

Social Media Toolkit for Student Intern Ambassadors



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 experience.

Goals:

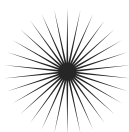
- Post at least two times a week.
- Create content related to your internship.
- Engage with institution and employer accounts.
- Repost relevant information on stories.

Hashtags:

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

Accounts to Follow:

- @Vatalent_op
- @VAChamber
- @Growth4VA
- Your Internship Company
- Your College or University



Objectives

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Primary	Boost awareness of Virginia Intern Day.
Secondary	Share how you and other 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>Interns take over their internship's social media accounts (Instagram story, for example) to create 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>Answer questions in a short video form to spotlight different aspects of your internship experience.</p> <p>Pick 4-5; feel free to draft 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>Chronicle a day in the life of an intern at your organization—tell us what you do, what working at the office may be like, where you lunch, what your schedule looks like, etc.</p>	<p>https://www.tiktok.com/@benefitcosmeticscanada/video/7188230416736750853</p>

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 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/mememplates>