



Internship: Social Media Content Creator with Instagram Focus Transitions to Adulthood Center for Research Internship Opportunity

This internship is for a position that works with the social media specialist and project coordinator for the [Transitions to Adulthood Center for Research](#) at the UMass Chan Medical School. The intern will work to plan, to create, and to implement our social media strategy to increase awareness of our organization and our products by young adults living with mental health conditions.

Applicants should be actively enrolled in a 2- or 4-year college and ideally have lived experience of a mental health condition. This is a six-month internship for the 2022/2023 school year (either fall or spring semester). The position may be fully remote or a hybrid model.

This intern will enhance the Center's [Instagram](#) social media presence by:

- Creating shareable graphics & video and accompanying captions for a goal of 3-5 posts a week.
- Monitoring and responding to user engagement to increase brand awareness.
- Offering ideas that can help the Transitions to Adulthood Center for Research become more successful at reaching young adults on social media.
- Using tools such as Canva (for content creation) and Buffer (for managing content stream).
- Adhering to the rules and regulations of Instagram, UMass Chan Medical School, and the Transitions to Adulthood Center for Research.
- Setting goals/outcomes which will let us measure our growth and success on this platform and develop our “brand”.
- Staying up to date with latest social media best practices and technologies.
- Other tasks as assigned.

Job Requirements

- Be an active Instagram user, familiar with the Instagram vernacular, hashtag usage, story creation and the “best practices” of successful brands.
- Be able to create new content using graphics and video creation software tools and apps.
- Understand the audience on Instagram and how to engage them using the appropriate “voice” when posting to increase engagement with young adult population.
- Understand our product offerings focused on young adults with mental health conditions and creatively incorporate our products into Instagram content.
- Demonstrate advocacy for and openness to young adults with lived experience of mental health conditions.

This opportunity is open to college students enrolled in 2- and 4-year colleges/universities who have lived experience with a mental health condition. Compensation will be school credit. BIPOC candidates and members of other historically underrepresented groups are encouraged to apply. Please send your resume and cover letter to Jean Wnuk at Jean.Wnuk@umassmed.edu to apply.

