

Social Media Internship

Summer 2022

Expectations: You are expected to maintain a regular schedule of attendance - a minimum of 10 interning hours per week (Monday-Friday, 8AM - 4:45PM) is required. These hours can be completed on-site or from home once you complete training and I feel you are ready to do so. At this time, this is an unpaid internship. You can, however, use the hours as volunteer hours or class credit should you need it. (For class credit, you will be required to bring all paperwork needed for me to fill out and sign off on.)

Workload Outline: There are two main aspects of the social media position: photography/design and communications/public relations. Your daily work will vary depending on what needs to be done, but in general, you can expect to do things like photograph our adoptable pets, help draft social media posts, answer general questions about our organization, and write small biographies about pets. You are expected to write with appropriate grammar.

About the Animals: It is vital that you understand the amount of stress both the dogs and cats here are under to better understand their behavior. An overactive, hyper dog is not trying to misbehave, get you dirty, or pull you down when walking him on a leash - he is just trying to get your attention and love. These pups are in small kennels most of their day, which would affect even the most well behaved dog. Please be considerate when commenting on their behavior. Look for the deeper meaning rather than writing off a pet for their aggression, fear, or hyperactivity. Cats are not exempt to this behavioral disclaimer - many cats here are loving, but many come to us feral or absolutely terrified. They deserve your sympathy and patience as we work with them and find them forever homes.

Overall Goal: My goal is to teach you about this job - the ins and outs of what it looks like working for a nonprofit, learning about animals, and working the media side of things. We will primarily use programs/websites like Adobe Lightroom, Canva, Buffer, Wix, and ShelterLuv, as well as posting on popular platforms like TikTok, Instagram, Facebook, Twitter, and Snapchat. We will work together to plan and schedule adoption events, promotions, etc. We have a regular schedule of posts every week that we will work together to fulfill.

Post Schedule: Every weekday, we make approximately 4 posts across our three primary platforms (Instagram, Facebook, and Twitter) - the times vary according to the days of the week. There is a daily adoption post that is made between 5PM and 6PM and is handled by whoever is here (whether it be the intern, Programs Assistant or manager on duty). Attached is a general schedule to go by as far as what we post at each time. This schedule is not set in stone, but is definitely a good formula to abide by. If any of the managers need a post made that throws off the rhythm, we will roll with the punches.

Monday

(#MustHave, #MondayMood, #MeowMonday)

8:30: Pet of the Week

12:

2:

4:



Tuesday

(#ThankfulTuesday, #TonguesOutTuesday, #TipTuesday)

8:30:

10:

12:

2:



Wednesday

(#WhiskerWednesday, #WednesdayWisdom, #WishListWednesday)

8:30:

10:

12:

2:



Thursday

(#ThrowbackThursday, #ThursdayThoughts, #TrickThursday)

8:30:

10:

12:

2:



Friday

(#Friyay, #FridayFeeling, #FosterFriday)

8:30: Foster Friday

10:

12:

2:



Saturday

(#SkillSetSaturday, #Caturday)

10:

12:

2:

4:



Sunday

(#SundayFunday, #SeniorSunday)

10:

12:

2:

4:



Notes