

SOCIAL MEDIA INTERNSHIP

COLLEGE OF LIBERAL ARTS | POLITICAL SCIENCE

Spring 2022 | Job Description



INTERNSHIP DESCRIPTION

The **Department of Political Science** is looking for **four (4) interns** during the **Spring 2022** semester to manage the department's social media channels. 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, branding, content creation and community management. The persons in these positions 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 Political Science 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 taking that framework and adapting it to the specific channel they manage.

All Social Media Interns

- Contribute to PoliSci 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

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

Manage Facebook page and grow following

Create Facebook specific posts, following content strategy

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

Pitch new and exciting content ideas specific to the Facebook channel

Instagram Intern

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

Manage Instagram page and grow following
Create visually appealing pictures and videos to post
Post Instagram stories and/or go live covering department 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

Twitter Intern

[Twitter.com/csulbpolisci](https://twitter.com/csulbpolisci)

Manage Twitter page and grow following
Create Twitter specific posts, following 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 the department
Pitch new and exciting content ideas specific to the Twitter channel

LinkedIn Intern

[LinkedIn.com/company/CSULB-Political-Science](https://www.linkedin.com/company/CSULB-Political-Science)

Manage LinkedIn page and grow following
Create LinkedIn specific posts, following content strategy
Monitor and respond to comments and direct messages
Connect and engage with students, alumni, faculty, staff, etc.
Identify LinkedIn specific opportunities that would benefit the department
Pitch new and exciting content ideas specific to the LinkedIn 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 – noon, 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:** <https://forms.gle/P3iqkE7Czo2UFpQw5>
- In your cover letter:
 - Note the social media channel you would like to manage.
 - Rank the remaining department 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 the department's social media.
- **Applications are due by Thursday, November 18, 2021**

CONTACT

Email: lbsu.polisci@gmail.com

Internship Supervisor: Jennifer Newton