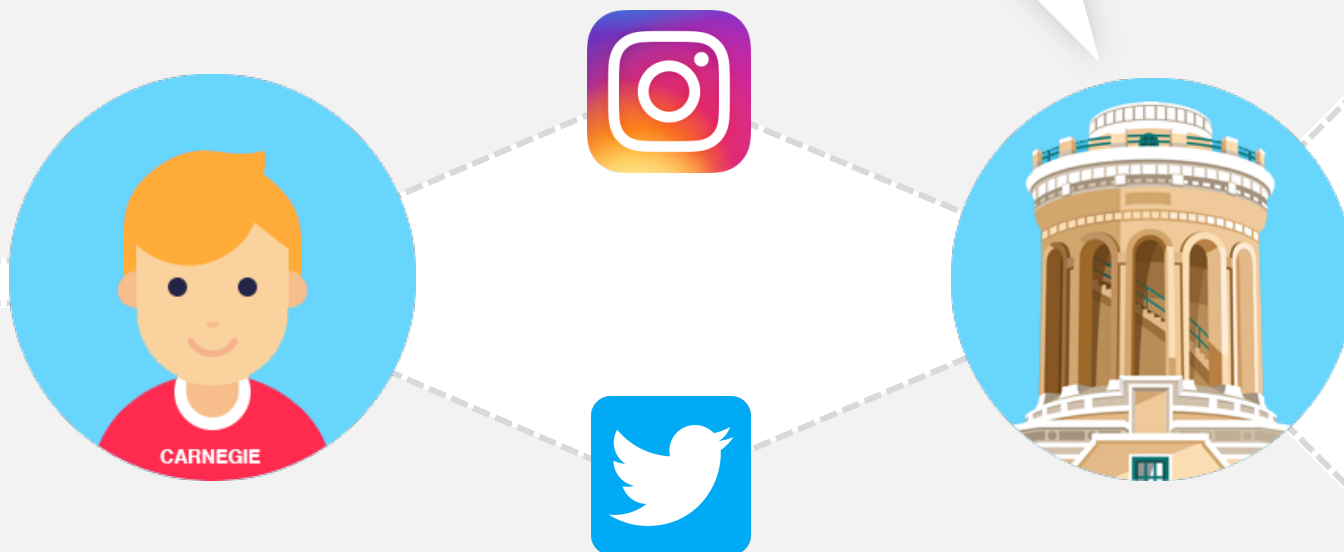


BECOME A

College of Engineering Social Media Reporter!



Inform, educate, and inspire

Social media has never been more important or influential. People get to both tell and see stories in real-time. We know social media has the power to inform, educate, and inspire—that's why we need your help.



We're looking for a select group of undergraduate and graduate students to help the College of Engineering tell our story, which is really *your* story.

Why apply? You will gain invaluable experience in social media marketing by working directly with the College of Engineering marketing and communications team. This is the team responsible for promoting research such as autonomous vehicles, 3-D printing heart muscle tissue, and exoskeletons—just to name a few. Working with them will help you become a better communicator, an essential skill in any profession, while doing something impactful and enjoyable in a real-world setting.

College of Engineering Social Media Reporter

Overview

You find yourself capturing the next share-worthy image to engage your followers on social media. You believe in the power of storytelling via social channels. You think that engineering, and the amazing things it can do for people, is a story worth telling. If this sounds like you, we have a unique opportunity.

Carnegie Mellon University's College of Engineering is looking for a select group of students to help the marketing and communications team report on events and activities from the student perspective. We want enthusiastic, self-driven individuals who will be dedicated to the growth, development, and overall mission of the College of Engineering. Students will attend events and activities on and off campus, sometimes with special access. They will not only be a part of the story, but will also capture and promote content via social media.

Perks

- Learn social media skills from industry professionals
- Build social and interpersonal skills
- Interface with guest speakers, deans, alumni, and engineering faculty
- Attend campus events, often for free

Responsibilities

- Attend 2-4 team meetings per semester, provide project updates, and contribute to group discussions
- Brainstorm and submit ideas for social media content
- Produce social media content that is consistent with and promotes the mission of the College of Engineering, and then tag the college's social media channels for cross-promotion
- Share and promote published content through various social media channels
- Attend campus events and promote them via social media
- Help the College of Engineering capture the student experience at Carnegie Mellon

Qualifications

- Undergraduate or graduate engineering students
- Ability to attend campus events and activities
- Strong written and interpersonal skills
- Creativity, critical thinking, versatility
- Basic photography skills using your smartphone camera
- Knowledge of, or ability to learn social media best practices
- Must have at least one social media account and be willing to publish content on that account for your assignments.

College of Engineering - Social Media Reporter Application

1. What is your first and last name?
2. What is your major (and minor, if you have one)?
3. What is your expected graduation date?
4. Please provide your email address and phone number.
4. Why do you want to be a social media reporter for CMU College of Engineering?
5. Please provide the handles for your personal social channels that you would post from if selected for this opportunity:
6. What excites you about CMU and being a part of the College of Engineering?
7. Describe yourself in 200 words or less.
8. Please provide any samples of your photography.
4. Please describe any organizations, activities, or recent events that you found interesting and provide a sample of how you would craft a social post for them.