SOCIAL MEDIA INTERNSHIP

Housed within NYU’s Office of Interactive Media, HashtagNYU shares NYU story one post, tweet, and video at a time on Facebook, Twitter, Tumblr, Instagram, Foursquare, YouTube, Google+, Pinterest, and Spotify.

Social media interns find, curate, compose, pitch, and publish all of the content to be posted on our social platforms. They are required to attend team meetings throughout the semester, as well as weekly content meetings.

RESPONSIBILITIES

• Write and edit blog posts for Tumblr according to preassigned due dates
• Compose social media posts for Facebook, Twitter, and Google+
• Research, curate, rewrite, and pitch third-party content within assigned beats for Twitter
• Capture Instagram-worthy photos and publish Snapchat contents
• Develop and edit content for Pinterest, Spotify, and Foursquare as assigned
• Engage and interact with our audience (e.g., reply to tweets, like posts, comment on photos)
• Monitor and track conversations on social platforms
• Compile analytics reports based on content and engagement data
• Live-tweet NYU and industry events as assigned
• Meet and consult with various student groups and NYU departments regarding social media strategies
• Complete social media projects as assigned

OUR IDEAL INTERN

• Reflects an outgoing personality, with a great sense of humor and positive attitude
• Eagerly shares the NYU story and is proud to be a member of the NYU community
• Lives and breathes social media (and can introduce us to cute animal videos)
• Keeps up with news and trends in the digital media world
• Rapidly adopts new technologies, processes, and tools
• Embraces feedback and iterative processes
• Actively takes initiative on tasks and independent and team projects
• Effectively articulates ideas and communicates needs
• Works productively both remotely and in an office environment
• Thinks boldly and creatively and is unafraid to challenge everything
• Thrives in an ultra-collaborative environment with a willingness to lead, and by led by, peers
• Can teach us something new and awesome (anything, really!)
• Personifies our Culture Code

INTERESTED?

To apply, fill out the online application available at http://bit.ly/hashtaginterns