Social Media Internship with IDEAS For Us!

Reports To:
Chief Operations Officer of IDEAS for Us: Admin@ideasforus.org

Details: Unpaid Internship - Minimum requirement 8 hours per week.

*Must Attend Mandatory Intern On-boarding Day* *Check your college's deadline if registering for credit*

IMPORTANT: We require an hour meeting each week to review assignments and delegate tasks for on-going projects. The rest of your hours will be working independently. 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.

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<tr>
<th>Details</th>
<th>Day of the week/Time</th>
<th>Location</th>
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<tr>
<td>Mandatory Weekly Meeting</td>
<td>Tuesdays 1 pm - 2 pm  (1 hr)</td>
<td>*Online via Google Hangouts</td>
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Requirements:
- Must have an interest in sustainability initiatives.
- Must have a computer & reliable internet.
- Must have 8 hours per week to volunteer for IDEAS For Us.
- Must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.

Responsibilities:
- Researching environmental topics and marketing strategies to promote global sustainability in our 5 focus areas of energy, water, food, waste, and ecology
- Using social media marketing tools to create and maintain the company’s brand
- Working with marketing professionals to develop social media marketing campaigns
- Interacting with customers and other stakeholders via the company’s social media accounts
- Analyzing the company’s digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Researching social media trends and informing management of changes that are relevant to the company’s marketing activities
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign’s performance against the KPIs
- Organizing content, information, and more in our google drive & Airtable system
- Communicate with the department lead to prioritize needs for the week.
- Additional tasks that may arise to carry out the success of the program. Each week, we will be adding tasks to a weekly tracker and will delegate them out based on each assistant's strengths.

ACKNOWLEDGEMENT:

IDEAS For Us Inc.
★ 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.

Sign up today at www.ideasforus.org/internships in the bottom form.