Using those with social media expertise around you—STUDENTS!

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Hiring Students

- Step One: Create a job description (or re-visit an existing one)
  - Convene an internal committee of 3-5 stakeholders, if that many exist
  - Discuss the whole picture of the position
    - Think about important KSAs (knowledge, skills, ability), necessary work experience, educational requirements and personality traits
  - Select the 4 most critical KSAs and previous experience required
  - Agree upon educational requirements and 4 most desirable personality traits
  - Compose introductory paragraph to hiring department or office
  - Determine application deadline and materials required for submission
    - Materials may include resume, cover letter, writing samples, essay question, etc.
  - Select method for application submission
  - Compile all information in one document, ideally one page, for circulation

Hiring Students

- Step Two: Advertise Your Opportunities
  - Using I-Link: the University's online professional job board for students
  - Via appropriate colleges or departments (e.g., College of Media, Department of Communication) and career centers (e.g., Media Career Services, The Career Center)
    - Some of these places may direct you back to I-Link, so it is a great place to start!
  - Campus Communicators List
  - Student Clubs (e.g., Film club for Video Interns, AAF or PRSSA for content)

Hiring Students

- Step Three: Phases of the Hiring Process
  - Review applications (and samples of work)
  - Rank candidates
    - May be helpful to create a rubric for the review process
  - Determine number of candidates to interview
  - Set up interviews, preferably in-person
  - Conduct interviews, typically 30 minutes or so
    - Create a list of standard questions
  - Ask for applicable samples of work (if do not do so as part of the application)
    - Videos, writing samples, social media handles
  - Contact references

Utilizing Students

- Examples
  - Videos of testimonials, interviews or for recaps, promotions
  - Live posting from events to social media such as Twitter and Instagram
  - Write or manage blog content
- General "Rules of Thumb"
  - Create a shared social media calendar that all interns can access
  - Post work of self and others across multiple platforms
    - Share articles written and videos created on Facebook, Twitter, website, etc.
  - "Division of Ownership" utilized by MCS, since all interns have same title

Samples of Student Projects

Video created by a TEC student intern:
https://youtu.be/3qnMF0_cVdQ

TEC YouTube Channel managed and created by interns:
https://www.youtube.com/user/TECIllinois

MCS Blog Sites managed (planned and uploaded) by interns:
https://media.illinois.edu/about-us/blogs

#MCSTwitterChat with employers facilitated by interns:
https://twitter.com/hashtag/mcstwitterchat?f=tweets&vertical=default

Managing Students

- Establish boundaries
  - When/how to contact supervisor(s)
  - Expectations on response times, both during the business day and after hours
- Precaution/remind them about posting to office's social media
  - Representing the University and your department
  - Provide with guidelines and/or processes for approval, if needed by the office
- Flexibility, with accountability
  - Difference in a paid vs. unpaid opportunity
  - Help with evening and/or weekend events
- Weekly team meetings and/or individual debriefs
  - Discuss upcoming projects, calendar of events and questions
- Trust, or have confidence in, their expertise with social media

Questions on how to hire, utilize or manage students?

For follow up questions or more details, feel free to email :

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