*Illinois Corn Marketing Board*

Facebook Internship

**Goal**: To create awareness and promote tolerance of agriculture among the general consuming public using Facebook and other 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 Facebook. Students will be working with farmer audiences on Agriculture Everyday, helping empower them to be more active on social media. Students will also be working with non-farmer audiences on Beyond the Label, discussing food, how it is grown, processed, and more. Students will be tasked with growing the fan base of these pages and increasing active and engaged users.

**Timeframe**: Applications (please include a resume and writing sample) are due on May 1, with interviews being held in Bloomington, IL 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 maintain Agriculture Everyday and Beyond the Label from August 13 – December 21. Posting five original posts per week on each page is mandatory, as is five shares per week from relevant pages. Student should expect to respond to comments and messages in a timely manner, research on own new ideas to build audience and engagement, evaluate weekly ad buys, and continually analyze audience demographics and page analytics. Students will be required to check in weekly with supervisors to evaluate progress. Receipt of a final report by January 1, 2019 will conclude the internship.

Students will also be assigned five 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.

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