*Illinois Corn Marketing Board*

Social Media Internship

**Goal**: To create awareness and promote tolerance of agriculture among the general consuming public using various social media outlets.

**Tactic**: Offer opportunities for college students studying ag or communications, or simply students with an interest in agriculture, to engage with farmers and non-farmers on social media. Students to fulfill a need, providing resources to non-farmers who want to know more. Much of this work will be done on Pinterest, but additional work may be completed in other outlets. Specifically, IL Corn wants to provide teachers with ag education resources, foodies with information about farming and food processing, and moms with food purchasing decision aids. As materials are developed, they will likely be shared on other social media accounts.

**Timeframe**: Applications (please include a resume and writing sample) are due on May 1, with interviews being held in Bloomington, IL on May 8-10, 2018. The selected student will be notified by May 31 and will begin his or her social media program on August 13. The internship will be complete on December 31, 2018.

**Requirements:** Student will be expected to do significant research, finding unique resources for non-farmers in key areas and providing those resources in easy to find places for our audience. The IL Corn Pinterest account will be the hub for much of these resources, but once located, they may be shared in other relevant areas. Student will be responsible for posting ten resources to Pinterest each week in addition to sharing IL Corn’s blog posts and daily updates. Student should expect to respond to comments and messages, research on own new ideas to build audience and engagement, and continually analyze audience demographics and page analytics. Students will be required to check in weekly with supervisors to evaluate progress, providing the articles found. Receipt of a final report by January 1, 2019 will conclude the internship.

Students will also be assigned eight blog posts to write throughout the semester which will be posted on IL Corn’s consumer facing blog, Corn Corps.

**Compensation:** Student will be paid $2,000 for this social media work on behalf of the Illinois Corn Marketing Board. This income will be provided in two installments, one on or around October 15 and one upon receipt of the final report, and will be taxable income.

**Professional Development:** This opportunity should be considered an important professional development opportunity. Students can expect to exit the internship with a meaningful portfolio of work to present to future employers. In addition, as more and more companies and associations become active in social media outlets, this experience and the data and exploration of what works and what doesn’t will be invaluable to future employers.

**For More Information**: Please contact Lindsay Mitchell at lmitchell@ilcorn.org or 309-827-0912 for any additional information on this internship experience.

[www.ilcorn.org](http://www.ilcorn.org)