



## Digital Outreach Intern

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**Canopy** is an environmental nonprofit that plants and cares for trees where people need them the most. Our mission is to bring the life-giving benefits of trees to the schools, neighborhoods, and public spaces of the San Francisco Mid-Peninsula.

**Position Title:** Digital Outreach Intern (unpaid)

**Position Summary:** Canopy is looking for a creative, self-motivated, and energetic individual to help build Canopy's digital presence by engaging key audiences on social media platforms. Under the supervision of Communications staff, the primary responsibilities of the Digital Outreach Intern are to prepare and publish content to Canopy's various social media channels. The Digital Outreach Intern will also explore and report on analytics/insights to help guide future strategies.

**Time commitment:** 10-15 hours a week for Fall 2017 semester (with option to continue for multiple terms). This is an unpaid position. Hours are flexible with the option to do some work remotely; need to work from Canopy office at least once per week

### **Duties and Responsibilities:**

With guidance and supervision from Canopy staff, the Digital Outreach Intern will:

- Based on weekly themes, research and craft content for social media posts that align with Canopy's brand and messaging
- Post three times per week on Facebook, Twitter, and Instagram
- Explore social media analytics to identify what types of content best engage Canopy audiences
- Using social media campaigns or other strategies, find creative ways to build social media audiences.
- *Optional:* attend Canopy events to gather photos and post live

### **Qualifications and Experience:**

- Strong interest in social media communications
- Experience with social media platforms, especially Facebook, Twitter, and Instagram
- Excellent communicator (written and verbal)
- Familiarity with (or willingness to learn) analytics and content management tools such as Facebook Insights, Twitter Analytics, Hootsuite, and Latergram
- Team-oriented and a self-starter

**To apply:** Please email a résumé and cover letter to, [shannon@canopy.org](mailto:shannon@canopy.org), and copy [maika@canopy.org](mailto:maika@canopy.org), with "Digital Outreach Intern Application" in the subject line.

**Thank You!**