



Social Media Planner

Department/Organization Name: Dean of Students Office

Micro-Internship Type: Marketing

Project Description:

The Office of the Dean of Students social media presence is inconsistent and sporadic. The micro-intern will create a social media/marketing plan for the Office of the Dean of Students that will propose an activity timeline, suggested content attractive to intended audience (students, parents, prospective students), and metrics that will help determine effectiveness of the plan. Upon conclusion of the micro-internship, the student will have delivered a social media/marketing plan (Social Media playbook) that will be easy to follow by the current and future employees of the office who manage the social media accounts. A desirable outcome is elevating the "brand" of the Dean of Students Office. This micro-internship has the potential to turn into an employment opportunity (student wages).

Necessary Skills:

Understanding of Instagram and Facebook and how traditional college-aged students interface with each

-Marketing concept application to elevate the DOS brand and expand reach via social media

Desired Majors: Marketing Major or Social Media Minor

Approximate Length, Duration, & Format: Spring Semester (Jan-May); 6hrs per week over 4 weeks; Hybrid

Payment: \$250 upon completion of the micro-internship

Contact: Dr. Stephen Rupprecht, Assistant Vice President and Dean of Students

Email: deanofstudents@kutztown.edu