

XPD – Experience & Professional Development

Micro-Internships for Social Media Specialists

We've identified the most common responsibilities outlined in social media specialist job descriptions:



- Manage and oversee social media content calendar across all platforms
- Continuously improve campaigns by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Stay up to date with latest social media best practices and technologies
- Collaborate with Marketing, Sales and Product Development teams
- Generate, edit, publish and share daily content (text, video, images, etc.) that builds meaningful connections and encourages community members to take action
- Monitor SEO and user engagement and suggest content optimization
- Excellent writing, editing, presentation and communication skills

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

Skills listed below could be used as "qualifications" or requirements as you complete the [Micro-Internship Form](#).

DESCRIPTION	SKILLS	
Manage and oversee social media content calendar across all platforms	Organization	Initiative
Continuously improve campaigns by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information	Grit/Drive	Analytical thinking
Collaborate with Marketing, Sales and Product Development teams	Team player	Networking
Generate, edit, publish and share daily content (text, video, images, etc.) that builds meaningful connections and encourages community members to take action	Creativity	Empathy
Monitor SEO and user engagement and suggest content optimization	Problem solving	Execution
Excellent writing, editing, presentation, and communication skills	Communication	Attention to detail

SAMPLE PROJECTS

Content Calendar	We would like you to create a social media content calendar for our specific department with two posts per day for the next month. The posts should have a good mix of thought leadership, industry information, and promotional content (which we will provide). Please provide rationale behind your suggested posts and choice of social media platform. We will discuss the specific messaging that should be in your posts upon kickoff.
Influencer Engagement	We would like you to identify 50 social media influencers on Instagram and Twitter in a specific space based upon their following and shared interests. Once you identify these influencers, craft ten potential posts/tweets we could make to engage with them and three campaign ideas to co-post with any one of the identified influencers.
Competitive Analysis	We would like you to research ten key competitive products in a specific market. For each, highlight the key similarities and difference (real and as marketed) and outline the social media efforts associated with each, including key messaging, features highlighted, pre-announcements, etc. In addition to the outbound efforts driven by the company, please capture the insights (positive and negative) provided by customers and highlight any key trends.

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XPD- EXPERIENCE & PROFESSIONAL DEVELOPMENT
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