



Eat Play Change – Social Media Internship, October 2019

The overall objective is to increase Eat Play Change's (EPC) followers and exposure across social media platforms with the ultimate goal of increasing the number of users of the Eat Play Change App.

This will include the following actions:

- Streamline EPC's Facebook presence
- Identify suitable Facebook groups to join
- Devise a strategy for increasing followers and advise on steps to be followed across
 - Facebook
 - Instagram
 - Twitter
- Identify suitable collaborators to do Instagram takeovers of EPC's page and prepare a rollout plan
- Identify the optimal hashtags for EPC to use, rotating in batches of 20-25
- Identify suitable themes for social media activity throughout the year e.g. Christmas, mid-terms, etc.

The intern will work on a voluntary basis for 3-4 hours per week for an initial period of 12 weeks. In addition to invaluable experience, the intern will receive a reference letter from Úna Maguire CTA FCA, and a One4All voucher as a token of appreciation.

To apply, please send an email to Úna at eatplaychange2018@gmail.com detailing your interest in and suitability for the role by 31 October 2019.