

SOCIAL MEDIA INTERN DEVELOPMENT PLAN

Position Responsibilities	Experiences/Trainings to Complete	Due Date
<ul style="list-style-type: none"> — Attend All-Staff Meetings — Attend Social Media Meetings 	<ul style="list-style-type: none"> — Develop weekly schedule 	
<ul style="list-style-type: none"> — Assist with vision, strategy and ensure excellent execution used to introduce people to Jesus and the life-changing adventure with him and take next steps through digital efforts. This includes (but is not limited to) promoting: weekend experience, Camps, HUB Events, etc. 	<ul style="list-style-type: none"> — Weekend campuses touring with Director of Social Media — Storytelling/interviewing and customer service methods/tools demonstrated and discussed (in person and online – photography, video, writing, networking, etc.) — Get familiar with assets, platforms, log-ins, Teamwork calendar — Get introduced to social media/photography DreamTeam 	
<ul style="list-style-type: none"> — Participate in social media/promotions meetings and help lead when applicable. 	<ul style="list-style-type: none"> — Provide updates on social media tasks — Step into leading social media/DreamTeam meetings when Director is not present 	
<ul style="list-style-type: none"> — Lead CedarCreek social media planning to ensure all content is relevant, effective, evaluated and delivered on time. 	<ul style="list-style-type: none"> — Planning, developing, executing social media posts including Facebook, Instagram, YouTube, Twitter, TikTok and Google Reviews — Weekly On Demand service and life-change stories/service elements are prepared and uploaded to appropriate channels — Read and watch content produced by our teams and selecting which parts are a fit for strategy 	
<ul style="list-style-type: none"> — Maintain CedarCreek Social Media assets to support in equipping our teams. 	<ul style="list-style-type: none"> — OneDrive folders are maintained and organized each week — Planning, developing, executing the send out of equipping guides for staff and DreamTeam to use as invites for service and events 	
<ul style="list-style-type: none"> — Maintain Social Media requests and participate in strategy conversation. 	<ul style="list-style-type: none"> — Use platform tools to review social media metrics associated with engagement and next steps to measure strategy successes and create reports — Determine what social media channel best fits the post request, execute posting/schedule the post 	
<ul style="list-style-type: none"> — Provide support for Ministry projects and events (including Camps). 	<ul style="list-style-type: none"> — Attend and capture content at meetings, events, services, as requested, and delegate tasks to/collaborate with DreamTeam 	