



Every child deserves a safe home

Social Media Intern Assignments (Potential)
5-10 hrs per week w/ 1 office visit per week
Evening / Weekend hours occasionally needed

Children First

Maintenance

1. Website (2x/week)
 - a. Ensure interactivity
 - i. Audio
 - ii. Video
 - iii. Events, etc. Up to date
 - b. Google analytics
 - i. Monthly analysis of traffic
 - c. Google Adwords – what is this and what are we doing wrong
2. Blog (2x month) or more as needed
 - a. Posts of Children First news and events
 - b. Photos
 - c. Interviews w/ Staff, Volunteers, Board, Etc.
 - d. Maintain chatter – comments, reply
 - e. Tag blogs with words to increase traffic
 - f. Maintain links and consistency w/ , facebook, twitter
 - g. Occasionally create blog posts for Athens Oconee CASA website
3. Facebook (3x/week or more as needed)
 - a. Maintain links b/w website, blog, youtube, pinterest
 - b. Increase interaction
 - c. Maintain chatter
 - i. Thank you's for comments, donations
 - ii. Alert staff to interesting/problematic comments
 - iii. Interact with other non-profits / agencies
 - d. Advertise Events
 - e. Post photos of events and thank yous to participants
 - f. Use CANVA to create visuals
4. E-Newsletter (Quarterly ish)
 - a. Create Bulletin of upcoming events

693 North Pope Street
Athens, Ga 30601

phone. (706) 613-1922
fax. (706) 316-3616

www.childrenfirst-inc.org

- b. Interview board, staff, volunteers, etc.
 - c. Relevant Stories
-
- 5. Twitter (3-5x week or more as needed)
 - a. Use Twitter to spread awareness, promote cause, live tweet events
 - b. Interact with other Twitter accounts and volunteers.
 - c. CANVA for visual draw
 - 6. Pinterest (1-2x a week)
 - a. Interact with other users
 - b. Create and maintain topical boards
 - c. Track re-pins, etc
 - 7. YouTube
 - a. Post videos
 - b. Work on Animation videos, collaborating with Children First Programs and Staff
 - 8. Projects
 - a. Investigate Instagram as a platform for CF
 - b. Google Adwords – research successes / changes to landing page / etc
 - c. Website Improvement
 - i. Board Page
 - ii. Events
 - d. National Adoption Awareness Month
 - i. Press Release

CASA

- 1. Volunteer Recruitment
 - a. Press Releases and PSAs for Recruitment events
 - b. Recruit Volunteers through local recruitment venues
 - c. Promote CASA recruitment events, including Volunteer Orientation
 - d. Work with CASA staff on marketing and recruitment campaigns
- 2. Other media / social media outreach as needed
- 3. Letters to the Editor around specific events or awareness campaigns