



VIRGINIA  
**TALENT +  
OPPORTUNITY  
PARTNERSHIP**

CREATING PATHWAYS TO PROFESSIONS

## Virginia Intern Day Toolkit



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## What is Virginia Intern Day?

The Virginia Talent + Opportunity Partnership (V-TOP), in collaboration with the State Council of Higher Education for Virginia (SCHEV) and the Virginia Chamber of Commerce, is pleased to announce the second annual Virginia Intern Day on July 27, 2023. Governor Youngkin signed a proclamation recognizing the inaugural Virginia Intern Day on July 28, 2022, aligning with National Intern Day on the last Thursday of July every year. National Intern Day is an opportunity to recognize employers who have provided robust internship programs that benefit our future leaders of tomorrow and highlight interns' pivotal contributions to our ever-changing workforce. This year we are preparing to scale our efforts by engaging even more employers and student interns across the Commonwealth.

## Virginia Intern Day Student Ambassadors Toolkit

We are looking for Virginia Intern Day Student Ambassadors from each college and university in the Commonwealth to serve as representatives or advocates for V+TOP and Virginia Intern Day. The purpose of the role is to spread the word and promote Virginia Intern Day by showcasing their internship in Virginia during the 2022-2023 academic year (including summer 2023). Students should be nominated by their college or universities academic affairs or career services office to participate. Some benefits of becoming a Virginia Intern Day Ambassador include networking opportunities with peers, campus leaders, and employers across the state. In addition, Ambassadors will gain leadership and communication skills that enhance personal and professional growth. Finally, Ambassadors will be internship student advocates representing their higher education institutions, and this opportunity helps to promote internship awareness and participation across college campuses. Have your [students register here](#).

P.S. Don't forget to wear your ambassador t-shirt on Virginia Intern Day!

### Virginia Intern Ambassador Duties:

- Represent their college or university at the regional Virginia Talent + Opportunity Partnership events
- Work closely with the college or university career services and marketing/communication offices to their internship in Virginia during Academic Year 2022-2023 (including summer 2023)
- If posting for the college or university, provide brief digital coverage of students participating in an internship on campus or at a business/organization in Virginia using various social media platforms (Facebook, Instagram, Twitter, and YouTube)
- Create interview-style clips about your internship experience to highlight on the day
- Interview your internship employer and post the clips throughout the day
- Host a "Day in the Life" series on social media

### Virginia Intern Day Ambassador Requirements:

- Enrolled in a college or university as a part-time or full-time student in Virginia
- Excellent communication and interpersonal skills

- Ability to connect with students, faculty, staff, and administrators across campus
- Able to communicate with business leaders and stakeholders within the region
- Able to work independently and in a team
- Able to meet deadlines
- Strong computer literacy and social media etiquette

### Hashtags

- #VirginiaInternDay
- #VID
- #VirginiaInterns
- #NationalInternDay
- #NID
- #VTOP
- #Your Institution

### Follow/Link

- @VirginiaTOPorg
- @GovernorVA
- @Your Institution

### Example Social Media Posts & Timeline

#### *Last Week of June*

Save the date! Virginia Intern Day is coming up on July 27, 2023! I am excited to be a Student Ambassador and share my internship with you! #VirginiaInternDay #VID #NationalInternDay  
(Post with Virginia Intern Day Graphic)

#### *First Week of July*

I found my internship using [*insert how you found your internship*]. I cannot wait to share a day in the life on Virginia Intern Day! Stay Tuned! #VirginiaInternDay #VID #NationalInternDay

#### *Second Week of July*

Thank you to [*insert name of employer*] for hosting me this summer! I cannot wait to celebrate Virginia Intern Day with you! #VirginiaInternDay #VID #NationalInternDay

#### *Third Week of July*

After graduation, I want to become a [*insert job or industry you hope to work in*]. Thanks to my internship, I am better prepared for a full-time job! #VirginiaInternDay #VID #NationalInternDay

#### *Week of Virginia Intern Day*

This week we will celebrate Virginia Intern Day! I can't wait to share my internship experience with you! #VirginiaInternDay #VID #NationalInternDay

I am so grateful for my internship with [insert name]. I have learned [insert what you have learned]. #VirginiaInternDay #VID #NationalInternDay

### *Virginia Intern Day*

*Consider hosting a day in the life by taking videos throughout your day at your internship (With proper employer and IHE permission).*

Today is Virginia Intern Day! Help me celebrate my internship and all of those across the state! #VirginiaInternDay #VID #NationalInternDay. Post a photo of you at your internship with the hashtag #VID on July 27, 2023.

### **Branding Guidelines**

The branding guidelines explain how to use and how not to use our Virginia Intern Day graphics and logos. There are also sample social media posts we encourage you to use and/or make your own.

### **Logos & Badges**

*Virginia Intern Day Graphic*



*Virginia Talent and Opportunity Partnership Logo*



## Employer Toolkit

Thank you for hosting a student as your intern. We ask that you post about your interns and future internship opportunities with your company/organization in the weeks leading up to and on the day. We want to spend the day celebrating your interns and YOU!

### Hashtags

- #VirginiaInternDay
- #VID
- #VirginiaInterns
- #NationalInternDay
- #NID
- #VTOP
- #Your Company/Organization

### Follow/Link

- @VirginiaTOPorg
- @GovernorVA
- @SCHEVnews
- @VAChamber
- @GrowthforVA
- @GOVirginia
- @VACEoutreach
- @Your Company/Organization

### Example Social Media Posts & Timeline

#### Post Weekly until June 30

Save the date. Mark your calendars for Thursday, July 27<sup>th</sup>, to celebrate Virginia Intern Day (VID) in tandem with National Intern Day (NID)! #VirginiaInternDay #VID #NationalInternDay #NID

Are you a Top Virginia Employer for Interns? Complete this [nomination form](#) to be recognized on Virginia Intern Day! #VirginiaInternDay #VID #NationalInternDay #NID. The deadline is June 30.

Stay tuned and visit <https://virginiatop.org/vainternday/> to download our Virginia Intern Day Toolkit to gather ideas to celebrate and post on social media. #VirginiaInternDay #VID #NationalInternDay #NID

#### First Week of July

Get noticed by internship candidates, complete our [nomination form](#) to be considered a Top Virginia Employer for Interns, and get recognition on Virginia Intern Day! #VirginiaInternDay #VID #NationalInternDay #NID (deadline June 30).

H.R. Friends, recognize your internship experience and complete our [nomination form](#) to be considered a Top Virginia Employer for Interns and be recognized on Virginia Intern Day!  
#VirginiaInternDay #VID #NationalInternDay #NID

### Second Week of July

Virginia Intern Day is coming! What do you value most about your student interns?  
#VirginiaInternDay #VID #NationalInternDay #NID

Are you hosting interns? Remember to celebrate them on Virginia Intern Day!  
#VirginiaInternDay #VID #NationalInternDay #NID

### Third Week of July

Next week is Virginia Intern Day! What career tips would you share with your interns?  
#VirginiaInternDay #VID #NationalInternDay #NID

July 27<sup>th</sup> is Virginia Intern Day; how do you plan to celebrate your interns? #VirginiaInternDay  
#VID #NationalInternDay #NID

### Virginia Intern Day

*Consider hosting a day in the life and taking videos throughout your day at your internship.  
Share the proclamation from the Governor's Office.*

*Tag the above links/follows to share each week, days leading to, and on VID.*

Today is Virginia Intern Day! Help me celebrate my internship and all of those across the state!  
#VirginiaInternDay #VID #NationalInternDay

### **Branding Guidelines**

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**Logos & Badges**

*Virginia Intern Day Logo*



*Virginia Talent and Opportunity Partnership Logo*





# Ways to Celebrate

## Institutions of Higher Education

### In-Person Event Ideas

- Host a celebration on campus with your President or Chancellor
- Give your interns swag, goodie bags, etc.

### Virtual Event Ideas

- Have students submit a photo with their Internship Supervisor to post on social media.
- Compile blog posts from your interns and/or featuring your interns and their work, and share them with your company/organization-wide.
- Post a social media "shout out" to your interns.

## Employers

### In-Person Event Ideas

- Offer interns breakfast (i.e., donuts, smoothie bar)
- Take interns out to lunch or send them lunch remotely
- Attend a local event (i.e., a baseball game or a regional event)
- Host Virginia Intern Day Field Day: field-day games at a local park, etc.
- Do something active: hike at a state park, kayak at a local river, etc.
- Volunteer: recognize your interns and support a worthy cause at the same time
- Offer a professional development workshop (i.e., resume review)
- Give your interns swag, goodie bags, etc.
- Offer networking opportunities with senior staff

### Virtual Event Ideas

- Create an appreciation video to say "thank you" to your interns
- Post a social media "shout out" to your interns
- Compile blog posts from your interns and/or featuring your interns and their work, and share them with your company/organization-wide
- Create and share a Google Jam board to post about Virginia Intern Day, your interns' experiences, and/or general career/internship advice
- Make Internship Superlatives you can print or capture a picture of certificates honoring your interns and their hard work
- Host a Kudoboard – little virtual cards supervisors can send to their interns.

## V-TOP Regions and Partners

### In-Person Event Ideas

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- Volunteer: recognize your interns and support a worthy cause at the same time
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**Virtual Event Ideas**

- Create an appreciation video to say “thank you” to your interns
- Post a social media “shout out” to your interns
- Compile blog posts from your interns and/or featuring your interns and their work, and share them with your company/organization-wide

**Questions?**

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