

Sample Micro-Internship Projects

Social Media Content Calendar

Maintaining a presence on social media is crucial for companies of all sizes. Not only does social media allow you to easily share your message, it also allows you to interact directly with potential customers.

The student you select will create a social media content calendar for your organization with two posts per day for the next month. The posts your Student makes will be a mix of thought leadership, informational, and promotional content.

Data Clean-Up

Whether your marketing team just came back from an event, sales needs updated mailing addresses, or your exec team isn't confident in the data for reporting purposes, we all could use an extra hand when it comes to data clean-up. Get help from college students and recent grads to review, update, and correct your database records while you move on to more pressing tasks.

The student you select will review data provided and make updates as directed. Whether you need data aggregated or filtered, contact records merged and de-duped, or data cleansed and appended, you'll receive a reviewed and corrected version of data from a highly motivated Student.

Content Creation

When you have content ideas but no time for the first pass, look to the research and writing skills of college students and recent graduates. This pre-defined Micro-Internship will help your team to focus on refining and repurposing content rather than searching for sources.

The student you select will draft a 1,200-1,400 word article that is consistent with existing content your team has published. The content will include at least two outside sources to backup claims. Just provide the topic and any requests or preferences (eg which outside sources to cite, formal versus informal style, examples you like, etc.) and the student will handle the rest. When it's done, you can use the article for blogging, downloadable content, social posts, and more.

Social Media Competitive Review

When you need social media support but aren't sure where to start. This pre-defined project helps to accomplish strategic initiatives for using social at your organization and can be completed by highly motivated college students and recent grads.

The student you select will evaluate the social media and PR efforts of five competitors and your channels. The review will include the competitors' presence on social media, recent press coverage, and recent press releases. You'll receive a summary of the findings and recommendations including: who to follow, customer targets, potential partners or advocates, and suggested messaging.

Strategic Partner Identification

Identify 15 potential strategic partners (influencers, organizations, etc.) you think we should develop a relationship with. Once identified, you will provide specific information based off criteria we will provide (eg core offerings, additional features, team size, etc). Additionally, we would like you to justify why you think each would be a good partner based on value alignment, brand synergy, etc.

Things to consider:

- Basis of comparison
- Information to capture
- Industry
- Example partners

Lead Generation

Identify 25 companies/contacts in a defined market that fall under our ideal customer profile. Once identified, provide the company name and contact information for a director-level or above decision maker. Contact information should include: name, position, phone, and verified email. In addition, please include company size and other information that we will define.

Things to consider:

- Criteria for leads (eg geography, company size, competitors, recent fundraising, etc.)
- Quantity of leads
- Requested information (eg contact email or phone number, link to source, LinkedIn contacts, etc.)

Social Media Engagement Feedback

Review postings on Twitter, Facebook, and other social media sites that tag or reference our company. Prepare a report summarizing this information including key areas of positive and negative feedback. Please include examples that best convey key points of feedback.

Things to consider:

- Which social media sites
- Particular areas of focus or concern
- Provision of a matrix of key items or words
- Timing of postings (ie were that changes associated with certain events)

Company Summaries

Prepare one-page company summaries on 50 companies in a specific industry we will provide. Each summary should include a description of the company, key product(s), name of founder and /or CEO, public v. private status, valuation, revenue, and headlines from key news stories.

Things to consider

- Industry
- Provision of target list
- Requested information

User Experience Testing

Conduct comprehensive UX testing on our site and provide feedback and suggestions on how you would make improvements. Additionally, you may be asked to recruit a few other folks to provide feedback as well.

Things to consider:

- Information to capture
- Specific use cases

Updating User Manual

Update the user manual to reflect recent changes made to product specifications and features. Company will review the new product updates with the selected student and provide access to edit the user manual.

Things to consider:

- Number of pages that need to be updated