

Social Media Analysis and Support for the Bureau of Economic and Business Affairs



Project Title	Social Media Analysis and Support for the Bureau of Economic and Business Affairs
Project Summary	Assist in analyzing and contributing to the bureau's social media strategy by monitoring metrics of the Bureau's social media platforms, strategizing effective online marketing campaigns, and crafting compelling social media messaging.
Country	United States
Agency	Department of State
DoS Office	EB/EPPD/PD
Post	N/A
Section	N/A
Number of Interns	2

Project Description

Nowadays, foreign policy and economic policy are inextricably linked, and the Bureau of Economic and Business Affairs is the heart of economic diplomacy for the State Department. From trade negotiations to aviation agreements to financial sanctions that help disrupt terrorist financing, the issues that our diplomats work on end up on news feeds all around the world.

However, the increasingly crowded media landscape makes it harder and harder to have our voices heard. Therefore, we are seeking a talented social media content creator who could help the Bureau continue to expand its social media reach by analyzing existing content and audiences, developing relevant content that is timely and interesting, presenting foreign economic policy issues in a way that surprises and engages the audience, and ultimately, increasing the number of the Bureau's social media followers.

Desired Skills Interests

Skill

Adobe Photoshop

Data analysis

Digital media

Marketing

Market Analysis

Writing

Social Media

Additional Information

The eIntern's portfolio will include:

- Providing regular reports and analysis on activity on twitter and Facebook accounts -- Which posts got the most engagement on which medium?
- Research ways to improve social media performance; continue implementation of the Bureau's social media strategy and consider additional ways to attract new/non-traditional followers.
- Assisting with the planning and implementation of social media campaigns for the Bureau's top economic policies and initiatives.
- Creating a regular calendar of social media content that follow well-known conventions like #FF (Follow Friday), #TBT (Throwback Thursday), popular holidays, etc.

Depending on the eIntern's technical skills and background, other activities could include compiling an influencers list, creating infographics, and editing pictures and/or video. The intern will have an opportunity to brief the Bureau's senior leadership on results and outcomes.

The Bureau's social media platforms currently include a Facebook page and two Twitter feeds; one for the Bureau and one for the Bureau's Assistant Secretary. The combined reach of over 60,000 fans and followers presents a great opportunity. We worked successfully with a previous intern to analyze our social media accounts and suggest improvements. This year, the Bureau is seeking an eIntern to implement elements of that strategy and to work on developing and implementing various social media campaigns throughout the year.

Language Requirements

None