

**Social Media Specialist  
Mount Grace Land Conservation Trust  
Internship Description  
January 2016**

This unpaid internship will allow you to hone your communication skills and build your resume, while working approximately 10 hours per week with the enthusiastic staff and volunteers of Mount Grace Land Conservation Trust and its partners (Mass Power Forward and Pipeline Awareness Network Northeast). The project is to implement a social media campaign to oppose a gas pipeline destructive to conservation land. Limited travel expenses will be reimbursed.

***Social Media Specialist Responsibilities:***

*Learn the Business*

- a) Understand the issue and the role of Mount Grace with respect to it: land conservation, Article 97, size of pipeline and compressor stations, environmental and community impact.
- b) Understand the larger context as well: climate change, fossil fuel dependence, energy alternatives, energy conservation
- c) Understand the objectives established by Mount Grace with respect to:

- Mount Grace brand identity
- Target audience(s) for the campaigns
- Proposed media campaigns
- Expected outcomes
- Expected content originators

*Create, Curate, and Manage Content*

- a) Create and curate content so that it is relevant to the target audience and conveys the core values and beliefs of Mount Grace.
- b) Include visual content at every opportunity and ensure that it is consistent, compelling, and gets the point across.
- c) Adapt content for each social network/platform. This includes positioning content in under 140 characters for Twitter; [creating images and graphics](#) to accompany Facebook and Twitter posts; taking and curating photos and videos for visual platforms like Instagram; coming up with several iterations of post copy (since the lifespan of a social media post is so short); and even creating content from scratch specifically for [growing a following on social media](#). Up-to-date knowledge of the most popular platforms at the moment is important.
- d) Capitalize on new stories (newsjack) and connect with journalists/reporters if possible.
- e) Create a clear call to action that inspires audience members to perform actions at the following tiers:
  - Share this Post/Tweet
  - Create your own post and share it
  - Contact your Rep and let us know/encourage others

Attend an Event

Make a Gift

- f) Use tools such as Followerwonk and Twitonomy to identify "influencers" and feed that information into subsequent campaigns.
- g) Suggest new campaigns based on experience.

*Engage and Create Community*

- a) Know the pulse of the community in each network.
- b) Listen, respond, and ask questions that engage the audience and seed discussion
- c) Adjust the content based on this engagement
- d) Create and share content that create on-line advocacy and cross-promotions with other related organizations

*Track Results*

- a) Tie the results of your activity back to objectives
- b) Capture responses (page visits on FB and Website, followers on FB and Twitter) and feed them into the process

***Qualifications/Experience:***

Understand traditional marketing and communications

- Demonstrate creativity and documented immersion in Social Media
- Demonstrate proficiency in creating and curating content, especially with visual accompaniments
- Have an in-depth knowledge and understanding of social media platforms and how each can be deployed
- Have excellent communication skills including writing, language, visual, and video
- Have the ability to pick up new tools quickly
- Be a team player

***To Apply:***

Email cover letter, resume, and writing and media content samples to [landtrust@mountgrace.org](mailto:landtrust@mountgrace.org).

Subject line: social media intern.