

Community Internship Collaboration

Spring 2018 Internship Mentor Application

Organization name	Zhennovate LLC
Mentor/Contact name	Di Ye
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Organization website	www.zhennovate.com
Describe your organization	Zhennovate provides modern and personalized professional and personal development at scale.
Internship title	Community Building Specialist Intern
Specific days/hours (if applicable)	Can work remotely, flexible work hours
What will the student learn from the internship?	<ul style="list-style-type: none"> • Social media operation • Search Engine Optimization (SEO) • Content Development • Online Community Building – how to build an engaging online community to keep users engaged with the brand
What does your business need that a student intern can impact?	We are working on establishing and expanding the online presence, so we have a great opportunity to make a major contribution to participate in the community building strategy development and implementation.
What project(s) will the intern work on?	<p>The intern will work on:</p> <ul style="list-style-type: none"> • Establishing and operating the LinkedIn profile for the company • Establishing and operating the Facebook page for the company • Establishing and operating a Blog site for the company • Establishing and operating a twitter page for the company
What skills, ability or education level is required for this internship?	<p>Education Preferred: at least college level and beyond.</p> <p>Job description and requirements posted at this Google Doc. We highly prefer college students given this role will be working mostly with experienced professionals and solicits a level of maturity.</p>
What is the final product will the student produce?	<ul style="list-style-type: none"> • A Facebook group established with 200+ users enlisted • A LinkedIn professional group established with 100+ users • A Twitter account established with 200+ followers • A tool set up to publish posts to Facebook/Twitter on regular basis • Keywords identified for Facebook and Google ads • A blog site setup with 10 blog posts, viewed by 100+ total.
Describe the primary purpose of this project?	Marketing/Communications;