



Social Media Internship

REPORTS TO: IDEAS For Us Chief Communications Officer - Ernest Calderon: Ernest.Calderon@IDEASforUs.org

STIPEND: Unpaid Internship - Minimum requirement of 8 hours per week.

Hourly Requirements: Must fulfill an 8-hour weekly schedule

***Must Attend Mandatory Intern Onboarding Day (VIRTUAL) ***

Check your University's deadline for registering for credit

IMPORTANT: We require an hour meeting each week to review assignments and delegate tasks for on-going projects. Hours will be fulfilled virtually and each week, projects will be due in a timely manner.

REQUIREMENTS:

- IDEAS For Us interns must be a strong communicator and decision makers with the mission of the organization consistently in mind.
- IDEAS For Us interns need substantial knowledge and interest of local/international environmental challenges and have an interest in sustainability initiatives.
- IDEAS For Us interns must work towards the key goals and objectives that best suit the overall needs of the organization which align with its core values towards developing a healthier, more sustainable future for the planet.
- IDEAS For Us interns must give notice before resignation or lengthy vacation periods.
- IDEAS For Us interns must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.
- IDEAS for Us interns must have a reliable means of transportation.
- Must submit a portfolio and have some entry level experience.

RESPONSIBILITIES:

- ✓ Develops reports on updated progress and analytics for the CCO on a regular basis.
- ✓ **Important:** Meet monthly goals and oversee all social media platforms while scheduling consistent posts for the entire end of the year. Each intern will be given a platform to manage and the goal is 3 posts per day with factual and sourced content.
- ✓ Maintain consistent communication with the organization's Chief Operating Officer on a daily basis.
- ✓ Contribute comments to facilitate the grand vision of the social media strategy and help to implement tactics to cultivate audience.
- ✓ Building strong relationships with online influencers to help promote the social media platforms overseen by IDEAS For Us.
- ✓ Develop campaign strategies to help elevate the awareness of the programs and reach.
- ✓ Remember to promote all donors, sponsors, and share content on all operations events consistently.
- ✓ Develop posts that help educate the audience on environmental determinants and spread awareness on statistics via social media that are linked to the IDEAS For US mission.

SPECIFIC DUTIES:

1. Oversee all social media platforms of the domestic branches of IDEAS For Us and Fleet Farming while incorporating facts from the United Nations Sustainable Development Goals that you will research.

2. Keep records of the analytics to observe the audience for this next month and create an overview of which strategies heightened the social media presence of IDEAS For Us.
3. Schedule posts that share awareness of the IDEAS For US brand, activities, projects, statistics, and donorship spotlights.
4. Develop a plan for implementing tactics to develop online fundraising efforts to meet the projected revenue goals through social media campaigns
5. Keep your hours within your schedule and utilize time efficiently.
6. Track hours spent working on IDEAS For Us related tasks on a daily basis and report the hours through a time sheet format.

ACKNOWLEDGEMENT:

- ★ Must work a minimum of 8 hours per week and turn in a monthly timesheet. I have read and understand the position description above and can perform this duty.
- ★ All photos/videos and intellectual property is owned by IDEAS For Us. You are welcome to take pictures and send them to our Communications Department for social media but the content is not to be used without our permission and is legally owned by IDEAS For Us.
- ★ Any injuries that take place during your time as an intern will not be the responsibility of IDEAS For Us and must be covered by said intern.
- ★ Must reference the operating manual and read through the policies and procedures manual to ensure the proper safety protocols are implemented.

Print Name _____

Signature _____

Date _____

Department Leader _____

*Please print the signature page and email prior to onboarding day (Aug 28th) with your waiver and nondisclosure.

Health & Wellness Agreement

IDEAS For Us is dedicated to protecting the health and well being of our staff/ volunteers/ interns. We do not permit any full time or part-time staff to come to work sick or attend any IDEAS community events if they are ill. We may ask staff to submit to a temperature check at our will and reserve the right to send any staff home w/o pay (if their sick days have been used up) and they are deemed a threat to infecting healthy staff. All staff must sign the Employee Health and Wellness Agreement within 3 business days of being hired as an employee of IDEAS For Us.

REMOTE WORKING PROTOCOL:

- Cameras on, mics off at all times (in the same virtual room)
- Checking in often to ensure tasks are completed in a timely manner
- Fulfilling weekly required timelines
- Answering phones, emails, texts, and all other forms of communication in a timely manner.
- Tracking all hourly time in Airtable and communicating to the team right away when sick away on leave.

IN-PERSON WORKING PROTOCOL:

- Masks must be worn at all times.
- Handwashing intermittently between tasks to ensure the utmost hygienic processes to prioritize the resistance of spreading COVID 19.
- Answering phones, emails, texts, and all other forms of communication in a timely manner.
- Tracking all hourly time in Airtable and communicating to the team right away when sick away on leave.

