska, providing a personal and authentic response to their questions and helping them realize the benefits of moving to the state, increasing their likeliness of moving to Nebraska

The Details

What is a Good Life Ambassador?

Good Life Ambassadors are people who are passionate about living in Nebraska and want to help us share the good news about our state to their friends and family. As a Good Life Ambassador you will receive two or three emails a month with good news about Nebraska including significant Nebraska accomplishments, interesting facts and fun prompts to share with your social networks like Facebook, LinkedIn and Twitter.

Why should I become a Good Life Ambassador?

Do you love living, working and playing in Nebraska? This is like hitting the easy button on sharing why!

How do I become a Good Life Ambassador?

Connect one of your networks using the buttons on the sign-up page and we'll walk you through the rest of the process.

More Details

How do I share content?

You will receive an email when we have new and exciting content to share. Each email contains a status update and link to the content we're sharing with you. Once you press the "click to share" button, the status update will automatically post to the social networks you selected. If you have connected using Facebook, there is an option to "share with comment" if you prefer to add a comment.

What else can I do once I'm a Good Life Ambassador?

Once you're in you'll see several opportunities to share content from your dashboard. This includes:

- Recruiting friends using a personal link;
- Following @NebraskaGoodLife on Facebook and Instagram;
- Following @NebGoodLife on Twitter;
- Using #Nebraska to share quintessential Nebraska moments, fun adventures, good news or reasons why you love living, working or playing in Nebraska; and more!

You can also volunteer to reach out directly to people who are interested in moving to Nebraska to provide a personal and authentic response to their questions about living, working and playing here.

Joining the Movement

How to join:

- Sign up at www.nebraska.socialtoaster.com!
- Use #Nebraska to share quintessential Nebraska moments, fun adventures, good news or reasons why you love living, working or playing in Nebraska.
- Follow @NebraskaGoodLife on Facebook and Instagram and @NebGoodLife on Twitter.
- Contact Allison Hatch at allison.hatch@Nebraska.gov to help provide a personal and authentic response to people who are interested in learning more about living in Nebraska.

NEBRASKA

Good Life. Great Opportunity.

GOOD LIFE

AMBASSADORS

#Nebraska



How It Works

**Step 1**

Join now by choosing a Social Network.

**Step 2**

Participate in challenges on your dashboard and check your email for content.

**Step 3**

Share information on living the Good Life in Nebraska with #goodlifeNE!

**Step 4**

Stay tuned for more opportunities to volunteer!

Sign Up

Click a button below to get started!

[Connect with Facebook](#)[Connect with Twitter](#)[Connect with LinkedIn](#)

[Rules](#) | [Terms & Conditions](#) | [Privacy Policy](#)

Powered By  SocialToaster®

GOOD LIFE AMBASSADORS

#Nebraska

Welcome to Good Life Ambassadors, Allison
Explore the Dashboard below for ways to share content and earn Points!

Help Us Grow!

Share this link & recruit your friends:

<http://sot.ag/6TXBH>

Or

Click the social icon below to share your unique link.



Add Networks

Add networks for more ways to engage



Share why you love Nebraska!

Write your own messages here using #Nebraska to share quintessential Nebraska moments, fun adventures, good news or reasons why you love living, working or playing in Nebraska with your social networks!

#Nebraska

Your message...

Remaining: 255



Share More



The Most Wonderful Time of the Year in Nebraska

Nebraska offers a ton of holiday activities the whole family can enjoy! Check out Visit Nebraska's full holiday calendar to find ways to celebrate the most wonderful time of the year -



[View & Share](#)



Hear Nebraska Recaps The 2017 Good Living Tour

Hear Nebraska highlighted 37 original Nebraska music acts at the 3rd annual #GoodLivingTour! The Tour traveled to 8 different communities celebrating all of the arts and culture Nebraska has to

[View & Share](#)



Help Us Recruit People to Nebraska!

Are you willing to reach out directly to a few potential new residents to share why you love living in Nebraska?

Ambassadors who volunteer to reach out directly to people who are interested in moving to Nebraska can help provide a personal and authentic response to their questions. This can help them realize the benefits of living and working here and increase the likelihood of them moving to Nebraska.

[Take This Survey!](#)

Get Social With Us!

Likes/Follows



Follow nebgoodlife on Twitter

[Follow @nebgoodlife](#)

Recommended Sites

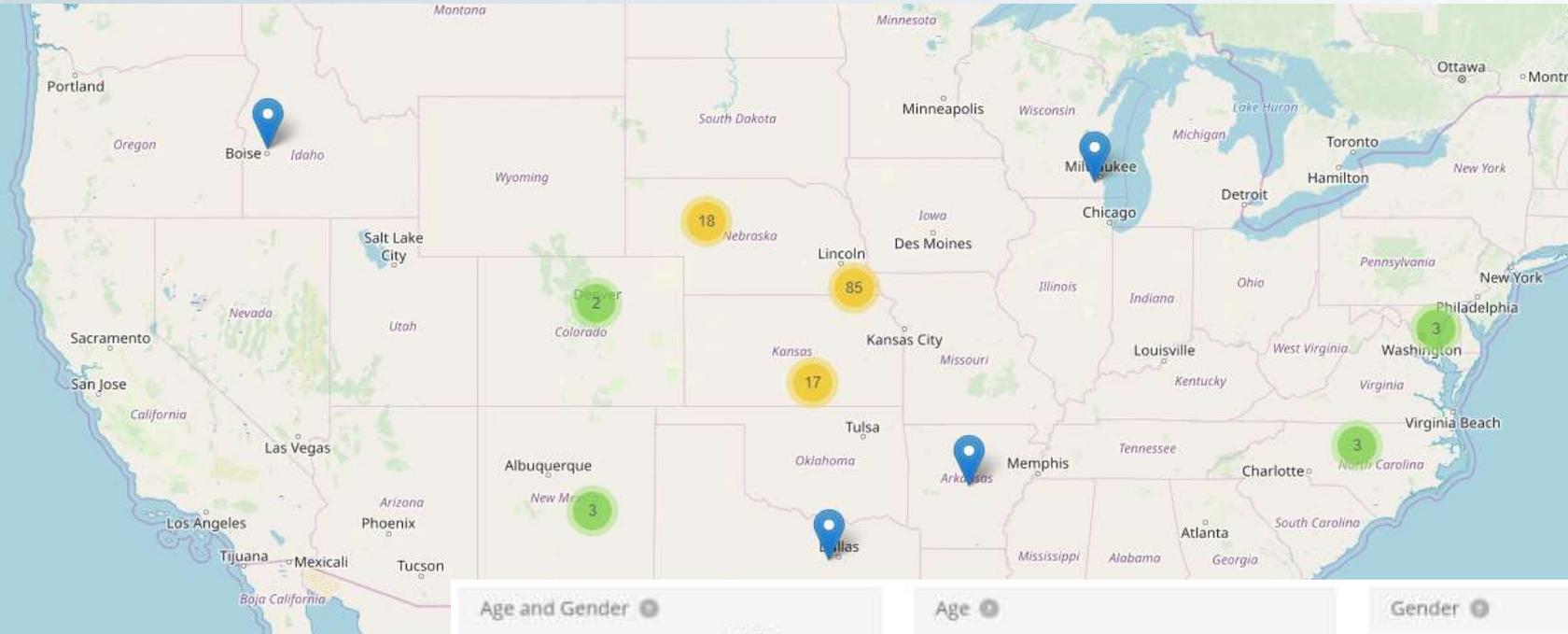


Visit visitnebraska.com/

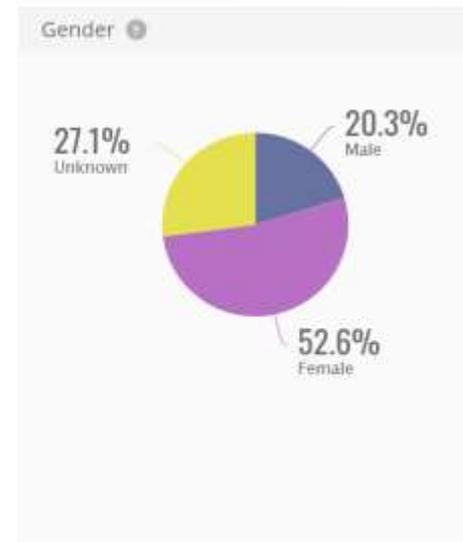
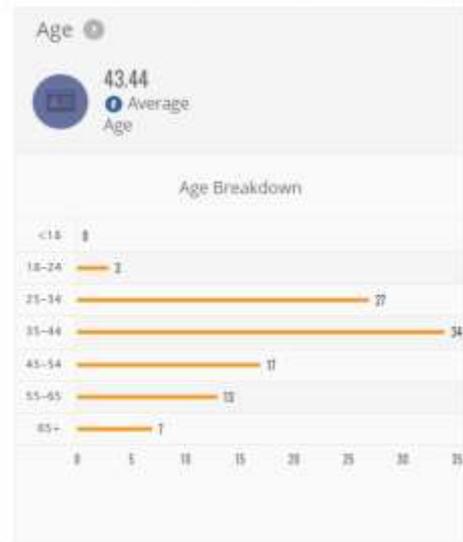
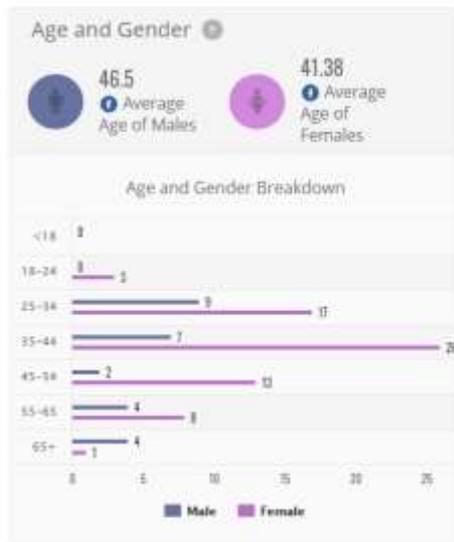
Social Feed

Check back soon for more content.

Current Ambassadors



133 Ambassadors:
all joined between
October 2017 and
February 2018



Looking Ahead

- Re-launch of initiative Fall 2019 after coordination with Department of Economic Development Communications Director to incorporate promotion into the Department's comprehensive marketing plan. Current plan is to have the Department's Communications team continue to develop content to best tell the Nebraska story and investigate potential sources of additional content.

International “Friends of Nebraska”

- 3,000+ people living outside the US identified via LinkedIn and Facebook who have ties to Nebraska.
- Nearly 100 of the 200 people surveyed shared their interest in staying engaged with Nebraska – the International and Communications team is still developing communications and content plan for engaging them.
- Continue to cultivate relationships, including offering “Friends of Nebraska” events when Director and Governor travel, sponsored by companies and Nebraska Diplomats.
 - 40 people attended the recent event in Japan.