

Social Media Toolkit for Employers



Campaign Overview:

As we prepare for Virginia Intern Day (VID) on July 25th, we need your help to create and share content about your internship program and your interns.

Goals:

- Post at least two times a week.
- Create content related to your internship program.
- Engage with students/future interns.
- Repost relevant information on stories.

Hashtags:

- #VirginiaInternDay
- #VID
- #(organization name) interns

Accounts to Follow:

- @Vatalent_op
- @VAChamber
- @Growth4VA
- Colleges or Universities in Virginia



Objectives

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Primary	Boost awareness of Virginia Intern Day.
Secondary	Share how students could benefit from an internship experience.



Platforms

Platform Names	Types of Content
Instagram	Grid and story posts
Facebook	Timeline and reels



Content ideas

Idea	Description	Example(s)
Social media “takeover”	<p>Have your current intern(s) take over your social media accounts (Instagram story, for example) to make content from their perspective.</p>	<p>https://www.instagram.com/p/C5YWitgL07Z/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==</p>
Feature/Q&A	<p>Have your interns answer questions in short video form to spotlight different aspects of their internship experience OR have staff talk about your internship program.</p> <p>Pick 4-5; feel free to make your own questions!</p> <ul style="list-style-type: none"> ● What motivated you to apply for this internship? ● Can you share a specific highlight or memorable moment from your internship experience? ● Do you feel more prepared for future professional opportunities? ● Was your internship experience what you expected it to be? Why or why not? ● Were there any unexpected lessons or experiences that stood out to you during your internship? ● What advice would you give to future interns in this role or at this company? 	<p>https://www.instagram.com/p/Czb11ZQO7Dq/?utm_source=ig_web_copy_link</p>
“Day in the life”	<p>Have your staff or your interns chronicle a day in the life of an intern at your organization—tell us what you do, what working</p>	<p>https://www.tiktok.com/@benefitcosmeticscanada/video/7188230416736750853</p>

at the office may be like, where you lunch, what your schedule looks like, etc.

The goal is to show the company's culture in action: what does working here look like?

Make a "meme"

Create a funny post about your internship program that is work-appropriate.

Now is the time to get creative and have a little fun! Just make sure that it still aligns with the organization's values and voice.



Site with meme templates that could be helpful:

<https://imgflip.com/memetemplates>