

# Social Media Analysis and Accessibility Intern



Project Title	Social Media Analysis and Accessibility Intern
Project Summary	This intern position will assist the Social Media Team at the National Archives in analyzing data to identify and interpret trends in social media as well as learn about federally-mandated accessibility requirements for online outreach.
Country	United States
Agency	National Archives and Records Administration
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	2

## Project Description

The Social Media Team at the National Archives is looking for undergraduate and graduate students who are interested in supporting a robust social media program through analysis and accessibility research.

Since 2010, the National Archives has been providing social media statistics reports (<http://archives.gov/social-media/reports/>) on views, visits, followers, and favorites from over 160 accounts. Looking at these past reports, the intern will compare the data in the reports to determine trends, analyze interactions, and interpret impact.

The National Archives shares a wide range of archival videos from our holdings on YouTube, but in order to make sure that they're accessible to viewers of all abilities, we need help transcribing and captioning them. The successful intern will play a crucial role in making access to American history happen and will learn about the federal laws that guide the process.

## Desired Skills Interests

### Skill

Accessibility

Data analysis

Statistics

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Transcription

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Social Media

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Detail Oriented

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YouTube Captions

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analytical and organized

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Research and analytical abilities

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Ability to work independently

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Interest in American History

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Interest in film history

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## **Additional Information**

The Social Media Team at the National Archives is located in the Digital Engagement Division in the Office of Innovation. In this office, we are involved in many different tasks, from managing the agency website (archives.gov) and maintaining the online catalog to managing digitization partnerships and working with the Wikipedia community. Specifically, the Social Media team is responsible for researching, setting up, supporting and maintaining all social media platforms. These platforms range from the immensely popular, like Facebook and Twitter, to the very specific, like HistoryPin and Flickr. In general, our team doesn't create content for these platforms. Instead, we support the subject matter experts around NARA who do. This is part of what we call a "hub and spoke" approach to social media, with the Social Media Team forming the central administrative hub. Once we've helped negotiate terms of service agreements and set up the shells of new NARA channels, we turn the platforms over to the requesting offices for content creation and day to day control. We're always available to help with tech support, campaign promotions, and questions about applying the comment and posting policy.

## **Language Requirements**

*None*