

# SOCIAL MEDIA INTERNSHIP

## HUMAN DEVELOPMENT DEPARTMENT

Fall 2019 | Job Description



## INTERNSHIP DESCRIPTION

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The CSULB Human Development Department is looking for **three interns** during the **Fall 2019** semester to manage the department's social media channels including Facebook, Instagram and LinkedIn. This internship is designed to help students gain real-life experience managing social media channels for a company/brand. The HDEV social media interns will actively participate in an array of social media activities including content creation and production, community development and management, and content scheduling and posting. The persons in these positions should have experience using the social media channel they are assigned to manage. The best candidates will be passionate about CSULB, have extensive knowledge of the HDEV Department, feel comfortable talking to a variety of people, and have basic knowledge of visual components including graphic design, photography and videography.

This internship will meet **once a week on Fridays, 9:00 AM – 12:00 PM**. An additional 12-18 hours a week of work will be required outside of these meetings. Occasional event coverage outside regular hours may be required.

## DUTIES & RESPONSIBILITIES

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The HDEV Department is looking for one intern to manage each official department social media page. These interns will work as a team, under the direction of the internship supervisor, on the over-arching content strategy, with each individual intern taking that framework and adapting it to the specific channel they manage.

### All Social Media Interns

- Contribute to social media strategy
- Assist in creating and updating semester's content calendar
- Work together to keep content consistent across channels
- Create graphics, take photographs and edit videos as necessary for content

### Facebook Intern

Manage HDEV Facebook page and grow following  
Create Facebook specific posts, following content strategy  
Live stream department and campus events via Facebook Live  
Monitor and respond to comments and direct messages  
Engage with followers, local businesses and other campus organizations  
Identify Facebook influencers and how to target them on behalf of JPR  
Pitch new and exciting content ideas specific to the Facebook channel

### Instagram Intern

Manage Instagram page and grow following

Create visually appealing pictures and videos to post  
Post Instagram stories and/or go live covering activities and events  
Monitor and respond to comments and direct messages  
Engage with followers, local businesses and other campus organizations  
Identify Instagram specific opportunities that would benefit the department  
Pitch new and exciting content ideas specific to the Instagram channel

#### LinkedIn Intern

Manage LinkedIn brand page and grow following  
Post content specific to LinkedIn and following content strategy  
Monitor and respond to comments and direct messages  
Connect and engage with students, alumni, faculty, staff, prospective students, etc.  
Identify LinkedIn specific opportunities that would benefit the department  
Utilize publishing platform through personal account to highlight content  
Pitch new and exciting content ideas specific to the LinkedIn channel

## QUALIFICATIONS/SKILLS REQUIRED

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- **Must be enrolled in a department supported internship class, receiving school credit (C/LA 492: Liberal Arts Internship or equivalent department internship course)**
- Basic knowledge of social media and specific knowledge of assigned social media channel
- Strong attention to detail and ability to follow instructions
- Strong organizational and time management skills
- Team player with a positive attitude, also able to effectively work independently
- **Must be able to meet in person with social media team twice a week during the semester**
- **Must be able to commit time daily to checking designated social media channel**
- Ability to work with diverse populations and utilize strong customer service skills
- Ability to maintain confidentiality

## APPLICATION INSTRUCTIONS

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- Submit resume and cover letter
- In Your Cover Letter: Note the social media channel you would like to manage, rank the remaining JPR social media channels in order of your interest, tell us three things that you would do to improve HDEV's social media presence.
- **Applications are due by Wednesday, May 1, 2019**
- **Submit to [csulbhdev@gmail.com](mailto:csulbhdev@gmail.com) with the subject line "Social Media Intern – Fall 2019"**

### JENNIFER NEWTON, Intern Supervisor & Public Relations Professional

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