



Social Media Internship – Summer 2012

Part time (16-20 hours) paid internship

Duration: June through late August 2012

Location: Portland, Oregon (Sellwood)

Tasks

- Post content to the social media accounts for BetaNews properties
- Engage users in conversations on social media platforms
- Monitor social media from competitors and similar media properties to find most effective ways to promote readership and community

Requirements

- Interest in technology and media/publishing
 - Aware of general trends in computing and communications technology.
- Demonstrate proficiency with multiple social media platforms – we're looking for someone who is already active on multiple platforms.
- Ability to get self-directed work done
- Good written and verbal communications skills
- Understanding of the platforms used in corporate and personal computing and communications
- Added bonuses
 - Experience with SEO
 - Interest in Journalism and experience writing for publication
 - Experience with web publishing

BetaNews is a small company that has published news and information content about technology for over 10 years. We're looking for someone to help us build our presence on social media, including Twitter, Facebook, LinkedIn, Reddit and Google+. This means getting more of our web content posted and engaging with users. Intern will also prepare market research reports, providing analysis on what is working for other publishers.

Applicants should submit a cover letter and resume, including links to social media accounts you maintain personally. Address applications to internships@betanews.com.

BetaNews is also looking for writers (summer intern and open-ended freelance), and this position could be combined with a reporting one to be full-time.