

SOCIAL MEDIA INTERNSHIP  
DEPARTMENT OF JOURNALISM & PUBLIC RELATIONS  
Spring 2022 | Job Description



## INTERNSHIP DESCRIPTION

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The CSULB Department of Journalism & Public Relations (JPR) is looking for **six interns** during the **Spring 2022** semester to manage the department's social media channels including Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok. This internship is designed to help public relations, journalism, communications and/or marketing students gain real-life experience managing social media channels for a company/brand. The JPR 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, as well as business, branding, writing, journalism, marketing and/or similar experience. The best candidates will be passionate about CSULB, have extensive knowledge of the JPR 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 8 – 10 hours a week will be required outside of these meetings. Interns can expect to commit 100+ hours to this position over the course of the semester. Occasional event coverage in the evenings or on weekends may be required.

## DUTIES & RESPONSIBILITIES

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The Department of Journalism & Public Relations 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 overarching content strategy and campaign schedule, with each individual intern adapting it to the specific channel they manage.

### All JPR Social Media Interns

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

### **Facebook Intern**

**[Facebook.com/csulbjpr](https://www.facebook.com/csulbjpr)**

- Manage JPR Facebook page and grow following
- Manage groups associated with JPR page
- Livestream 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

### **Twitter Intern**

**[Twitter.com/csulbjpr](https://twitter.com/csulbjpr)**

- Manage JPR Twitter page and grow following
- Create Twitter specific posts, following JPR content strategy
- Monitor and respond to comments and direct messages
- Engage with followers, local businesses and other campus organizations
- Identify Twitter specific opportunities that would benefit JPR
- Pitch new and exciting content ideas specific to the Twitter channel

### **Instagram Intern**

**[Instagram.com/csulbjpr](https://www.instagram.com/csulbjpr)**

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

### **LinkedIn Intern**

**[LinkedIn.com/school/csulbjpr](https://www.linkedin.com/school/csulbjpr)**

- Manage JPR LinkedIn school page and grow following
- Post content specific to LinkedIn, create articles utilizing publishing platform
- 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 JPR
- Pitch new and exciting content ideas specific to the LinkedIn channel

### **YouTube Intern**

**[Youtube.com/csulbjpr](https://www.youtube.com/csulbjpr)**

- Manage JPR YouTube page, grow followers and views
- Create multimedia content highlighting JPR activities
- Search for appropriate content to include on channel playlists
- Monitor and respond to comments and direct messages
- Identify YouTube-specific opportunities that would benefit JPR
- Pitch new and exciting content ideas specific to the YouTube channel

### **TikTok Intern**

**[tiktok.com/@csulbjpr](https://www.tiktok.com/@csulbjpr)**

- Manage JPR TikTok page, grow subscribers and views
- Create multimedia content highlighting JPR activities
- Monitor and take advantage of TikTok trends
- Monitor and respond to comments and direct messages
- Identify TikTok-specific opportunities that would benefit JPR
- Pitch new and exciting content ideas specific to the TikTok channel

## QUALIFICATIONS/SKILLS REQUIRED

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- Must be enrolled in JOUR 498: Internship class, or equivalent internship class
- 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 campus 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
- Successful completion of JOUR 470: Digital Tools for Public Relations

## APPLICATION INSTRUCTIONS

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- Fill out the application and submit your resume and cover letter:  
<https://bit.ly/jpr-social-media-spring-2022>
- 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.
  - Demonstrate your knowledge of the social media channel you want to manage
  - Tell us three things that you would do to improve JPR's social media presence
- **Applications are due by Friday, Dec. 3 (Extended deadline)**

## CONTACT

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Email: [csulbjpr@gmail.com](mailto:csulbjpr@gmail.com) Internship Supervisor: Jennifer Newton