



## Social Media Intern

### Goals:

1. Increase Carvd N Stone's social media following and gain national followers.
2. To create an engaging community with Carvd N Stone's current and future following.

### Objectives:

- Help create a social media brand strategy and implement it effectively.

### Key Tasks:

- Create and give access to a social media calendar that has Carvd N Stone's planned posts for at least two weeks in advance at a time.
- Post 2-3 times a day on Carvd N Stone's Instagram, Facebook, and Twitter, including graphics, reels, links, etc.
- Share at least one post on Carvd N Stone's Instagram story daily.
- Engage with Carvd N Stone's audience through comments, direct messages, stories, contests, and other interactive methods.
- Pitch and create original content for social media platforms.
- Promote all aspects of Carvd N Stone's brand, including our positive news coverage (articles, videos, podcasts, newsletters), marketing services, and miscellaneous items (events, announcements, etc.).
- Encourage people to subscribe to the newsletter, access paid articles, subscribe to the YouTube page, and follow the podcast.
- To collaborate with the marketing team to align social media content with broader marketing campaigns and initiatives.

**Note:** All interns will be trained on how to interview and write articles.