



Internship: Social Media Management internship position for a non-profit in San Diego. The San Diego Futures Foundation is looking for **two interns** to focus on community outreach through social media. The internship is offered for a single semester or continually during the Fall and/or Spring semesters for **3 credit hours (per semester) only and requires enrollment in COMM 495.**

About SDFF:

The San Diego Futures Foundation is located at 4283 El Cajon Blvd #220, San Diego, CA 92105, in the urban neighborhood of City Heights. Committed to environmental sustainability and community welfare, SDFF's mission is to improve lives through technology. We believe we can fuel San Diego's workforce and economic development by providing resources that help individuals and communities navigate our digital world through repurposed computers and educational programs that promote digital literacy. Over the years, we have witnessed scores of customers transformed by SDFF's programs and services. Our internship training, adaptive technology courses, and coding boot camps, to name a few, have all given students the means necessary to seek and secure gainful employment, enabling each to become a contributing member of society. Visit <https://sdfutures.org/> for more information.

About the Internship:

SDFF welcomes students with varying skill levels and experience to apply. However, knowledge and experience in creating and producing social media and marketing content is preferred, as well as knowledge of administrative office management tasks. The two internships may either work together or in separate capacities based on interests, skill level, and organizational needs. Interns must be able to travel to SDFF facilities (bi-weekly) as well as to potential community events in San Diego County. Interns must be self-motivated, work well alone and with a team, have excellent written and oral communication skills, and have an understanding of the intersection of poverty/low-income, language, ableism, citizenship, and access to digital technology.

Tasks include:

Content Creation

- Draft engaging captions for Facebook, Instagram & LinkedIn following SDFF's tone and mission.
- Create short-form videos (e.g., Reels) showcasing:
 - Tech training success stories
 - Community events
 - Behind-the-scenes at SDFF
- Design graphics in Canva or Adobe Express for program announcements, fundraising pushes, or event promotions.
- Edit and repurpose existing photo/video content into new formats.

Content Scheduling & Management

- Use scheduling tools to plan and post content.
- Maintain a social media content calendar with key dates (e.g., events, awareness days)
- Ensure brand consistency across all posts.

Engagement & Growth

- Monitor comments, messages, and mentions; flag or respond to inquiries.
- Engage with partner organizations, alumni, and local nonprofits by liking, commenting, and sharing.
- Research trending hashtags relevant to digital equity, tech training, and San Diego community impact.

Analytics & Reporting

- Track monthly social media performance (reach, engagement, followers).
- Identify top-performing posts and suggest future content ideas.
- Provide recommendations for improving reach and engagement.

Email Marketing Tasks/Campaign Creation

- Draft email newsletters to highlight:
 - Upcoming events
 - Program updates
 - Volunteer and donor spotlights
- Segment email lists for targeted campaigns (e.g., donors vs. program participants).
- Create visually appealing email templates

Research & Data Collection

- Collecting data on tech-related behaviors and needs among students and faculty.
- Analyzing existing trends in e-waste management
- Exploring new opportunities for engagement with the community,.

To Apply, or for more information, please send the following to mdewey@csusm.edu

- A current resume
- A letter of interest describing yourself and your relevant experience.
- Any links to relevant past creative work.