



## **Social Media Internship at Hudson Pride Center**

### **OVERVIEW**

Hudson Pride Center is a home and voice for the diverse LGBTQ community and our allies that advocates for our physical, mental, social and political well-being. We create safe and vibrant spaces to gather and celebrate our lives.

Hudson Pride Center is a 501(c)(3) non-profit, non-governmental, community organization that was formed in 1993. Originally known as Jersey City Connections, Hudson Pride offers a number of different services, programs and events to a diverse LGBTQ community in the Northern NJ region. Our programs and services include transgender programming, youth groups, legal advocacy, health education, outreach services, and social service linkages.

### **INTERNSHIP OVERVIEW**

The Social and Digital Media intern will play an active role in the development of Hudson Pride's online community. The intern will review Hudson Pride's presence on various social media platforms as well as help create and publish content that is relevant to our community base. They will regularly analyze and report on the activity on social media networks as well as the HPC website.

They will also assist in maintaining HPC's archive of digital images, videos, and other content. The intern will learn how to reach communities, promote events or programs through the internet, and gain experience in social media platforms and the tools used to access their performance.

The internship requires a 3-6-month commitment period. The internship is a part-time unpaid position. Hours are flexible.

### **ROLES AND RESPONSIBILITIES**

The internship program is designed to provide interns with the opportunity to learn about nonprofit work and LGBTQ issues. Interns will work under the direct supervision of the Chief Operations Officer and the Client Service Manager. The intern will also have the opportunity to work with other staff members in a wide variety of projects.

### **Assignments will include:**

#### Social Media

- Suggesting updates for Facebook, Twitter, and Instagram accounts.
- Responding to posts or comments to bring value to user's interactions with HPC.
- Suggest posts through email in a timely manner on news and announcements concerning the community.

- Performing research to find articles, stories, resources, or other content that is relevant to the community, and emailing posts to staff for our Facebook, Twitter, and Instagram pages that invite conversation and interaction.
- Emailing updates for our Facebook, Twitter, and Instagram accounts, sending staff current and relevant photos, video, or other content from HPC activities and events.
- Growing HPC online social networks by increasing fan-base and interactions.

#### Digital Media

- Taking pictures and videos of trainings, events, and other activities, to be developed into content for the HPCC website, Facebook, Twitter, and Instagram pages.
- Uploading HPCC photos and videos to the appropriate server or DropBox account.
- Organizing and archiving digital images and videos.
- Creating flyers for events, groups, and other occurrences.
- Completing other digital media projects as assigned.

#### Research

- Regularly observing the online activity of model organization, research and report on “social media best practices.”
- Completing other research projects as assigned.

**Location:** Hudson Pride Center - Jersey City, New Jersey

#### **HOW TO APPLY**

Please send your resume and cover letter to our Client Service Manager, Stephanie Mills at [Stephanie@hudsonpride.org](mailto:Stephanie@hudsonpride.org)

*Hudson Pride Connections Center is an equal opportunity employer and an inclusive organization. People of color, women, and LGBTQ people are strongly encouraged to apply.*