

Create Social Media Content for Western India



Project Title	Create Social Media Content for Western India
Project Summary	The U.S. Consulate General Mumbai seeks two dynamic, creative, social-media savvy interns to generate online content for messaging campaigns and content for our online platforms. Interns will also use Facebook and Twitter analytics to analyze the effectiveness of Consulate Mumbai's online content.
Country	India
Agency	Department of State
DoS Office	N/A
Post	MUMBAI
Section	PAS
Number of Interns	2

Project Description

We are seeking virtual interns to build an online content bank of photographs, short films, tweets and Facebook posts around themes including security cooperation, green energy, women's empowerment, and student life in the U.S. Interns will be expected to generate content for the Consulate's online properties on a biweekly basis, which may include a campaign package in support of a particular area of Mission interest, a photo collection, or short films. A campaign package will include 2-5 Facebook posts and 18-24 tweets. Films should be 30-90 seconds, include sound and graphics, and must be. Photo collections should contain 20-30 edited original images. Campaign and content topics and specifics will be designated in advance by the Consulate. Interns will examine analytics for social media platforms used by the Consulate to determine factors that may contribute to messaging success, such as times of peak internet use, ways Indian netizens access the web, and specific content elements.

Desired Skills Interests

Skill

Data analysis

Social Media

Photography

Videography Skills

Online Communities

Additional Information

We anticipate that this will be a 12-week internship. Feedback and guidance will be conducted via email. Interns are expected to be able to work independently and be proactive within the guidelines of the campaign or photo collection specifics, or to propose topics and campaigns that may be relevant to U.S. goals and policy priorities.

Candidates should be comfortable using digital tools to create short videos and photographs, and be familiar with social media platforms, including Facebook, Twitter, Snapchat, and YouTube. Candidates should be responsive to input from others, and should be proactive and strategic in thinking about messaging and goals for online engagement. Indian language skills, such as Hindi, Marathi, or Gujarati are a plus, but are not required. Virtual interns will be responsible for providing their own equipment.

Consulate General Mumbai has an active online media presence in Western India, with over 400,000 followers on Facebook and close to 14,000 followers on Twitter. Given the vast growth in social media access in India, we hope to significantly grow that following—and influence—over the coming year. The Consulate uses social media to engage on important policy priorities, including LGBTQI rights, women’s empowerment and equality, U.S.-India trade, and study in the U.S. All content must be the original creation of the virtual intern, and copyright for all works created will be the sole property of the U.S. government.

Language Requirements

None