



## Social Media Internship

### Social Media Internship

**REPORTS TO:** IDEAS For Us Chief Operations Officer - Ernest Calderon: [Ernest.Calderon@IDEASforUs.org](mailto:Ernest.Calderon@IDEASforUs.org)

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

**Hourly Requirements:** Must fulfill an 8 hour weekly schedule during the selected times below.

**Mandatory On-boarding day: (January 16th from 11am - 2pm- at the Kaley Square Community Center - 1030 West Kaley Ave Orlando Florida 32805 - \*looks like a church\*) after you fill out the online application with your full availability.**

**\*To sign up for credit at your university/college, please contact your administrator for the deadline\***

**IMPORTANT:** We require an hour meeting each week to review assignments and delegate tasks for on-going projects. If your other in office hours need to change, please bring up your schedule at the mandatory internship onboarding day. Mandatory meetings cannot be shifted but other office hours can throughout the week.

Mandatory Meeting	Location:
Tuesday 1 pm	Virtual

#### REQUIREMENTS:

- IDEAS For Us interns must be a strong communicator and decision maker 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:

- ✓ **Period of internship:** January 16th - May 11th (Intern Appreciation Day / Potluck)
- ✓ Develops reports on updated progress and analytics

- ✓ **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.
- ✓ 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 / video 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 signature page and bring to Onboarding day with your waiver and non disclosure.