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### Evaluation of Learning Objectives

**Objective One: 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**

I was able to meet this objective and I did so very quickly. Social media is such a fast paced field and my boss relied on me to curate content on a daily basis. I learned that targeting your audience isn't just tweeting about what they want to see, but using hashtags to attract them was more important than anything. I learned this by reading the articles my boss would send me to strengthen me as a marketer, as well as testing it out every day on the job. The whole goal of the subset of the company that I work in is to increase the social media presence of our client and I was able to do that during my time there. Not only has our team found a niche audience for the client, we also curated some really awesome content for them as well. My boss has given me praises for the work I do. She appreciates how efficient and creative I am but I struggle with time management, and she had to implement a system to make sure I was getting things done by the deadline. My client was impressed by how well I knew how to navigate through social media and was excited about all the new people they were able to reach.

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

Unfortunately, I haven't been able to meet this objective yet. I am about to start the last phase of my client's campaign and I believe I will know by the end of it if I was able to effectively brand his Twitter profile. I learned that branding can't be done overnight, it takes time to develop these things. My boss would remind me that we work on a weekly system and that I would see the client's growth by the end of his campaign (6 months). I would say my progress towards this objective meets the overall mission of our company. We want to make sure our client is

developed and ready to take the industry on full force. I am glad that I received positive feedback from my boss even though I haven't met this objective.

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

I am excited to say that I have met this objective and the outcome was great. I learned that social media marketing was more than just tweeting or posting a status on Facebook, real work actually had to be put into it. I had to set up social media strategies, curate/create content, schedule post, do research, and polish up profiles. I learned all of this from articles, prior knowledge, and google. I can say that it pays to be a millennial in this field, access to information is unlimited. I am now able to teach all of our incoming clients how to successfully set up their social media profiles and the work that goes into growing your internet presence! When working for a new company, goals and objectives change all the time and you just have to learn how to adjust. My boss was very pleased with me when it came to my ability to adapt. She has put enough trust in me to not only join the team permanently, but I will also be in charge of running the social media management portion of the department.

**Objective Four: 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.**

I was able to meet this objective but it took a lot of trial and error. I had to learn that it was ok to test different management programs until we found one that would help us maximize our work day. Through research, I was able to narrow it down to one program and link all the social media profiles I was managing to effectively track our progress. The goal for us is to increase our client's social media presence and that meant scheduling content to post at the best times for maximum impact. I was able to do this by following a content calendar and scheduling content for as far as one month in advance. Although my boss was happy with my work, she wasn't

pleased with all the time spent on researching, creating, and curating content. We just launched our own social media management program that will allow our clients to do it on their own and I will be teaching them how to set it up and monitor it.