



Marketing/Social Media Internship Program



General Overview



Flexible Collaboration

Convenient in-person, virtual, or hybrid work models to meet the needs of young adults and business



Impactful Growth

The young adult benefits from the professional experience, the business enhances their social media appeal



Peer-to-peer communication

Authentic messages developed by young adults to young adults that attract and retain customers

Campaign Concepts

Informational Videos



Marketing Collateral



Billboard



Social Media Ads



Training Outline Example

Each week's training topic should include learning objectives, activity of the week, and resources for self-directed knowledge.

Week 1

Branding Fundamentals

- Brand standards, tone, and voice
- [Article: How to Establish Your Brand 'Voice' on Social Media](#) (hyperlink)

Week 2

Goals to Achieve

- Establish key performance indicators (KPI)
- [Articles & Templates: How to Set and Reach Media Goals \(+10 Goals to Track\)](#) (hyperlink)

Week 3

Social Channels Targeting Specific Audiences

- Develop messages that are specific to the various platforms
- [Article: How to Find and Target Your Social Media Audience \(Free Template\)](#) (hyperlink)

Week 4

Implementing the Strategy

- Organize your content to maximize engagement
- [Article: The Best Time to Post on Facebook, Instagram, Twitter, and LinkedIn](#) (hyperlink)

Week 5

Analytics & Data

- Is it working? Can anything be adjusted?
- [Article: What is Social Media Analytics? \(Plus Free and Paid Tools\)](#) (hyperlink)

Contact us for assistance in developing your Young Adult Marketing/Social Media Internship Program:

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