

Social Media for the Young Southeast Asian Leaders Initiative (YSEALI)



Project Title	Social Media for the Young Southeast Asian Leaders Initiative (YSEALI)
Project Summary	Create and research compelling content for use in digital media campaigns reaching 81,000+ members of the Young Southeast Asian Leaders Initiative (YSEALI).
Country	United States
Agency	Department of State
DoS Office	EAP/PD
Post	N/A
Section	N/A
Number of Interns	2

Project Description

Create and research engaging content for use in digital media campaigns reaching 81,000+ members of the Young Southeast Asian Leaders Initiative (YSEALI). YSEALI is the U.S. government's signature program to strengthen partnerships with emerging leaders in Southeast Asia; to expand their skills as effective civic, economic and non-governmental leaders in the region; and to encourage them to work together across borders to solve regional challenges. The Bureau of East Asian and Pacific Affairs, Office of Public Diplomacy (EAP/PD) will provide support and editorial oversight. The e-intern will research content to share on YSEALI's social media properties, and will develop original content to support the YSEALI digital strategy. Content may include written copy for email blasts and original social media posts, plus research on existing social media content to share with YSEALI members.

Desired Skills Interests

Skill

Independent

Research

Storytelling

Twitter

Facebook

Writing

Social Media

Self Motivated

Web Writing

Digital Media

Public Affairs

Strategic Communications

Additional Information

You'll report to the Digital Media Coordinator and YSEALI Coordinator in EAP/PD, and will be an important member of our team as we continue to build our digital diplomacy toolkit for YSEALI. We're looking for students with advanced skill in graphic design and video who are passionate about storytelling. Please be prepared to share a few samples from your portfolio. Access to your own software will be required (whether creative suites or free software). Please familiarize yourself with YSEALI by viewing our website yseali.state.gov, Facebook page (Young Southeast Asian Leaders Initiative), and Twitter (@YSEALI). Some knowledge and interest in Public Diplomacy, Southeast Asia and/or the Association of Southeast Asian Nations (ASEAN) is a plus. Above all, enthusiasm for visual storytelling will be your greatest strength! Still have questions? Check out the "How to Apply" page (<http://www.state.gov/vsfs/c59083.htm>) or contact Nichole Allem at AllemNJ@state.gov.

Language Requirements

None