



LA CROSSE (WI)

AAUW La Crosse Social Media Intern

Position Description

The American Association of University Women (AAUW) is the nation's leading voice promoting equity and education for women and girls. Since our founding in 1881, AAUW members have examined and taken positions on the fundamental issues of the day — educational, social, economic, and political.

AAUW La Crosse's Social Media Internship Program is designed to provide experience for students pursuing careers in public relations, social media and marketing or planning on working with non-profit organizations.

Interns will be performing the following tasks:

- Creating new profiles and pages as needed.
- Uploading videos, photo albums, etc.
- Writing and posting blog posts on the website or other social media.
- Tracking the growth of our social media presence.
- Report findings to the board.
- Working with the DEI Intern to develop meaningful posts around her material.

Skills and attributes interns are expected to have:

- Excellent written and verbal communication.
- Be creative with an eye for design.
- Knowledge of social media – Facebook, LinkedIn, YouTube, blogs, etc.
- Willingness to create video blogs, write press releases, and Facebook posts.
- Energy & a desire to come up with fresh ideas on how to grow our online presence.
- Ability to identify a target market and “speak” to that consumer through social media.
- Experience in proofreading and editing.

Skills and Knowledge to be Gained:

- Strategies of working with an organization to promote visibility.
- Awareness of national and local non-profit organizations relating to promoting equity and education for women.
- Creating social media plans and discerning their success.

The AAUW mentor will:

- Provide orientation about AAUW and the social media policies.
- Help the intern as she has questions, needs feedback and provide proofing.
- Create opportunities for the intern to post relevant material and do presentations, if needed.
- Help develop content material.
- Work with the intern to develop goals and a plan of action for the current year.

Remuneration: \$50 per internship, paid at the completion of semester long internship.

Along with your resume, please submit a short (1-2 paragraphs) statement about how this internship would be of value to you to aauwlacrosse@hotmail.com.