

INTERN

ROLE DESCRIPTION

MINISTRY TEAM: SOCIAL MEDIA

CAMPUS OR MINISTRY TEAM: CENTRAL

MINISTRY EXPERIENCE SUMMARY

The Social Media Intern is a Central Support steward of our mission to introduce people to Jesus and the life-changing adventure with him. Their primary focus is helping CedarCreek develop and maintain a robust social media presence, while assisting the Social Media Director in executing strategies and timelines for services, departments, and events.

MINISTRY EXPERIENCES:

- Use of various social media platforms
- Research current social media trends (Facebook, Instagram, YouTube, Twitter, TikTok) and share ideas during brainstorming sessions as campaigns are developed
- Collaborate with staff and interns when recording Reels or TikToks, having them “act” in videos that are made
- Create posts that inspire engagement and community connection (with provided content and/or by creating original content with supervisor support)
- Multitask dynamically between photo, video, and design to collaborate creatively and in excellence
- Understanding of the “ideal” social media calendar; plan and schedule posts ahead of time that fit in those parameters
- Measure social media data and create reports that indicate highest post and campaign engagement
- Respond to messages and comments received on Facebook, Instagram, and Twitter using CedarCreek’s tone and strive to connect first while answering questions
- Conduct outreach to followers who actively engage in content about joining the Social Media DreamTeam to support in content creation
- Collect, archive, and re-post photos/videos/quotes from followers who share content with CedarCreek
- Upload weekend service and social media videos to YouTube with proper titles and captions
- Organize YouTube playlists
- Coordinate online weekend lobby times and support/equip online moderator teams with best practices
- Write copy and proofread/double-check links before posting content, collaborating with the Copywriter if any questions arise
- Attend weekly department & Campus staff meetings