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Social and Digital Media Intern - Bastrop, TX   **Social and Digital Media Intern**

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 01-Feb-2017 to 02-Apr-2017 (CST)  
 Sales  
 Bastrop, TX, USA

\$ 7.25  
 Hourly  
 Part Time

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The Social and Digital Media Intern will play an active role in the development of Lost Pines Toyota's online community. The intern will assist in maintaining Lost Pines Toyota's presence on various social media platforms and help create and publish content that is relevant to our customer base. He/she will regularly analyze and report on the activity on social media networks as well as the Lost Pines Toyota website.

He/she will also assist in maintaining Lost Pines Toyota's archive of digital images, videos, and other content. The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

### RESPONSIBILITIES

#### SOCIAL MEDIA

- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our Facebook and Twitter page in a manner that invites conversation and interaction.
- Completes other social media projects as assigned.

#### DIGITAL MEDIA

- Takes pictures and videos of training events to be developed into content for the Lost Pines Toyota website, Facebook and Twitter pages.
- Uploads Lost Pines Toyota photos and videos to the appropriate server or DropBox account.
- Organizes and archives digital images and videos.
- Completes other digital media projects as assigned.
- Research
- Regularly observes the online activity of model organizations researches and reports on "social media best practices".
- Completes other research projects as assigned.

#### ANALYTICS & REPORTING

### Apply Now

**\* Fields Are Required About You:**

First Name\*

Initial

Last Name\*

**Contact Info:**

Email\*

Confirm Email\*

Phone Number\*

Cell

**Address:**

Street Address Line 1\*

Street Address Line 2

United States

Texas

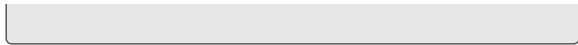
City\*

Zip/Postal\*

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- Uses Google Analytics to assess trends and activity on the Lost Pines Toyota website.
- Uses Facebook Insights to assess trends and activity on the Lost Pines Toyota Facebook page.
- Uses Twitter Analytics to assess trends and activity on the Lost Pines Toyota Twitter page.
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.



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**REQUIREMENTS**

Creative self-starter who is comfortable with both taking initiative and working in collaboration.

Detail oriented with strong written and verbal communication skills.

Experience with Microsoft applications, basic photo-editing and video-editing software, and internet browsers. Experience with Photoshop and InDesign a plus.

Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Google+ and LinkedIn.

Available to work 15 hours per week between the hours of 9:00am and 5:00pm.

**ELIGIBILITY**

This is a part-time internship. Candidates should maintain a positive attitude under pressure, exhibit a strong work ethic, and enjoy working with a wide range of personalities. Most importantly, the candidate should be flexible and willing to take on multiple tasks in a start-up environment. This internship will benefit someone who is interested in marketing, education, community relations, and audience development.