



**Position Title:** Social Media Editorial Intern (Social Media Writer)

**Department:** Digital Communications

**Internship Term:** Summer (June 13 – August 10, 2017)

**Position Description:** i-SAFE Ventures Digital Learning, a non-profit organization, is seeking qualified high school students interested in gaining hands-on experience in digital communications as a **social media intern**. The selected intern will **develop written social media content** focused on the core mission of iDrive; i-SAFE's Youth Outreach and Empowerment Program for teens ages 13-17. Through iDrive, students in grades 8-12 investigate and address issues that impact their generation, and affect positive change in their communities—both online and offline.

This internship position is a valuable opportunity for students seeking a career involving social media and/or digital communications. Jobs related to this internship position represent multiple college and career pathways.

**Course Advisory:** Eligible for AP English and/or Journalism; Minimum grade B in English or Expository Reading and Writing Course (ERWC); Recommended introductory level coursework to Journalism 200: Mastering Social Media and/or Business 152: Social Media for Business (Palomar College)

**Prerequisites:** Workplace Readiness Training

**Corequisites:** Enrollment in CTE Internship Course (Fall 2017-2018)

**CTE Industry Pathways:**

- Arts, Media and Entertainment (AME) – Design, Visual and Media Arts
- Marketing, Sales and Services (MSS) – Marketing & Advertisement

**College Degree & Certificate Programs:**

Local 2-year colleges offer degree and certificate programs related to this internship position and articulated CTE courses are listed below. College credits and courses may eligible for transfer to a 4-year University.

- [Multimedia Journalism Degree](#) (Palomar College)
- [Public Relations Certificate](#) (Palomar College)
- [E-Marketing Degree](#) (Palomar College)
- [Social Media for Business Certificate](#) (Mira Costa College)

**Sample Occupations:** Social Media Community Manager, Social Media Strategist, Social Media Analyst, New Media Journalist, Digital Communications Director, Social Media Brand Management, Digital Marketing and Advertising Specialist, Public Relations Coordinator, Customer Service & Support Agent, and Search Engine Optimization.

## General Internship Information

### Benefits of the High School Internship Experience

Internship experience provides students with the opportunity to:

- apply classroom knowledge and skills in a real-world work environment
- develop and strengthen workplace etiquette and skills
- build a resume, portfolio and professional network
- explore a career in a pathway of interest
- receive school credit and/or financial compensation

### Internship Eligibility Requirements

During the academic year, applicants must meet the following requirements in order to be considered for the position.

- Qualifying high school junior or senior\*
- Obtains teacher recommendation for the internship position
- Must show interest and be enrolled in course or CTE program related to the career path
- Maintains 3.0 GPA or above in CTE course or other related course as indicated
- Maintains overall 2.0 GPA or above
- Completion of workplace skill training
- Reliable form of transportation

*\*Sophomores ages 16 and over may be considered with teacher recommendation*

### Required Workplace Skills

Candidates for this position must exhibit the following workplace skills:

- Demonstrates regular attendance and punctuality
- Arrives to work with appropriate attire, hygiene and demeanor
- Applies appropriate and effective communication etiquette in the workplace inclusive of verbal, non-verbal and written messages
- Maintains positive attitude under pressure
- Works diligently toward self-established goals
- Practices effective time management: ability to prioritize tasks and meet timelines
- Exhibits active problem-solving and decision-making skills
- Solicits and applies constructive feedback from peers and supervisors
- Demonstrates teamwork and collaboration
- Shows respect for others' timelines and the workplace environment
- Regards safety of self and others
- Responsible use of technology and workplace equipment
- Complies with workplace policies and procedures

## Social Media Editorial Intern Roles, Requirements, and Responsibilities

### Social Media Intern Role

The successful social media intern works within the Digital Communications Department to develop intriguing, engaging, creative and original written content that effectively conveys the youthful brand voice of iDrive: witty, thought-provoking, vibrant, energetic and current. iDrive approaches debatable topics with balance and respect for multiple viewpoints. All written social media content must relate to the core mission of iDrive which is to educate and empower youth as 21<sup>st</sup> century leaders in a technology-infused society; to inspire teens to use the power of modern technology to speak out about issues that are important to them. iDrive social media content may coincide with awareness months, youth-driven campaigns, and corporate initiatives. The social media intern will work interdependently with the Graphic Design department to produce correlating multimedia content. Supervisors and supporting team members provide feedback to ensure that written and visual content accurately conveys the brand image, voice, and core mission of iDrive.

### Social Media Intern Requirements

Interns develop and strengthen knowledge and skills through experience. Basic job-related knowledge, skills and abilities are necessary to carry out responsibilities of this position:

- Basic computer and keyboarding skills
- Proficient in Google Applications (i.e. Docs, Sheets, Slides and Drive) and/or Microsoft Programs (i.e. Word, Excel and PowerPoint)
- Business communication etiquette
- Research skills
  - Gather relevant, accurate information from credible, reliable online sources
  - Source relevant, valid and current data points (statistics)
  - Distinguish essential information from non-essential information
  - Use proper source citations and attribution
- Writing skills
  - Compose well-developed written copy with effective organization, sentence structure and detail
  - Use of correct spelling, grammar and punctuation
  - Adapt writing style for a variety audiences and purposes
- Media literacy skills
  - Analyze and evaluate multimedia resources for messaging and purpose
  - Determine whether information is balanced or biased
- Analyze and interpret data sets, and represent data in visual form (e.g. charts and graphs)
- Basic knowledge of social media platform features and character limitations including but not limited to Instagram, Twitter and Facebook

### Social Media Intern Responsibilities

The social media intern is responsible for creating daily posts that relate to one or more of the nine elements of digital citizenship. Successful interns stay informed on trending social media topics and current events, and use them as leverage to increase the reach of each post and increase visibility of the iDrive social media account.

#### Duties and Tasks include:

- Maintain an editorial calendar for one or more iDrive social media accounts (Instagram, Twitter, Facebook)
- Brainstorm fresh, intriguing topics for social media posts
- Source relevant and accurate information from credible and reliable online references as a basis for social media content: research studies, news articles, current events
- Write clear, concise and compelling social media posts that draws upon target audience interests (ages 13-17)
- Effectively and accurately convey iDrive brand voice and image in written content
- Use a variety of writing strategies to engage the audience (i.e. question, call to action)
- Produce written content that is unbiased, thought-provoking, and represents original thought
- Keep record of links to online sources of information; use proper attribution
- Integrate appropriate and effective hashtags (#) and mentions (@) to increase reach
- Submit drafts of social media posts to supervisor and other team members
- Incorporate peer and supervisor feedback in edits and revisions
- Confirm that social media content has been posted on the scheduled date
- Create a social media plan
- Build a community of followers using a variety of strategies
- Identify relevant key influencers to follow, engage and cross-promote content
- Block and/or report fake or unsuitable followers of iDrive account(s)
- Establish weekly goals for increasing social engagement (follows, likes, comments, shares, specific actions)
- Analyze, evaluate and report effectiveness of social media posts (PowerPoint or slideshow may be required)
- Review and revise social media plan to meet and exceed established goals

#### How to Apply:

1. Send your resume to i-SAFE via e-mail to [interns@isafe.org](mailto:interns@isafe.org). In the Subject line type "iDrive Internship" along with the title of the internship position for which you would like to apply.
2. An i-SAFE representative will contact you to schedule an interview.
3. Arrive at your interview on time and ready to shine!

**Note:** *Submitting an application does not guarantee acceptance into the program. Students must provide their own transportation to the internship worksite.*

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