

SOCIAL MEDIA INTERNSHIP COLLEGE OF LIBERAL ARTS | HUMAN DEVELOPMENT Fall 2023 | Job Description

INTERNSHIP DESCRIPTION

The **Department of Human Development** is looking for **three interns** to manage the department's social media channels for **Fall 2023**. This internship is designed for students to gain real-life experience managing social media channels for a company/brand. Interns will actively participate in 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 Human Development, have knowledge of the department, feel comfortable talking to a variety of people, and have knowledge of visual components including graphic design and photography.

This internship will meet once a week in person at a predetermined time that works for the internship supervisor and interns. The interns will also meet regularly with the HDEV faculty contact(s). An additional 5-8 hours a week will be required outside of these meetings for research, content creation, and department meetings with the HDEV social media committee. Interns can expect to commit 90 - 100 hours to this position over the course of the semester.

DUTIES & RESPONSIBILITIES

The social media 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 HDEV Social Media Interns

- Collaborate with department faculty contacts
- Meet department priorities
- Contribute to HDEV 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

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

- 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/csulbhdev](https://www.instagram.com/csulbhdev)

- 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
- Research new outreach opportunities, such as department/field specific hashtags

LinkedIn Intern

[LinkedIn.com/company/csulb-human-development](https://www.linkedin.com/company/csulb-human-development)

- Create & manage LinkedIn brand page and grow following
- Post content specific to LinkedIn and following content strategy
- Research and advertise job and internship opportunities relevant to the field of HDEV
- 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 planning to enroll in HDEV 470 or college-supported internship class, receiving school credit, such as C/LA 492: Liberal Arts Internship**
- **Must be able to commit time daily to checking designated social media channel**
- **Must be able to meet in person, on campus Fridays from 9:30 am–12 pm during the semester**
- **Must be willing to attend campus events, visit classes and participate in in-person promotional events**
- 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, and knowledge and a passion for Human Development
- Ability to work with diverse populations, strong customer service skills and maintain confidentiality

APPLICATION INSTRUCTIONS

- Submit resume and cover letter
- In your cover letter:
 - Note the social media channel you would like to manage.
 - Rank the 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.
 - Include interview availability for Wednesdays after 2 pm.

Applications due April 17, 2023 | Submit to csulbhdev@gmail.com

INTERN SUPERVISOR

TODD HENNEMAN, Professor, Department of Journalism and Public Relations

Phone: (562)985-5361

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If you have any questions, contact Intern Supervisor Todd Henneman.

DEPARTMENT CONTACTS

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