



Summer 2015 – Human Rights Institute Internship Placements

Internship Description:

Witness New York, NY

This internship is given to an outstanding human rights undergraduate student completing a summer internship at Witness in New York, NY. A \$5,000 stipend is provided to assist with expenses related to the internship. Any student interested in pursuing a human rights internship experience is welcome to apply, but preference will be given to a student pursuing an interest in using video and storytelling in advocating for human rights around the world.

The Witness Summer Internship is an eight-week learning immersion experience hosted by a media centric advocacy institution that has been in existence since 1992. Students involved in this internship will observe first-hand the practice of utilizing media to promote human rights advocacy. When applying, students should specify what specific internship position they are interested in applying for and whether they would also be interested in applying for an administrative internship (please go to <http://www.witness.org/jobs> for a complete list of Summer internships available).

Summer 2015 : Online Media Intern

WITNESS' Digital Department educates the public online about the organization's mission, initiatives, curriculums, and campaigns. WITNESS is looking for a talented social media outreach intern/volunteer to help us promote WITNESS' initiatives/campaigns and engage with our social media following.

Learning Objectives

- Learn how nonprofits are using social media for their causes
- Learn to develop campaigns from brainstorm to implementation and follow up;
- Learn to research target audiences for outreach via online & social media for specific initiatives/campaigns;
- Learn basics of measuring & tracking online metrics to meet goals;
- Learn basics of content strategy for social media;
- Learn basics of working with an in-house webmaster to publish web content for social media;
- Increase your digital skills by using graphics & video editing programs and content management systems

Qualifications:

- Must have a passion for human rights and video;
- Must be a team player, networker and self-starter;
- Know what a meme is or how to find out what a meme is
- Must be comfortable working in an environment where creativity is encouraged;
- Must be tech savvy and enjoy keeping up with latest technologies online;
- Be an avid user of social media (sharing videos, photos and micro-blogging);
- Photography or video or graphic design experience desirable;
- Previous experience with online outreach/marketing a plus;
- Experience blogging, vlogging or photo journaling a plus.