



2735 Hassert Blvd | Ste 135 PMB 304| Naperville IL 60564 www.ideaillinois.org



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Social Media Internship

Overview

The Illinois Digital Educators Alliance (IDEAIllinois) seeks a creative and detail-oriented Social Media Intern to support our communications, member engagement, and digital storytelling.

IDEAIllinois is a statewide nonprofit organization that inspires, connects, and provides the educational community with opportunities that transform teaching and learning through technology. The Social Media Intern will help share the work, ideas, events, and accomplishments of Illinois educators while strengthening IDEA's year-round digital presence.

The intern will create engaging content for platforms such as Facebook, X, Instagram, TikTok, Threads, and LinkedIn, Newsletter, Podcast and more. This is an opportunity to gain practical communications experience, build a professional portfolio, and become involved with a community of educators, technology leaders, presenters, partners, and volunteers.

Application Periods

- **Spring internships:** Applications accepted August–September
- **Summer internships:** Applications accepted January–February
- **Fall internships:** Applications accepted April–May

Responsibilities

The Social Media Intern will:

- Work with IDEA staff and volunteer leaders to implement monthly social media strategies.
- Create content that supports IDEA's mission, programs, events, membership, and professional-learning opportunities.
- Help promote IDEAcon, Spotlight Communities, webinars, member opportunities, application deadlines, awards, and other initiatives.
- Write engaging, platform-appropriate copy for Facebook, Instagram, TikTok, Threads, and LinkedIn.
- Develop original social content using text, graphics, photographs, short-form video, and other appropriate formats.
- Help tell the stories of IDEA members, volunteers, presenters, partners, and communities.
- Identify opportunities to spotlight innovative educational practices and educator accomplishments.
- Contribute creative ideas for campaigns, recurring features, audience engagement, and event promotion.
- Maintain IDEA's social media calendar and add approved copy and creative materials in a timely manner.
- Adapt content for different platforms and audiences rather than publishing identical content everywhere.
- Assist with basic content scheduling, engagement monitoring, and performance reporting.
- Follow IDEA's branding, accessibility, privacy, and communications guidelines.
- Collaborate with staff to understand upcoming events, important deadlines, and creative needs.
- Participate in regular planning and feedback meetings.
- Complete additional communications projects as assigned.
- Submit an end-of-internship reflection describing the experience, accomplishments, and skills developed.

Potential Portfolio Projects

Depending on the internship period and IDEA's current priorities, the intern may contribute to projects such as:

- An IDEAcon promotional campaign
- Member or volunteer spotlights
- Spotlight Community profiles
- Presenter and partner features
- Short-form educational videos
- Event countdown campaigns
- Professional-learning opportunity promotions
- Educator success stories

- Social media graphics and templates
- A recurring Newsletter
- Podcast, blog, or newsletter promotion
- A campaign explaining what it means to be part of the IDEA Alliance

Whenever appropriate, interns will receive authorship or portfolio credit for their original work.

Qualifications

Desired skills and experience

Candidates should have:

- A basic understanding of social media platforms and content strategy
- Experience or interest in writing social media copy
- An interest in education, educational technology, nonprofit communications, marketing, journalism, or digital storytelling
- Experience with Google Workspace, including Gmail, Google Drive, Google Docs, and Google Sheets
- Experience with—or a willingness to learn—Canva and other design applications
- Experience with—or a willingness to learn—Slack and other collaboration tools
- An interest in creating short-form video content
- A willingness to learn about accessibility and inclusive digital communication

Previous professional social media experience is not required. Students studying communications, marketing, journalism, English, education, graphic design, digital media, public relations, or related subjects are encouraged to apply.

The ideal candidate is:

- Creative, curious, and willing to contribute ideas
- Attentive to details, deadlines, and brand consistency
- Able to work independently in a remote environment
- Responsive to feedback
- Interested in educators, technology, innovation, and community building
- Comfortable asking questions when expectations are unclear

What the Intern Will Gain

The Social Media Intern will have opportunities to:

- Build a professional communications portfolio
- Develop social media strategy and content-production skills

- Gain experience working with a statewide nonprofit organization
- Learn how communications support events, membership, partnerships, and professional learning
- Connect with educators, technology leaders, presenters, and community partners
- Receive feedback and mentoring from IDEA staff and communications professionals
- Develop examples of published writing, graphics, campaigns, and short-form video
- Strengthen their résumé and LinkedIn profile
- Receive documentation of completed internship responsibilities
- Request a professional reference or recommendation after successfully completing the internship

Internship Details

- **Schedule:** Maximum of 10 hours per week
- **Duration:** Completely flexible
- **Location:** Fully remote
- **Supervisor:** Executive Director, Scott Meech
- **Compensation:** Resume Building Only
- **Eligibility:** Undergraduate and Graduate Students / Recent Graduates / Educator Volunteers

If the internship is offered for academic credit, applicants are responsible for confirming their institution's requirements before accepting the position.

How to Apply

Please submit:

- A current résumé
- A brief cover letter explaining your interest in IDEAIllinois and social media communications

Send application materials to:

Scott Meech
Executive Director
smeech@ideailinois.org