



Every child deserves a safe home

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

Children First

Children First, Inc.'s mission is to engage families in the Athens-Oconee communities and the court to promote safe, stable and nurturing living environments for children. Children First Inc., works to accomplish this goal by administering the CASA, SafeCare, and SPARC programs. To find out more about our organization please go to www.childrenfirst-inc.org

Description:

The social media intern will be responsible for managing and maintaining the Children First website and blog, Facebook, and Twitter pages along with any other social media initiatives that may be utilized. In addition, the intern will be responsible for pitching relevant stories, drafting press releases, and creating marketing plans for agency events. Ideally, the intern would work approximately 5 hours per week, with one office visit to Children First, Inc. headquarters. Some hours may be evenings and weekends. Although this is an unpaid internship, we will be willing to work towards class credit.

The ideal candidate would possess:

- Strong communication skills, both written and verbal
- A passion for nonprofits
- Self-motivation
- A strong background in social media, especially maintenance of a blog
- Ability to commit to 5-10 hours of work per week
- An understanding of the discrete nature of some of the work involved with Children First, Inc.
- The ability to monitor and keep abreast of new social media trends

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

693 North Pope Street
Athens, Ga 30601

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

www.childrenfirst-inc.org

2. Blog (1-2x 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, IG
 - 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. Instagram (3x/week or more as needed)
 - a. Follow other organizations / pages
 - b. Maintain chatter
 - c. Respond to messages
 - d. Build a Children First, Inc Instagram brand / image
5. E-Newsletter (Quarterly ish)
 - a. Create Bulletin of upcoming events
 - b. Interview board, staff, volunteers, etc.
 - c. Relevant Stories
6. Twitter (1x / week? More for live events)
 - a. Use Twitter to spread awareness, promote cause, live tweet events
 - b. Interact with other Twitter accounts and volunteers.
 - c. CANVA for visual draw
7. Pinterest (1-2x a week)
 - a. Interact with other users
 - b. Create and maintain topical boards
 - c. Track re-pins, etc
8. YouTube
 - a. Upload and Post videos
 - b. Work on Animation videos, collaborating with Children First Programs and Staff
9. Projects
 - a. Google Adwords – research successes / changes to landing page / etc
 - b. Website Improvement
 - i. Board Page
 - ii. Events