**College of Social and Behavioral Sciences**

**School of Communication Phone: 928-523-2232**

**PO Box 5619 Fax: 928-523-1505**

**Flagstaff, AZ 86011-5619**

**Internship Information Guidelines**

Thank you for your interest in providing one of our students with an internship. Please provide the following information so that we can publish this information in several locations accessible to interested students. Please feel free to respond on this form and send it back to us via email at school.communication@nau.edu. Please copy Norm.Medoff@nau.edu and Richard.Lei@nau.edu on this email.

Organization offering internship: NAU Social Media, NAU Office of Public Affairs

Contact information (name/address/): Maria DeCabooter, 928-202-1683

**When internship is to take place** (Fall, Spring, Summer, Ongoing): Ongoing

**Type of Internship Offered** (Internship Title and Responsibilities): Social Media and Digital Communications Intern

**Paid/Unpaid** (if paid, please put type of payment e.g. stipend or salary): Unpaid

**Total number of hours of work per week**: 10 hours a week

**Total number of weeks** (an academic semester for fall or spring is 16 weeks long, for the summer it is 12 weeks long): 16 weeks for fall/spring semester; 12 weeks in the summer

**Special skills required** (e.g. web design, Excel, Powerpoint, etc.):

The position requires creative thinkers who can work independently and as part of a team. Preferred experience in graphic design, content creation, photo and video editing and digital strategy. Prior experience with social media tools and Adobe Creative Suite a plus.

**Please provide any additional information for interested students:**

Students must have a minimum of a 2.5 GPA (on a 4.0 scale) and be seniors (89 credit hours) in order to qualify for formal internship credit. Students who have not achieved senior status are able to qualify for formal internship credit on a case-by-case basis.

Thank for your interest in our students. We look forward to working with you.

Norman J. Medoff, Ph.D. Richard Lei

Professor and Director Professor

Internship Coordinator Internship Coordinator

School of Communication School of Communication

College of Social and Behavioral Sciences College of Social and Behavioral Sciences

Phone: 928-523-8257 Phone: 928-523-2490

# NAU Social Media Intern



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**NAU Social Media**

The Lumberjack community is a large online community. Students, faculty, alumni, colleges and organizations are all voices for Northern Arizona University. Through the strategic use of social media, we can reinforce who we are and what we are all about.

Why we use social media:

* To build online awareness of the Lumberjack brand
* To foster a sense of community among NAU’s audiences
* To serve as a resource to our audience

# The Internship

NAU’s Office of Public Affairs is responsible for creating awareness and affinity on behalf of the university through the use of storytelling on the web and in social media. The social media intern will assist in brainstorming, creating and producing online content across several mediums. In the process, the intern will gain valuable knowledge in authentic content creation.

Hours per week: The social media intern will work 10 hours per week during the semester and receive three credit hours. The intern must work with their academic adviser to complete requirements of their major and course plan.

 Responsibilities:

* Assist the social media staff in the brainstorming and development of social media content, promotions and campaigns
* Suggest social media postings from student events/experiences for NAU social media accounts
* Contribute to day-to-day candid coverage of campus activities as well as special events
* Help to organize and maintain a library of photos and video for social media use
* Capture meaningful moments during events and activities for live social media coverage
* Create multimedia content for use on various channels
* Monitor trends in social media applications, tools and strategies
* Assist in keeping NAU’s social media directory up to date
* Perform other duties, as assigned

Desired Skills: All applicants must be creative self-starters who are passionate about NAU. If you can write concise and creative copy, know what gets shared on Facebook, double-tapped on Instagram and retweeted on Twitter, apply for our social media team and share why Lumberjack life is the best life.

Qualifications: Applicants must be in good standing and have completed two semesters at NAU. Prior experience with social media engagement on behalf of an organization or brand is preferred. Open to all majors. Preferred areas of study: Communication, Digital Media, Marketing, Photography and Public Relations.

Apply [here](http://nau.edu/Social-Media/Internships/).

# Contact:

Intern Supervisor: Maria DeCabooter

Maria.DeCabooter@nau.edu 928.202.1683