



# Dairy Shrine Student Social Media Internship Application

Honor past and present dairy leaders. Inspire future dairy leaders.  
Record dairy industry history. Promote the dairy industry

## INTERNSHIP GOALS

- To effectively promote the mission of the Dairy Shrine via social media platforms.
- To share a diverse array of content through human interest stories, dairy industry news, organization news and award recipients as well as membership benefits.
- To collaborate with other dairy industry organizations and checkoff programs to promote the dairy industry and increase consumer engagement.
- To make current and potential Dairy Shrine members aware of award recognition opportunities, scholarships and internships opportunities and sponsorship opportunities related to the organization.
- Foster necessary skills towards a future career in the dairy, communications and marketing industries.

## INTERNSHIP GUIDELINES

- The internship will run from May 1 through April 30 of the following year.
- The intern will be paid in the following manner:
  - A total of \$25 per post, not to exceed four posts per month. A qualified post must be approved by the Dairy Shrine Executive Director or Content Manager.
    - The intern may post more than four per month but will only be compensated based on four.
  - If the intern completes the milestones listed below, an additional \$500 will be paid at the end of the internship.
- The following are expectations of the intern:
  - Complete required four social media posts per month
  - Participate in social media committee calls
  - Interact with content manager in a timely manner to help plan and implement social media calendar.
  - Provide a metrics report at the end of each period (end of fall, spring and summer sessions) using tracking insights from Meta Business Suite.

**Dairy Shrine reserves the right to withhold payment if milestones are not met.**



Dairy Shrine  
PO Box 68  
Fort Atkinson, WI 53538

dairyshrine.org | 920-542-1003 | info@dairyshrine.org

**All Applications are due May 1 at midnight (CST).**

Instructions for applying:

1. Download **this application** and type in your responses. Save the file as **DSSocialMediaCommittee.LastName.FirstName.doc**. Email to [info@dairyshrine.org](mailto:info@dairyshrine.org) by April 1st. If you have problems, please e-mail Dairy Shrine.

**Applicants will receive a confirmation email after May 1<sup>st</sup> about their submission of the application form.**

**I. Personal Data**

Applicant Last Name First Name Middle Initial

College/University College Graduation Date (if applicable)

Year in School Grade Point Average Major Interest

Complete Home Address

( )  
Home Phone Number

( )  
Cell Phone Number

Email Address

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**II. Classes taken related to marketing, dairy promotion, milk or dairy product communications or other dairy industry-related subjects:**

**III. Future Career Goals (300 words or less):**

**IV. Briefly outline your dairy and non-dairy related extracurricular involvement and leadership experiences:**

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**V. What experiences have you had using social media to promote an organization or reinforce branding efforts? (300 words or less)**

**VI. Please provide an example of a time you advocated for the dairy industry, whether through social media or a different platform. (300 words or less)**