

Social Media Advisor



Project Title	Social Media Advisor
Project Summary	Analyze and optimize Mission Nicaragua social media platforms through monitoring trends in social media use in Nicaragua and success of locally produced content. Create content for Mission Nicaragua social media properties.
Country	Nicaragua
Agency	Department of State
DoS Office	N/A
Post	MANAGUA
Section	PAS
Number of Interns	1

Project Description

As internet connectivity increases in Nicaragua, at Post Managua we are receiving more and more interest in our social media platforms. This year we exceeded 100,000 Facebook followers, which is quite a few in a country where there are only 1.4 million people on FB. We want to increase our followers as well as increase the popularity of our posts. This will require working closely with our social media manager and other digital media experts at the State Department in Washington. It will also require researching successful social media properties from other embassies in similar countries and making suggestions. It can also include creating content and measuring its success.

Desired Skills Interests

Skill

Data analysis

Design thinking

Digital media

Editing

Graphic design

Research

Video editing

Data visualization

Additional Information

None

Language Requirements

<u>Language</u>	<u>Speaking Proficiency</u>	<u>Reading Proficiency</u>	<u>Importance</u>
Spanish	No practical proficiency	Minimum professional proficiency	Required