

## Social Media Intern

Purpose: Engage the community in various mediums of social media in an effort to establish and enhance a positive school climate and image. Interns will be expected to analyze data and research social media best practices in order to increase community engagement.

### Objectives:

1. Learn about best practices in social media for engaging the community.
2. Analyze data to increase engagement.
3. Update social media sources with info about our school and community.
4. Develop social media plan that promotes daily and weekly engagement.
5. Write to reflect on experiences and be willing to share with social media audiences.
6. Take photos that capture the culture of our school.
7. Participate in and moderate chats aimed at listening to the student voice.
8. Research, inform, and create social media guidelines for our school
9. Compare/contrast school social media presence
10. Understand and uphold our school's social media guidelines.

### Expectations:

1. Populate the school's Facebook timeline with important events learned through your research.
2. Establish a weekly twitter chat for students.
3. Faculty spotlights
4. Increase social media engagement based on best practice research
5. Write well
6. Utilize time
7. Conduct research
8. Engage appropriately in personal social media endeavors

Procedures:

Create weekly social media plan that includes timeline entries, faculty spotlights, blog entry, photos, event announcements etc. plan to be approved by the principal.