**Social Media Associate Application**

Spring 2021

*“I heard the youths are all getting the news on their fancy newfangled phones these days”* – An elderly person, somewhere.

Yes, it’s true. And in fact, *The Wire* will be getting the entirety of its readership online this semester due to the move to remote learning.

Having a strong presence online is important for us as a newspaper because we want people to have access to and to read our content! The Social Media Associates will be working directly with the Web Editor and Publisher to help increase *The Wire*’s social media presence.

Responsibilities will include:

* Posting daily on the *Wire*’sInstagram, Facebook, and/or Twitter
* Brainstorming new ways to gain followers on our social media platforms
* Developing strategies for improving our social media experience (polls, videos, etc.)

There is a lot of room for creativity and making a difference in this position as we look to significantly grow the Whitman community’s engagement with *The Wire* through our online platforms.

Approximate time commitment per week: 2 hours

This position is paid a fixed weekly amount.

Pleaseemail a word document with your responses to [wire@whitman.edu](mailto:wire@whitman.edu). Applications accepted on a rolling basis; final deadline is midnight on **Friday, January 29, 2021.**

Please keep in mind that staff training will be on **Sunday, February 7** and is mandatory. We are in the process of determining how training will be conducted.

***Returning social media associates:*** *Please only fill out the contact/payroll information and answer questions 3 and 6, as well as answering: Why do you want to continue working for the Wire and what is a goal you have for the coming semester?*

Name:

Graduating year:

Phone number (cell preferred):

Email address:

(These questions are for payroll purposes only and will not affect your application.)

Whitman ID:

In-state: yes no

Work-study yes no

1. Why do you want to work for *The Wire*?
2. What experience do you have in fostering engagement online, be it through personal Facebook statuses, your Instagram, making YouTube videos, or having a blog?
3. What are **two** ways you think would be effective in gaining *Wire* followers on Facebook and/or Instagram? Be as creative as you’d like, and please include a brief explanation of why you think those methods would be effective.
4. [Here](https://whitmanwire.com/arts/2018/10/08/kwcw-feature-ben-calvin-and-henrys-toys-statuettes-and-collectibles-review-hour/) is a link to an article from the Arts & Entertainment series ‘KWCW Show of the Week.’ Write the twitter post (140 characters) that you’d use to accompany this article, and the Facebook post of 1-2 sentences that would go alongside the link.
5. Please describe your ability to meet deadlines and work under pressure.
6. Tell us about your spring semester. What other things do you foresee yourself being involved with? (sports, heavy course load, other activities/jobs, etc.)