Overview

Public Relations functions as the liaison between the outside world (including the media) and the University. Most notably, we house the University’s spokesman, promote the research and expertise of our faculty to external media and manage the University’s main social media accounts. The social media team currently oversees BU’s Facebook, Twitter, Instagram, Pinterest, Tumblr, Snapchat, Weibo and WeChat accounts and serves as advisors to other departments at the University utilizing these platforms.

As an intern, you’ll cover events and initiatives at the University on social media in real-time, learn to identify social media opportunities in your daily life and develop a fuller understanding of how these platforms can be used to enhance existing relationships, build new ones and create a sense of community and common ground at our large, urban institution.

Potential Responsibilities & Opportunities

Live Coverage:
• Use creative storytelling to provide a behind-the-scenes look at various University events, specifically those affiliated with CAS.
• Storyboard and create content for various platforms highlighting faculty and student research within CAS.

Content Creation
• Identify and seek out members of the BU community to feature for ongoing social media campaigns.
• Pitch and be able to support your ideas for new social media campaigns or posts.
• Act as a “field reporter” by identifying social opportunities in real-time and communicating them quickly and efficiently to the social media team.

Other Learning Opportunities
• Attend social media staff meetings when appropriate and when student is available.
• Attend meetings of social media communicators across the University to learn more about the collaboration across departments and how BU maintains a singular identity online.
• Occasionally monitor incoming messages to the University’s main channels and “flag” the appropriate staff member.
• Serve as an advisor to the social media team on student priorities and perspectives.

Professional Growth & Development

By the end of their internship experience, students can expect to have gained formative insight into the following:
• How social media is used at an organizational level.
• Unique challenges – and opportunities – that accompany the higher education industry.
• A deep understanding of the core purposes of various social media platforms and how that impacts community management and storytelling across each.
• How to creatively tell stories across multiple platforms.
• How to build and nurture an “editorial eye” and ensure consistent tone and voice across all messaging and platforms.
• How social media works collaboratively with other departments within Marketing & Communications including Editorial, Photography & Video Productions.