



MICRO-INTERNSHIP PROGRAM

Marketing Strategies for Viva Counseling LLC Virtual Private Practice

Project Description:

1. Research current mental health trends and brainstorm engaging, platform-specific post ideas for Instagram, Facebook, and LinkedIn.
2. Build out a simple social media content calendar, design basic visual assets using tools like Canva, and draft educational, short-form captions.
3. Conduct keyword research, identify opportunities to boost website visibility, and track basic marketing efforts to see what drives client engagement.
4. Evaluate the existing website layout to suggest improvements for messaging clarity, brand voice consistency, and overall client booking experience.
5. Identify ways to improve digital presence via Google and research directories and referral opportunities for therapists.

Preferred Skills: Students studying Marketing, Communications, Digital Marketing, Public Relations, Social Media, Business, Graphic Design, or Entrepreneurship

1. Canva, Instagram, Facebook, Google Workspace
2. Basic social media strategy and content creation
3. Writing/editing
4. Basic SEO knowledge
5. Research and organization
6. An eye for clean, professional design

Approximate Length: Approximately 40 hours during the Fall semester (Sept-Dec); Winter Break (Dec-Jan)

Format: Remote (preferred)

Payment: Upon completion of the micro-internship, a \$250 stipend will be released to the student by the KU Foundation

Contact Information: Applicants should submit a resume to Victoria McGinn at vlvanburen@gmail.com