

Social Media Intern Job Description



About Green Card Voices

Green Card Voices is a non-profit 501(c)3 organization whose mission is sharing the stories of a diverse group of first generation immigrants coming to the United States. Green Card Voices utilizes digital storytelling to share personal narratives of America's immigrants, fostering tolerance and establishing a better understanding between immigrants and their communities. Our dynamic, video-based platform, traveling exhibits, teaching resources, and multimedia books are designed to empower a variety of educational institutions, community groups and individuals alike to acquire first-person perspective about immigrants' lives, increasing the appreciation of the immigrant experience in America.

Position Overview

Green Card Voices is currently seeking a **Social Media Intern** to take responsibility for creating, coordinating, and executing the organization's social media strategy, working across key social media platforms (e.g. Facebook, Instagram, Twitter and LinkedIn). This role will be instrumental in increasing our social media presence and gaining visibility for our brand among the public audience.

Responsibilities

- Manage social media accounts based on a developed plan
- Increase the number of followers and engagements by following and engaging with audience
- Maintain a social media calendar for the next several weeks or months, taking into account major holidays and events, brand happenings, hashtag and social media holidays, and any upcoming cultural events or trendy occasion
- Create, use, and archive visuals that follow GCV brand guidelines
- Develop and create scheduled postings that will go on all social media platforms (e.g. Facebook, Instagram, Twitter and LinkedIn)
- Keep up with relevant trends and internet culture—researching hashtags, articles, stories, podcasts, resources, and more
- Review social media insights and analytics (e.g. Facebook insights to assess trends, Twitter analytics and keyword analysis)
- Adjust postings and content based on analytics to better optimize engagement and outreach
- Work closely and meet weekly with the Communications Manager
- Attend weekly team meetings

Compensation

Part-time (approx. 10-15 h/week), stipend of \$800 within a 3 month period, complimentary parking included, possible extension of role, school credit applicable

Interested parties are encouraged to apply by sending a resume and cover letter via email to Aaliyah Hannah at aaliyah@greencardvoices.org and Shiney Her at shiney@greencardvoices.org