



Social Media Marketing Intern For Juniata Brewing Company

McKenna Brooks

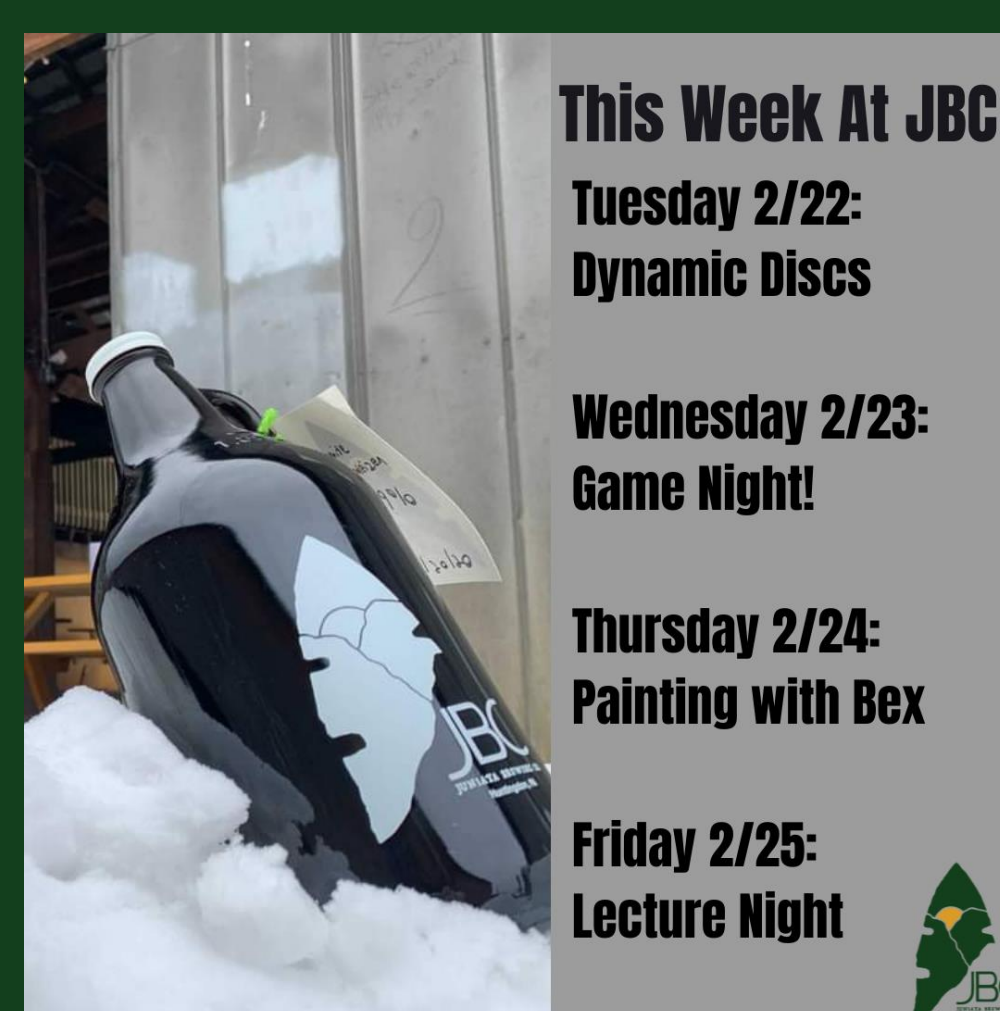
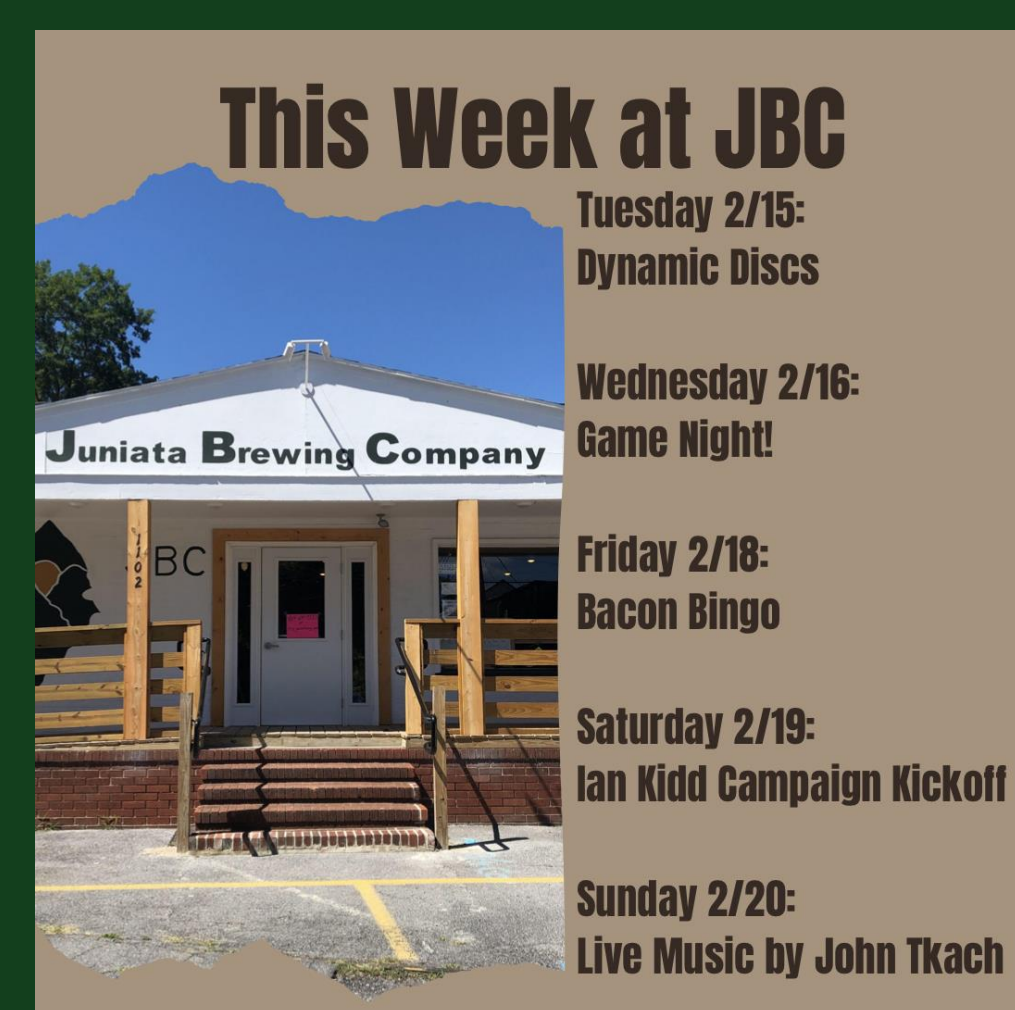
2023

Museum Studies and Marketing
Secondary in Integrated Media Arts



What did I do?

My job was to create daily posts including captions on Instagram, Facebook, and Twitter using Buffer and Canva. Buffer uploaded the posts at a scheduled time on each platform. At the beginning of the week, I would make a post that said what coming up in the week.



How did I find it?

My professor posted about internships in the community on the Integrated Media Arts Slate page. The Juniata Brewing Company was listed and had marketing in the title. I thought I would be a good fit and I talked to my professor about being interested in it.



How did I prepare?

The courses that helped me prepare were IMA Labs and Principles of Digital Media. They gave me the background to create social media posts and interact with a business.

Advice

My advice would be to use the resources available to you. Such as your professors and campus resources.