SPARK Museum of Electrical Invention

**Social Media Intern Job Description**

* Spend time in the galleries/on the floor watching for photo opportunities. Identify themselves as working with the Museums Social Media and request permission before all photos are taken. Obtain release waivers if necessary.
* Build a cache of photos that can be used well into the future without having to repeat photos very often.
* Develop a marketing plan for the year: New goal each Month. (Example: October you target at least 8 posts towards the museum being a great place for rainy weather/indoor activities. November you target at least 8 posts towards being thankful for our volunteers and promoting others to volunteer here. December you Target at least 8 posts toward the gift store highlighting unique gifts.)
* Create 2 blog posts per month (at least one that matches the marketing goal for the month.) These posts can be about items, people, relevant events, museum history, related themes, etc.
* Monitor analytics to see what kind of posts do well and help develop policy that best serves the museum for future employees or interns.
* Develop events, days, hashtags, contests, etc. that encourage museum visitors to share their experiences on social media as a means of promotion. (Free advertising!)
* Attend any Museum related special events with the intent of promoting them on Social Media.
* Connect with other local institutions on all social media platforms. Engage with their content as often as possible and occasionally promote it.
* Respond to all guest comments, questions, check ins, shares, etc.
* Hours: Approx. 5 hours per week
	+ A lot of work can be done remotely however, it is important to spend a significant amount of time here in order to get a feel for the museum, the tone we want to convey, our institutional values, and what makes us unique and important.

**Facebook Posting Policy**

* Create a number of posts that work towards a marketing goal. Number to be decided with Intern Coordinator.
* Posting goal should be once a day. Occasional 1-2 day gaps are acceptable.
* Respond to all visitor comments and questions in a manner that reflects the Museum well.
* Every post should be accompanied by an image, video, gif, or otherwise visual content.
* Posts should be varied in their type. Informative, funny, calls to actions, invitations to visit, etc.

**Instagram Posting Policy**

* Posting goal should be 2-3 times a week.
* Use Gramblr to schedule posts in advance if necessary.
* Try to post in the moment shots as possible. (during events and while on the floor)
* Try not always use the same content across all social media platforms, all the time. (some overlap is okay.)
* Use appropriate hashtags to try to broaden your reach.