



# AYA Local Coordinator

## Marketing Onboarding Checklist (First 30 Days)

### 1. Professional LinkedIn Setup (Days 1–3)

Share your excitement about joining the AYA team and make it easy for people to understand who you are — and what you do!

- Update LinkedIn profile photo (clear, friendly, professional)
- Update LinkedIn headline to include “AYA Local Coordinator”
- Refresh LinkedIn “About” section (who you support + your local area)
- Add AYA to your Experience section (short role description)
- Confirm your location is listed (improves local visibility)
- Confirm contact info is easy to find (email and/or phone)

### 2. Announce Your Role (Days 3–7)

Let your personal network know you’re a local resource.

- Post a “new role” announcement on LinkedIn
- Post a short announcement on Facebook
- Post an Instagram story or post (optional)
- Ask 1–2 people to like/comment/share to increase reach

### 3. Messaging Basics (Week 1)

Prepare simple language you can reuse anytime.

- Write a one-sentence explanation of AYA + your role
- Write a short message you can copy/paste for texts and DMs
- Review your answers to common questions: What is AYA? What does a Local Coordinator do? Who can host? What support is provided?

#### 4. Social Media Starter Plan (Week 1)

Keep it simple and consistent.

- Choose your primary platform(s): Facebook / LinkedIn / Instagram / TikTok: \_\_\_\_\_
- Select your posting rhythm: 1x/week / 2x/week / 3x/week
- Create a folder on your phone or computer labeled “AYA Content”
- Save 5–10 post ideas you can rotate
- Save 10 graphics or photos you can reuse — we’ll provide some!

#### 5. Local Visibility (Week 2)

Connect to the places your community already gathers.

- Join 5–10 local Facebook groups (where families are active)
- Follow local schools, libraries, and community pages
- Set up or update Nextdoor (if applicable)
- Identify 10 community contacts/places to share information

#### 6. Take One Action This Month (Weeks 3–4)

Choose at least one to build momentum.

- Share an approved post in a local community group (where allowed)
- Attend a community event and talk to 3 people about hosting
- Invite 2 friends to coffee and share information about AYA
- Ask a local business/community space to display a flyer
- Post on Nextdoor (if appropriate for your area)

#### 7. Ongoing Weekly Habits (After Day 30)

Consistency builds awareness and trust.

- Post weekly using simple themes — and be on the lookout for samples AYA provides!
- Comment and engage on community posts to stay visible
- Save questions you receive to use as future content ideas



*“[I love] the layers of those relationships between you, the family, and the student, and all of you together... [Being a Local Coordinator] builds your personal community, and it’s just the most rewarding feeling ever.”*

— Rory, AYA LC in Michigan



SCAN TO ACCESS  
ALL LC RESOURCES