



# Free Diploma Social Media Intern plan

Intern training program for:

Placement with (business name):

Project/purpose of internship:

Start date (week beginning Monday):

Scheduled activities:

Timeline	Activites	Notes
onboarding		
Week 1	Online reading and Quiz: Maintain ethical and professional standards when using social media and online platforms	Reference material to be used when on the internship as a code of conduct.
Week 2	Business and Market analysis, including current marketing activities and competitor analysis, Zoom call to discuss marketing business plan.	Research the business from a customer/client point of view, and provide feedback to the business owner.
Placement		
Week 3	Induction, introduction to project team, business expectaions, allocation of trial task for skill assessment.	
Week 4	Admin Facebook group, membership and post management, finding and creating sharable content	Facebook groups has over 20k members
Week 5	Content creation for leadership summit page and speaker promotions, including promotional video editing	
Week 6	Scheduling posts for the event Facebook page, set up event attendee's closed group with bonus content to add value to	
Week 7	Mail outs, signup automation, landing page adjustment, Followup, engagement and appointment setting	
Week 8	Feedback meeting, testimonials and suggestions for ongoing work, referrals	

Comments/Conditions: Graphic Design work, such as logo design etc, not include in the internship and are considered an "employment opportunity" for this intern. The intern may see contract work while on the internships, provided it does not conflict with sevrice provided to clients.