



## **Social Media Intern**

Test Positive Aware Network

The Social Media Intern will work directly with TPAN's communications manager and development staff to maintain the agency's presence on social media sites (primarily Facebook and Instagram). The intern will curate and create content that starts conversations online, and encourage social media followers to engage more with TPAN.

### **The Social Media Intern will learn:**

- Best practices for monitoring and posting on social networks for a nonprofit
- How to write and create targeted content for TPAN online community
- Workflow for social media communications
- Fundraising and recruitment promotion
- Tracking and analysis of social media networks
- Effective communication of analytics

### **Qualifications:**

- Current enrollment in a graduate or undergraduate program
- Extremely proficient in social networking and online communications with documented Facebook and Instagram experience
- Exceptional writing ability
- Detail-oriented and self-motivated
- Ability to work in a group setting
- Ability to prioritize tasks and handle numerous assignments simultaneously
- Proficient in Microsoft Office, internet applications, and graphics programs (Photoshop preferred)
- Experience volunteering with a non-profit organizations desired
- Working knowledge or familiarity with HIV/AIDS and LGBTQ communities and comfort working in this sphere

This internship is unpaid. The intern will receive necessary training and staff supervision. Communications, Marketing, and Journalism majors are encouraged to apply. Individuals who identify with the LBGTQ community, as people of color and/or are living with HIV are especially welcome to apply.

### **About TPAN:**

For 30 years, TPAN has been a safe, trusted space for those living with or vulnerable to HIV, hepatitis C and other related health conditions. Our mission is to care for the whole person, not just the diagnosis. We take the extra step to meet our clients' needs through education, client advocacy, emotional and crisis support, referrals and more.

Every service we offer is free. Our doors are open to all in need, from 18-year-olds to seniors, regardless of income. We go above and beyond for those we serve, making sure each person has the tools and resources they need to achieve their best future.

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