



World Food Programme



Lim, Malaysia



Daniel, Norway



Joana, Portugal



Liking that tweet: The Social Media Impact Internship

WFP is looking for university students (age 18-24) who are creative, inspired and passionate about fighting hunger. If this description fits you and you have an active voice on social media platforms, start your journey in the fight against hunger by applying for the social media impact internship. We are looking for students who have an active voice on popular platforms, such as Twitter, Facebook, Pinterest and more to take a look at hunger and advocate for change in support of WFP.



Students are a huge force on social media... What I want to see is students challenging students; teaming up and creating a stronger voice together than could be possible separately.

-Ben, Ontario, Canada

What will you do?

You will be responsible for adding a personal perspective to the issue of hunger. Using social media, you will encourage your social network to take note of the impact of hunger and then to take action. You will design a social media plan that engages your network in the challenge of hunger during the one-month internship. This will include 2 blog posts for the students blog on WFP.org, daily tweets and posts on Facebook, and a personal online project raising awareness about hunger for WFP. These are the essential requirements of the internship, but ultimately we want to see what you can do.

How will you use social media to help spread the message that hunger is the world's greatest solvable problem? How will you help university students realize that they have the power to change the scope of hunger in the world? Showcase your efforts and communications savvy as the Social Media Impact Intern. Will you host a movie night? Create a video about how you connect to global hunger? Host a FreeRice campaign?



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Adekemi, USA



Morgan, USA



Mariana, Greece



We have the internet as a tool that enables us to share knowledge and empower others around the world. The increasing interconnected world we are inheriting makes this program a solid step in the right direction – solid because it gives young people from every corner of the world the opportunity to get involved and play a part in their communities and societies to end hunger. .

-Morris, U.K./Sierra Leone

What will WFP do?

The Social Media Impact Internship is designed to develop your communications skills in a supportive environment. As the Social Media Impact Intern, you will be paired with a mentor from our global outreach team. Working from around the world, the global outreach team has extensive experience activating youth to change the world around them. They will share useful messaging, the latest content, and support to help you become a successful hunger advocate. The communications team will help bolster your efforts through retweets and posts on our high – profile Twitter and Facebook accounts.

Join us in solving hunger by applying for the social media impact internship. Complete the attached application and submit to: WFP.Youth@wfp.org by the 20th of each month.



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WORLD FOOD PROGRAMME SOCIAL MEDIA IMPACT INTERN APPLICATION

Please fill out and submit to WFP.Youth@wfp.org by the 20th of each month for your chance to be considered for the following month's Social Media Impact Internship.

NAME

DATE OF BIRTH

UNIVERSITY/COLLEGE

AREA OF STUDY

PRIMARY EMAIL

CONTACT NUMBER (INCLUDE COUNTRY CODE)

EMAIL

FACEBOOK PAGE

TWITTER HANDLE

OTHER SOCIAL MEDIA PLATFORM (OPTIONAL)

MAILING ADDRESS- LINE 1

MAILING ADDRESS- LINE 2

CITY/ZIP

COUNTRY



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How do you talk about issues of interest through social media? Please describe the platforms you use and your tone.

Check out WFP Students twitter feed ([@WFP_students](https://twitter.com/WFP_students)) and Facebook page (facebook.com/WFPstudents). After looking at the content, tell us how you will connect your network to the work of WFP through your personal social media accounts. Include a sample tweet or post.
