

14-Week Internship Plan

14-WEEK INTERNSHIP PLAN: MEDIA DEPARTMENT – BABY BUMP IMAGING

WEEK 1 – ORIENTATION & BRAND IMMERSION

- ONBOARD WITH TEAM, TOOLS, AND PROCEDURES
- LEARN COMPANY MISSION, TONE, AND AESTHETIC
- REVIEW CURRENT ONLINE PRESENCE AND ENGAGEMENT

WEEK 2 – AUDIT & STRATEGY SETUP

- CONDUCT A FULL AUDIT OF ALL SOCIAL PLATFORMS
- IDENTIFY BRAND VOICE AND CONTENT GAPS
- BEGIN OUTLINING MEDIA GOALS AND KPIs
- MEET WITH LEADERSHIP TO ALIGN VISION

WEEK 3 – PLATFORM SETUP & CONTENT CALENDAR

- LAUNCH/UPDATE ACCOUNTS ON INSTAGRAM, TIKTOK, FACEBOOK
- SET UP BUSINESS TOOLS (ANALYTICS, AUTO-SCHEDULING)
- CREATE FIRST DRAFT OF MONTHLY CONTENT CALENDAR
- BEGIN CONTENT IDEATION SESSIONS

WEEK 4 – VISUAL BRANDING & ASSETS

- DESIGN BRANDED TEMPLATES FOR STORIES, REELS, POSTS
- SHOOT NEW PHOTOGRAPHY AND SHORT VIDEOS ON-SITE
- BEGIN PLANNING HIGHLIGHT COVERS AND EVERGREEN CONTENT
- SOFT-LAUNCH CONTENT WITH TEST AUDIENCE

WEEK 5 – CUSTOMER SERVICE INTEGRATION

- DEVELOP A DRAFT OF THE CUSTOMER SERVICE FLOW (DMs, INQUIRIES, SCHEDULING)
- COLLABORATE WITH STAFF TO ALIGN IN-PERSON AND DIGITAL EXPERIENCES
- BEGIN WRITING SCRIPTS FOR FAQ REPLIES, REVIEW REQUESTS, ETC.

WEEK 6 – CAMPAIGN PLANNING

- BUILD OUT A THEMED CAMPAIGN (E.G. HEARTBEAT BEAR WEEK, GENDER REVEAL TIPS)
- CREATE TEASER POSTS, PROMO CONTENT, AND EDUCATIONAL BLURBS
- COORDINATE WITH TEAM FOR IN-HOUSE PHOTO OPS OR EVENTS

WEEK 7 – MIDPOINT REVIEW & ANALYTICS CHECK-IN

- REVIEW ENGAGEMENT METRICS AND PERFORMANCE
- REFINE CONTENT TYPES BASED ON WHAT'S WORKING
- UPDATE CALENDAR WITH MORE REELS/STORIES/INTERACTIVE ELEMENTS

WEEK 8 – COMMUNITY BUILDING & OUTREACH

- LAUNCH INTERACTIVE STORIES, POLLS, AND Q&As
- EXPLORE COLLABORATIONS WITH LOCAL BUSINESSES OR INFLUENCERS
- INITIATE A TESTIMONIAL SERIES OR SPOTLIGHT FEATURE

WEEK 9 – BLOG OR NEWSLETTER DEVELOPMENT

- PROPOSE A BLOG/NEWSLETTER IDEA TO SHARE SONOGRAM STORIES, CLIENT FAQs, OR PARENTING TIPS
- DRAFT 1-2 ENTRIES OR EMAIL TEMPLATES
- INTEGRATE SIGNUP CALL-TO-ACTIONS INTO SOCIAL POSTS

WEEK 10 – EDUCATIONAL & BEHIND-THE-SCENES CONTENT

- CREATE BTS CONTENT SHOWING SCANNING PROCESS, STAFF INTROS, WHAT TO EXPECT, ETC.
- FOCUS ON HUMANIZING THE BRAND AND EASING CLIENT NERVES
- LAUNCH "MEET THE TECH" OR "SCAN OF THE WEEK" MINI SERIES

WEEK 11 – CUSTOM CONTENT & SEASONAL PUSH

- PLAN CONTENT FOR UPCOMING HOLIDAYS OR SEASONS (MOTHER'S DAY, SUMMER VIBES, ETC.)
- DESIGN AND SCHEDULE PROMOTIONAL GRAPHICS
- RECORD UPBEAT VIDEOS TAILORED TO CURRENT TRENDS

WEEK 12 – REVIEW + FEEDBACK SESSION

- GATHER TEAM FEEDBACK ON CUSTOMER SERVICE SCRIPTS AND DIGITAL TONE
- REVIEW ANALYTICS AND EVALUATE GROWTH VS GOALS
- ADJUST STRATEGIES FOR FINAL WEEKS

WEEK 13 – PORTFOLIO BUILDING & TRAINING GUIDE

- COMPILE YOUR WORK INTO A MINI PORTFOLIO OR MEDIA DECK
- DRAFT A BASIC MEDIA TRAINING GUIDE OR SOP FOR STAFF CONTINUATION
- PROVIDE POSTING SCHEDULE TIPS, BRAND TEMPLATES, AND EXAMPLE SCRIPTS

WEEK 14 – FINAL PRESENTATION & HANDOFF

- PRESENT RESULTS, ANALYTICS, AND PROJECT HIGHLIGHTS
- SUBMIT ALL FILES, TEMPLATES, CALENDARS, AND GUIDES
- CELEBRATE! REFLECT ON GROWTH, WINS, AND LESSONS LEARNED 🎉

WEEK 1 – Orientation & Brand Immersion

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- *Onboard with team, tools, and procedures*As part of my internship, I support event coordination and media production for both in-house and community-based experiences. From planning logistics and designing promotional materials to capturing live moments through photography and social content, I play a hands-on role in bringing each event to life. Whether it's baby showers at Baby Bump Imaging or outreach events with partner organizations, I help ensure everything runs smoothly—and looks great doing it.
- *Learn company mission, tone, and aesthetic*
- *Review current online presence and engagement*

WEEK 2 – Audit & Strategy Setup

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- *Conduct a full audit of all social platforms*
- *Identify brand voice and content gaps*
 - *warm , welcoming, with razzle dazzle*
- *Begin outlining media goals*
 - *First introduce business*
 - *Then employees*
 - *Then fun content*
- *Meet with leadership to align vision*
 - *Leadership agrees with above*

WEEK 3 – Platform Setup & Content Calendar

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- *update accounts on Instagram, TikTok, Facebook*
 - *Tik tok account, i can create the reels and send them to her or just get the login*
- *Set up business tools (analytics, auto-scheduling)*
 - *Review analytics - determine best time to post*
 - *Business cards with QR code - vista print account info*
 - *Auto scheduling - for wed friday and sunday*
- *Create first draft of monthly content calendar*
 - *Send with auto schedule info*
- *Begin content ideation sessions*
 - *Come up with questions to ask and preview content*
 - *Based of engagement*

WEEK 4 – Visual Branding & Assets

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- *Design branded templates for stories, reels, posts*
 - *Bbi image in the beginning– end with link to website*
- *Shoot new photography and short videos on-site*
 - *Sundays meet to shoot new content*
- *Begin planning highlight covers and evergreen content*
- *Soft-launch content with test audience*
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WEEK 5 – Customer Service Integration

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- *Develop a draft of the customer service flow (DMs, inquiries, scheduling)*
 - *Commenting back –*
 - *Instagram responses*
- *Collaborate with staff to align in-person and digital experiences*
 - *June 6th about me's due*
 - *Sign up to be verified*
- *Begin writing scripts for FAQ replies, review requests, etc.*
 - *Update FAQ; possible*
 - *Sunday wordpress review*

WEEK 6 - Campaign Planning

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(This was posted in week 4 for Father's Day in June)

- *Build out a themed campaign (e.g. Heartbeat Bear Week, Gender Reveal Tips)*
- *Create teaser posts, promo content, and educational blurbs*
- *Coordinate with team for in-house photo ops or events*

WEEK 7 – Midpoint Review & Analytics Check-In

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- *Review engagement metrics and performance*
- *Refine content types based on what's working*
- *Update calendar with more reels/stories/interactive elements*

WEEK 8 – Community Building & Outreach

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- *Launch interactive stories, polls, and Q&As*
- *Explore collaborations with local businesses or influencers*
- *Initiate a testimonial series or spotlight feature*

WEEK 9 – Blog or Newsletter Development

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- *Propose a blog/newsletter idea to share sonogram stories, client FAQs, or parenting tips*
- *Draft 1-2 entries or email templates*
- *Integrate signup call-to-actions into social posts*

WEEK 10 – Educational & Behind-the-Scenes Content

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- *Create BTS content showing scanning process, staff intros, what to expect, etc.*
- *Focus on humanizing the brand and easing client nerves*
- *Launch "Meet the Tech" or "Scan of the Week" mini series*

WEEK 11 – Custom Content & Seasonal Push

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- *Plan content for upcoming holidays or seasons (Mother's Day, Summer vibes, etc.)*
- *Design and schedule promotional graphics*
- *Record upbeat videos tailored to current trends*

WEEK 12 – Review + Feedback Session

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- *Gather team feedback on customer service scripts and digital tone*
- *Review analytics and evaluate growth vs goals*
- *Adjust strategies for final weeks*

WEEK 13 – Portfolio Building & Training Guide

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- *Compile your work into a mini portfolio or media deck*
- *Draft a basic media training guide or SOP for staff continuation*
- *Provide posting schedule tips, brand templates, and example scripts*

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