

[sr]trends.

# CHAPTERS



*start a division  
dedicated to your school*

**DO YOU HAVE WHAT IT TAKES**

# TELL ME MORE

*what exactly is a chapter?*

## THE BASICS

[SR]Trends is a college lifestyle publication written by students, for students. The national site publishes useful, entertaining and valuable content that all high school seniors, current college students, and recent grads can relate to. An [SR]trends chapter is a division of [SR]trends that is fully run and created by students of that specific school. Each chapter will produce content specific to that school to create a more relatable and individualized experience for its readers.

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## **THE DETAILS**

Each [SR]trends chapter is broken down into four main sections:

### **THE TRENDS**

Reports on fashion and beauty trends seen on and around campus.

### **THE GOSSIP**

Articles discussing trending and viral stories; the stuff that's got people talking.

### **THE SCOOP**

Reviews on local food joints, updates on school events, opinions on campus happenings (sports, Greek life, etc); anything people should know about what's going on at your school.

### **THE PERSPECTIVE**

Interviews with students on campus. Interview topics can focus on anything that may be relevant to prospective freshman, as well as current students looking to gain perspective on other student's experiences.

# WHAT'S IN IT FOR ME

*why should i start a chapter?*

## THE EXPERIENCE

Starting and being a part of an [SR]trends chapter is a great opportunity to gain experience in journalism, management, social media, marketing and entrepreneurship. (And not to mention it's really fun!)

## THE IMPACT

It's also a fantastic way to make an impact on your school's campus, to build a community, and to share your thoughts with the world.

## THE OPPORTUNITY

Combine the experience you will foster with the impact you will make, and what do you get? One AMAZING resume builder. Think about it, how many people can say they started (or were an integral part of) a major publication read by thousands of students, each and every day? (We'll tell you - not many.)

# WHAT'S INVOLVED

*what goes into starting a chapter?*

## THE TEAM

Each [SR]trends chapter's team is the heart and sole of their publication. Led by the Editor-in-chief, every chapter will be made up of a group of dedicated, passionate and talented team members.

## THE POSITIONS

### EDITOR-IN-CHIEF

The editor-in-chief is responsible for setting the vision and direction of their school's chapter, and they will recruit, build and lead a campus staff to help make that vision a reality. They are in charge of creating and maintaining an editorial calendar, organizing team meetings, assigning topics and will work closely with section editors to review and edit student writers' articles, to ensure quality standards are met. The editor-in-chief will be the main point of contact between their chapter and the [SR]trends national team, providing weekly updates and timely feedback.

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## **SECTION EDITORS**

The section editors will be in charge of editing (as well as creating) original content that pertains to their designated section - The Trends, The Gossip, The Scoop or The Perspective. They will assist the editor-in-chief in quality control of their chapter's content, making sure all articles adhere to specific guidelines provided by the [SR]trends national team. The section editors will constantly brainstorm with the editor-in-chief on topic ideas and will provide constructive criticism and praise to their team of student writers.

## **SOCIAL MEDIA MANAGER**

The social media manager is responsible for overseeing their chapter's promotional efforts via social media. They will manage, monitor and maintain each one of their chapter's social media channels (Twitter and Instagram), actively engaging with followers and promoting chapter articles. The social media manager should actively encourage student writers to promote their own articles through personal accounts. The social media manager will also help spread the word of their chapter publication, assisting the editor-in-chief with campus outreach and team recruitment through social media.

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## **TREND SPOTTERS**

The photographers, or “trend spotters” as we prefer to call them, will be responsible for capturing the vision of their school’s chapter through the lens of their camera. They should have an eye for design, with the ability to generate original, high quality, attention grabbing shots taken on and around their campus. The trend spotters will provide photography for assigned articles, as well as any additional shots they would like to share with their [SR]trends chapter team. (While we would love for trend spotters to write articles alongside their images, this is not a requirement of the position.)

## **WRITERS**

Chapter student writers are fully responsible for creating completely original content to be published on their [SR]trends chapter site. They will choose a desired area(s) of focus and work with their section editor to develop and publish highly engaging and relevant articles to be shared with the students of their school. Writers will also be expected to help promote their articles on social media.

# I'M INTERESTED

*so now what?*

## ELIGIBILITY

First, determine if your school already has a chapter, by clicking [here](#). If your campus chapter has not already been created, you are eligible to apply to become Editor-in-chief and start an [SR]trends chapter for your school! (Please see next page for expectations and requirements for the Editor-in-chief position.)

If your campus chapter has already been created (or you are interested in another role), you are still welcome to apply for any of the other positions and we will put you in touch with your school's Editor-in-chief.

## SPREAD THE WORD

After you've submitted your application, don't forget to spread the word amongst your friends!

# APPLY

*click here!*

## EDITOR-IN-CHIEF APPLICATION

Taking on the role of Editor-in-chief is an incredible opportunity that requires the ability to lead and communicate effectively, keen attention to detail, exceptional writing and editing skills, responsiveness and reliability. They will spearhead the development of their school's publication (don't worry, we'll be here to help) and have full control over it's vision and success. If this sounds like you, than we would love for you to apply (here) to become Editor-in-Chief and lead the [SR]trends chapter for your school.

## CHAPTER TEAM APPLICATION

Please click here to apply for a position within your [SR]trends chapter.



THAT'S ALL FOLKS

*thank you!*

PLEASE CONTACT US IF YOU HAVE ANY  
FURTHER QUESTIONS

[sr]trends.