

CSULB COMMUNICATION
STUDIES

SOCIAL MEDIA INTERNSHIP

Apply using the Google Form
that can be found in our bio.

**Applications are due
November 17th!**



SOCIAL MEDIA INTERNSHIP

COLLEGE OF LIBERAL ARTS

Communication Studies

Spring 2022

INTERNSHIP DESCRIPTION

The Department of Communication Studies is looking for an intern during the Spring 2022 semester to manage the department's Facebook social media channel. This internship is designed for students to gain real-life experience managing social media channels for a company/brand. Interns will participate in an array of activities including research, planning, strategy, content creation and community management. The person in this position should have knowledge and/or experience with social media. The best candidates will be passionate about CSULB, have extensive knowledge of the department, feel comfortable talking to a variety of people, and have knowledge of visual components including graphic design, photography and videography.

This internship will meet once a week, in-person, on campus, Fridays, 9 am – 12 pm during the Spring 2022 semester. An additional 5-8 hours a week will be required outside of these meetings. Event coverage in the evenings or on weekends may be required. Interns can expect to commit 90 - 100 hours to this position over the course of the semester.

DUTIES & RESPONSIBILITIES

The Department of Communication Studies is looking for one intern to manage the official department's Facebook social media page. This intern will join and work with a team, under the direction of the internship supervisor, on the overarching content strategy and campaign schedule, with each individual intern taking that framework and adapting it to the specific channel they manage.

All Social Media Interns

- Contribute to COMM social media strategy
- Assist in creating and updating semester's content calendar
- Work together to keep content cohesive across channels

- Create graphics, take photographs and edit videos as necessary for content

Facebook Intern

- Manage Facebook page and grow following for CSULB COMM Facebook page
- Create Facebook specific posts
- Follow content strategy
- Livestream department and campus events via Facebook Live Monitor
- Respond to comments and direct messages
- Engage with followers, local businesses and other campus organizations
- Pitch new and exciting content ideas specific to the Facebook channel

QUALIFICATIONS/SKILLS REQUIRED

- Must be enrolled in a department- or college-supported internship class, receiving school credit, such as C/LA 492: Liberal Arts Internship
- Basic knowledge of social media and specific knowledge of assigned social media channel
- Strong attention to detail, organizational and time management skills, and ability to follow instructions
- Team player with a positive attitude, also able to effectively work independently
- Must be able to meet in person on Fridays, 9 am – 12 pm, during the semester
- Must be able to commit time daily to checking designated social media channel
- Ability to work with diverse populations, strong customer service skills and maintain confidentiality

APPLICATION INSTRUCTIONS

- Fill out the Application Form that can be found in the link in our bio across all our social media channels, as well as attaching your resume and cover letter.
- In your cover letter:
 - Tell us your background, including an explanation of your desire in becoming a social media intern
 - Demonstrate your knowledge of Facebook and reasoning for wanting to manage that page
 - Tell us three things that you would do to improve the department's social media
- Applications are due by **Wednesday, November 17, 2021**

CONTACT:

Email: csulbcommsocialmedia@gmail.com

Internship Supervisor: Jennifer Newton