Social Media Internship at the Idaho State Museum

**Scope:** Assist in the management of social media presence for the newly re-opened Idaho State Museum. Use current social media trends to influence a social media strategy that builds awareness of the Museum while growing social media presence. This intern will gain valuable experience working in the Museum and acquire hands on skills related to creating and sustaining an online social audience, focusing primarily on Facebook Instagram, and Twitter.

**Dates:** Spring 2019

**Responsibilities:**

- Attend monthly Agency-wide Communication & Development meetings and weekly Museum staff meetings to identify social media opportunities (if schedule permits).
- Contribute to and organize a social media content calendar based on the recommended framework provided by ISHS Marketing and Communications Officer.
- Identify content to tie into national and institutional holidays and events that align with the branding and mission of the Museum.
- Work with Museum Administrator and Marketing and Communications Officer to answer questions and comments on social media promptly and accurately.
- Develop reports to track and analyze social media performance
- Coordinate special social media events (for example “Ask a Curator” live stream event)
- Develop systems for Museum staff to request social media assistance
- Attend Museum special events to contribute to social media

**Minimum Requirements:**

- Familiarity with social media platforms

**Work Setting and Schedule:** This intern will not be obligated to use personal devices for work social media and not required to respond outside of regular work hours. Work schedule can be flexible, but because of the
nature of social media the intern must do frequent check-ins on all social media platforms.

This intern will report to the Museum Administrator and have a work space at the Museum, but also work closely with the ISHS Marketing and Communications Officer.

**To apply:** Send resume and interest letter to Liz Hobson, Museum Administrator liz.hobson@ishs.idaho.gov