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.

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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The Next Generation Zone is part of Spokane’s WorkSource Campus. Funding and strategic oversight is provided by our partners at the Spokane Workforce Council.

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