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### Internship Learning Objectives

**Objective 1: By the end of the internship I will be able to identify a target demographic for the client and curate content for their social media platforms.**

It is important as a social media marketer to be able to curate content. There is more to social media than a clever tag line and a few emojis, it takes a little bit of skill. I will be able to do this by paying attention to my client's target audience and figure out the best platform to reach them on. Although content is everywhere, it can often seem like a daunting task when you have an idea what you are looking for and for whom. At the internship, it is important that you pay attention to the client's needs, who they want to target, their skills, or even their favorite things. This makes it easier to narrow down what content to look for or possibly create. To measure this we would have to pay attention to the interactions and engagement with the client's followers. Luckily, sites like Twitter provide us with the analytics we need to see how the process is going. It's quicker as well; we can target a low numbers daily and find better content to put out into the world of social media.

**Objective 2: Before the internship is over, I will demonstrate how to effectively brand a client's Twitter profile.**

As of right now, I have had the chance to watch the Twitter presence of my client quadruple in a matter of six weeks with the company. This is important not only for the client but it is also a big deal for my position in this internship as well. The client has now gained three times the amount of his original followers on all of his social media platforms and is getting the attention he needs to move forward with his career. It is important for my position because it sets the standard for future clients in the pipeline. This is a new brand development company and to see numbers soar like that and to be able to maintain those numbers means a great deal to the hard work the team

has done. The client success is measured by analytics given to us by the social media site. They cover interaction, impressions, engagement, how many times the profile was viewed, they most popular tweet, and even how many retweets they get in an hour. We take those numbers, which is usually weekly, and pinpoint where something went right or went wrong. The true measure of success is when a client is getting the feedback from influencers or followers that they did not receive before.

**Objective 3: By the end of semester I will understand all the aspects of running a Social Media Marketing business.**

It is important that I learn how to efficiently and effectively run a business, especially since this is my field of choice. I have the opportunity to be an intern for a growing brand development company and that means that once this internship is over. My supervisor teaches me a variety of things from writing a business plan to learning how to properly introduce yourself at a networking event, things that I did not know how to do on a professional level. I am very lucky to be working with her as she builds her business from the ground up; it gives me an opportunity to see how she goes through her creative process and to see how she handles different situations. This is a really good thing because I get to experience success and failure, but I learn how to deal with it from a professional perspective. Although I have dreams to someday brand myself and launch my own business, the closest I can get to running a business is to run the social media department on my own. In order for me to accomplish that goal I have to be able to lead a group of my peers in successfully launching a client's social media campaign. The success of the campaign can be measured by analytic from the social sites, the client's feedback from the campaign, and also the feedback from the target audience or influencer.

**Objective 4: By the end of the internship I will be able to develop an internal social policy, including management, time, as well as how frequent we post.**

Time management has been an issue for the company, especially with it being a new one and finding the right rhythm. We are trying to find that rhythm to help boost our client's social media presence. We have found that creating a content calendar has been the most efficient way to keep us on top of the workload we have to get through. The goal is to find and create content at the top of the week and by the middle of the week, we should have everything scheduled to go out for at least three weeks in advance. With the help of third party social media management programs, it has made my job as an intern a lot easier. Not only am I able to schedule post for days or even weeks in advance, I can look at the analytics and figure out what times are the best times to post. This helps us maximize our time in the day as well give our client the optimal social media impact. We have also found that simply posting for an hour a day on Twitter and a post a day on Instagram has given us our best results.

**Supervisor S-signature** (/Chernise Harris/):