

## **The Source of Hope Internship Program - Social Media Intern**

The Source of Hope is a nonprofit organization dedicated to providing hope, education, health and wellness to individuals in need. Education for Hope is a program that helps provide education and employment-related resources and opportunities to aspiring students of all ages and all backgrounds.

The Source of Hope Internship Program was created to provide meaningful experiences for students in the nonprofit realm. Each position is specially designed to allow students interested in that particular area to gain valuable real-world experience and first-hand experience in the working world.

### **Overview**

Social Media Intern is an entry-level semi-remote hybrid unpaid internship position that is in charge of posting and regulating social media platforms. Creating and designing posts for all types of social media platforms and engaging regularly with the platforms to ensure continual clientele engagement and activity. This is a great opportunity to expand your social media experience and portfolio.

### **Location**

Kitchen: Cornerstone Kitchen, 2815 S Ervay St Dallas, TX 75215

Clinic/Office: The Source of Hope Wellness for Hope Clinic, 1108 W Parker Rd, Ste #102 Plano, TX 75075

The intern will visit at least once a week the clinic/office to meet and complete specific tasks pertaining to their position.

Social Media Intern is required to regularly attend the monthly Serving Hope events held at the kitchen location every fourth Saturday of the month.

All other tasks can be completed at a remote location of their choosing.

This is an unpaid internship but all interns are required to complete a minimum of 6 hours per week and properly record their hours in the hours log sheet provided. Interns may use this internship to reach academic credit and should contact both their academic advisor and The Source of Hope to ensure specific academic requirements are met.

### **Qualifications**

The intern should have:

- Proficiency in social media platforms (Facebook, Instagram, Twitter, Tik Tok, LinkedIn, Snapchat, Youtube, etc.)
- Excellent communication skills both written and verbal
- Can work under pressure, flexible and detail-oriented
- Tech-savvy, creative, critical thinker, problem solver
- Must be responsive, organized, and reliable
- Proven ability to work both independently and in a collaborative environment

- Able to work and learn with practitioners
- Have strong mental fortitude
- Able to manage multiple projects and tasks simultaneously

### **Experience**

The intern must be:

- Either in highschool or be interested in higher education or equivalent
- Interested or have experience in Social Media/Marketing
- Working towards or be interested in pursuing a Bachelors' in Marketing, Communications, or any related field
- Skilled in videography, photography, and editing

### **Responsibilities**

The intern is responsible for, but not limited to the following:

- Posting daily or weekly on all platforms
- Compiling content and designing graphics for new postings
- Collecting and organizing content for new postings
- Collecting and organizing content for new postings during events off-site
- Organizing and planning content for all platforms
- Learning and working with TSOH to develop content
- Creating and editing graphics of all kinds to be used for social media and brand awareness
- Helping in video production, video editing, and publishing
- Helping in streaming services such as podcasts and live streams
- Developing social media strategies with the aim of increasing brand awareness and customer engagement
- Analyzing the long-term needs of the company's social media strategy and offering quarterly reports to the management and executive teams, outlining any necessary changes to the overall digital marketing plan
- Creating captivating content for social media sites, which may include writing blogs, articles, posts, and multimedia content
- Staying up-to-date with the latest social media trends and digital technologies
- Developing monthly reports on emerging social media trends that will be submitted to the management and executive teams
- Monitoring and responding to customer feedback, comments, and social media posts
- Filing and compiling data

All interns are expected to attend and schedule biweekly meetings with their assigned supervisor and attend all monthly meetings and present a report of their progress.

### **Expectations**

The Source of Hope expects all interns to properly and completely finish all tasks assigned by the date due. The Source of Hope strongly encourages cooperation and communication amongst interns and any action taken to disrupt the environment will be taken seriously. The Source of Hope accepts and respects all aspiring students of all backgrounds and will not tolerate any discrimination nor harassment towards any and all members of TSOH, whether family or volunteers.

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Any inquiries or questions relating to TSOH Internship Program should be directed to

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or

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General inquiries should be directed to

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The Source of Hope

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