



Intern Overview 2019-2020

Veronica Burchill

Tasks:

- Create a social media engagement plan for the internship from October 2019-April 2020 ****Currently extended through May 2020****
 - Engagement plan included:
 - Plans to post weekly Motivational Monday quotes on Twitter, Instagram, and Facebook
 - A form that members could fill out to recognize fellow officials, coaches, parents, or swimmers for their accomplishments and/or outstanding work for Georgia Swimming
 - Plans to incorporate weekly Thank You Tuesday posts from the filled out forms - weekly graphic posted on Instagram stories
 - Research on prime posting hours for our type of organization to increase member engagement throughout the year and on a daily basis
- Create a weekly Teaching Tuesday post to highlight important news or information for swimmers, coaches, officials, and parents
 - A few examples of topics included:
 - Healthy meal options for specific training cycles
 - Swimming technique tips
 - Yoga
 - Varying mental health information
 - Journaling
 - GA Swim Bylaws
 - Recruiting tips
 - COVID-19 Information and at-home training ideas
- Assist Executive Director, Megan Kingsley, with planning and executing athlete initiatives such as:
 - Canned Food Drive at Senior State in December 2019

- The Thank You Thursday posts were a big success for the first few months of the internship, but member engagement fell off and I got fewer and fewer submissions as time went on.
 - Moving forward:
 - We need to figure out how to promote this element more OR make this a completely different type of recognition
 - Monthly recognition or bi-weekly instead of every week
 - Get submissions early on and have a stock of them before beginning to post about them
- I have a great time creating different graphics for the Instagram page, but I do think that in the future, there needs to be more cohesion to make our Instagram look more put together and professional. So each week the Motivational Monday posts could all have the same similar outline and Instagram stories as a whole could do the same, as well as graphics posted on the main Instagram page. Keep similar color schemes such as the orange and green from the main GA Swim graphic.
- I think there should be a form that either parents or swimmers fill out when a swimmer commits to a college so that we don't miss any commitments. This form could be posted on the website and linked to our social media platforms as a way to get a photo from the athlete and their class in high school.
 - Either I or the eventual future intern could take this on as an important role in this position to keep track of all these college commitments in a more organized manner.