

# [sr]trends. CHAPTERS

*Start a branch  
dedicated to your school*



**DO YOU HAVE WHAT IT TAKES**

# TELL ME MORE

*what exactly is a chapter?*



## THE BASICS

### *[SR]TRENDS - NATIONAL*

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.

### *[SR]TRENDS - CHAPTER*

A division of [SR]trends that is fully run and created by students of that specific school. Each chapter produces content specific to their school to create a more relatable and individualized experience for its readers.



# THE DETAILS

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

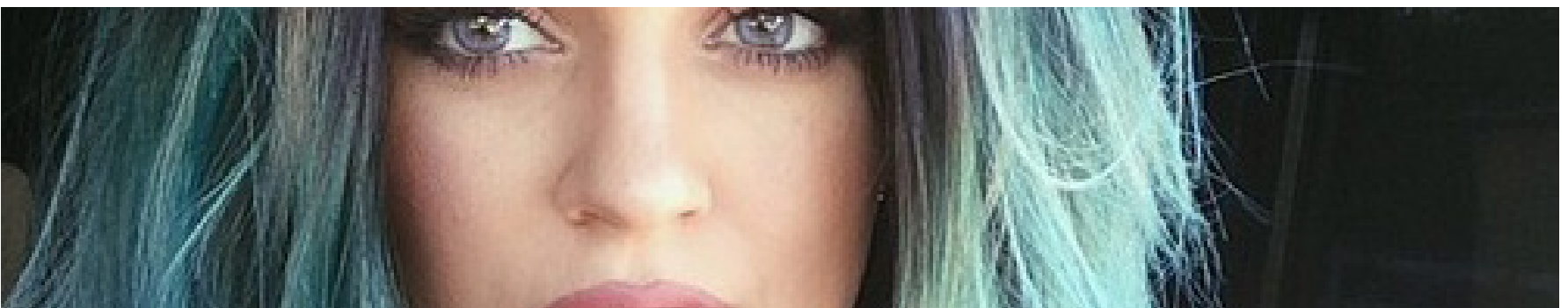
## *THE TRENDS*

Campus fashion and beauty trends



## *THE GOSSIP*

Viral stories; what people are talking about



## *THE SCOOP*

What's going on at and around your school



## *THE PERSPECTIVE*

Interviews with students on campus



# WHAT'S IN IT FOR ME

*why should i start a chapter?*

## THE EXPERIENCE



Journalism &  
Writing/Editing



Marketing &  
Social Media



Management &  
Entrepreneurship

## THE IMPACT



Build a community and share your thoughts with the world.

## THE OPPORTUNITY



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Combine the experience you will foster with the impact you will make, and what do you get?

**One AMAZING resume builder!**

# WHAT'S INVOLVED

*what would i be doing?*

## 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*

- set the vision and direction of your chapter
- recruit, build and lead your campus staff
- create and maintain an editorial calendar
- organize team meetings on campus
- work closely with section editors to assign topics and review/edit all articles
- act as the main point of contact between the chapter and the [SR]trends national team
- provide weekly updates and feedback



## SECTION EDITORS

- choose a designated section (the trends, the gossip, the scoop or the perspective)
- Edit (and create) original content that pertains to your section
- assist editor-in-chief in quality control of all content
- brainstorm with editor-in-chief on topic ideas
- provide constructive criticism and praise to team of student writers



## *SOCIAL MEDIA MANAGER*

- oversee your chapter's promotional efforts
- manage, monitor and maintain each one of your chapter's social media channels



- engage with followers and promote articles
- encourage student writers to promote their own articles through personal accounts



## *TREND SPOTTERS (photographers)*

- capture the vision of your school's chapter through the lens of your camera (must own one)
- have an eye for quality design/photography
- provide photography for assigned articles
- provide any additional shots you would like to share with your team
- (while we would love for trend spotters to write articles alongside their images, this is not a requirement of the position)



## WRITERS

- choose a desired area(s) of focus:
  - » the trends
  - » the gossip
  - » the scoop
  - » the perspective
- create completely original content
- help promote your articles on social media



# I'M INTERESTED

*so now what?*

## ELIGIBILITY

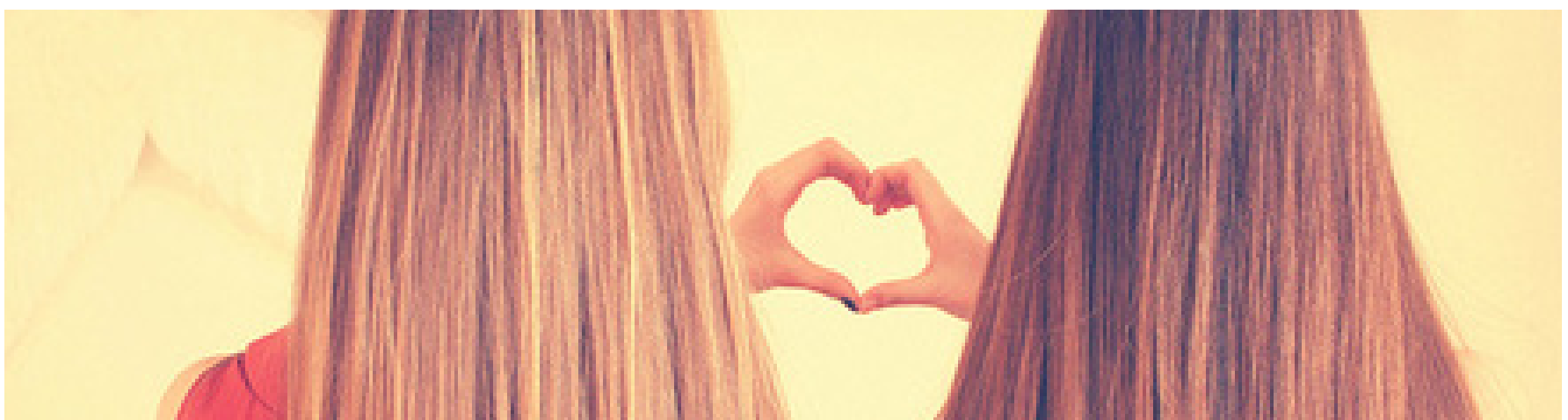
Determine if your school already has a chapter.

[CLICK HERE!](#)

No chapter? Congrats!

You are eligible to apply to become editor-in-chief and start an [SR]trends chapter dedicated to your school!

(Please see next page for expectations and requirements for the editor-in-chief position.)



Chapter exists (or you are interested in another role)? No worries!

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.

# REQUIREMENTS



## EDITOR-IN-CHIEF APPLICATION

- ability to lead and communicate effectively
- keen attention to detail
- exceptional writing and editing skills
- responsiveness and reliability
- confidence to spearhead your chapter  
(don't worry, we'll be here to help)

If you feel like you've got what it takes, than we would love for you to apply!

[APPLY!](#)

## CHAPTER TEAM APPLICATION

[APPLY!](#)

# THAT'S ALL FOLKS

*thank you!*



PLEASE FEEL FREE TO CONTACT US IF YOU HAVE  
ANY FURTHER QUESTIONS

**[sr]**trends.

All images taken from tumblr.com