



Azerbaijan: Social Media Outreach and Analysis

Project Title	Azerbaijan: Social Media Outreach and Analysis
Project Summary	Develop social media content and conduct outreach analyses for Embassy Baku Facebook and Twitter pages to facilitate greater engagement and mutual understanding between Azerbaijanis and Americans.
Country	Azerbaijan
Agency	Department of State
DoS Office	N/A
Post	BAKU
Section	PAS
Number of Interns	2

Project Description

You will work with the Embassy Baku Public Affairs Section (PAS) to develop social media content and conduct outreach analyses for the Embassy Facebook and Twitter pages. Making these social networking sites more engaging will advance PAS Baku’s strategic priorities of increasing mutual understanding and building people-to-people connections between Azerbaijanis and Americans.

PAS Baku will work with you to think creatively about how to generate greater interest in the Embassy Baku social media platforms. You will draft Facebook posts and tweets that include fun facts about America, American culture, multiculturalism and tolerance in America, the English language, etc.—but think outside the box! In addition, you will monitor traffic on the Embassy pages and provide brief written analyses recommending ways to improve outreach on Facebook and Twitter. The Embassy supervisor will review your proposed texts before sending them to the PAS Baku social media team for posting.

Desired Skills Interests

- Skill
- Twitter
- Communication Skills

writing

Facebook

Social Media

creativity

basic math

Additional Information

As Embassy Baku continues to develop its social media presence, this e-internship is a fantastic opportunity for you to help shape the way Facebook and Twitter users perceive the United States. You will be given a fair amount of autonomy, so you can really exercise your creativity!

Language Requirements

None