Designing Social Media Content and Researching for 30th Anniv. of Kuwaiti Liberation

Project Title	Designing Social Media Content and Researching for 30th Anniv. of Kuwaiti Liberation
Project Summary	Design graphics, videos, and captions to engage U.S. Embassy social media followers and attract new audiences. Research historical facts and images that can be used to help commemorate the 30th anniversary of the U.S.-led liberation of Kuwait after the Iraqi invasion.
Country	Kuwait

Project Description

Kuwait has one of the highest rates of internet penetration in the world, and over 40% of the population is under age 24. Embassy Kuwait's Public Affairs Section wants to engage this youth and young professional audience with social media content that illustrates the appeal of U.S. values and culture, and emphasizes partnerships and people-to-people exchanges between the United States and Kuwait. In addition, the 30th anniversary of the U.S.-led coalition's liberation of Kuwait is happening in February 2021, and the U.S. Embassy will create public outreach programs and social media content to commemorate this occasion.

The intern would be responsible for creating digital flyers and graphics that increase the visual appeal of Embassy Kuwait's social media postings, and assist with editing videos or finding photo/video content that the Embassy can use. In addition, the intern will analyze impressions and views data for postings to help determine what types of content are generating the most engagement.

Finally, the intern will conduct research as needed on the 30th Anniversary of Kuwait’s Liberation and the events surrounding it in order to produce relevant social media content and cultural programs.

Required Skills or Interests

Skill(s)
Data analysis
Graphic design
Infographic design
Research

Additional Information

This project is an opportunity for anyone who has an interest in the Gulf or the Middle East to learn the issues that youth audiences in this region are interested in. Prior experience studying or visiting this region would be a plus, but is not required.

Language Requirements

None