

# Social Media Toolkit for Institutions



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## Campaign Overview:

As we prepare for Virginia Intern Day (VID) on July 25th, we need your help to create and share content about where your students are interning and why it is important to complete an internship.

## Goals:

- Post at least two times a week.
- Create content related to why internships are important.
- Engage with students and employers hiring your students.
- Repost relevant information on stories.

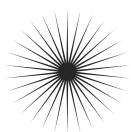
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## Hashtags:

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

## Accounts to Follow:

- @Vatalent\_op
- @VAChamber
- @Growth4VA
- Employers in Virginia



## *Objectives*

	<b>Objectives</b>
<b>Primary</b>	Boost awareness of Virginia Intern Day.
<b>Secondary</b>	Share how students could benefit from an internship experience.



## *Platforms*

<b>Platform Names</b>	<b>Types of Content</b>
Instagram	Grid and story posts
Facebook	Timeline and reels



## *Content ideas*

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

do, what working at the office may be like, where you eat 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 work-appropriate internships.

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



Site with meme templates that could be helpful:

<https://imgflip.com/memetemplates>