

An aerial photograph of a rocky coastline. The water is a vibrant turquoise color, transitioning to a lighter, sandy beach area. The rocks are large and reddish-brown, with some smaller stones scattered along the shore. The overall scene is bright and clear, suggesting a sunny day.

**GVI SOCIAL ECONOMIC
DEVELOPMENT VIRTUAL
INTERNSHIP PROGRAM**

PROJECT BRIEF

Your project will be to develop a social media strategy that will support our in-country partner* and help them achieve goals such as increasing awareness and boosting engagement on social platforms.

*In order to protect the vulnerable communities that this organisation works with, we will refer to them in this document as our “in-country partner”.

About your project

In order to be able to continue their work to support women in Peru, our in-country partner needs to raise awareness and engage with the community online. By having information about the organisation documented online, they will be able to reach a far wider audience and hopefully expand their reach as they gain valuable support.

Fundamental to engaging and interacting with supporters and potential donors is having a clear and coherent communication process that can update their followers about their activities and objectives and showcase the work they are doing. If online content and resource materials are current, clear, interactive, and engaging then awareness of important work is more easily accessible and reaches a wider audience.

Social media marketing is the use of social media platforms and websites to promote a product or service. Online platforms are used to connect with people to build your organisation and increase awareness. This involves publishing content on platforms, listening to and engaging followers, and then analysing your results to create plans for improvements.

By using a variety of methods and creating a social presence, the organisation can reach a range of targeted groups. Your aim is to develop strategies and initiatives that will raise our in-country partner's profile by making plans to expand their social media presence, specifically through Instagram and Youtube. Your plans for communications will then need to be turned into a clear presentation that can be used as guidance in future strategies.



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Deliverables

Your project will be to create two different types of tools that review the sharing of knowledge and findings. You will:

- create a detailed description of our in-country partner's social media target groups.
- outline step by step plans for achieving the desired outcomes.
- detail strategies for expanding our in-country partner's online social presence.
- produce a document outlining your recommendations, with examples and sourced resources to back them up.

Reflections deliverable:

As you work through this exercise, make sure to take note of the parts of this task that you enjoy and the parts you might not, so you can talk this through in your marine project review later in your program.

What does success look like?

By the end of this project, we hope you:

- adapt your knowledge and understanding of communications to appeal to new and existing supporter audiences.
- recognise key areas that are important to communicate online and hone summarising skills.
- provide our in-country partner with plans, strategies and initiatives that will assist their operations and can deliver significant results.
- understand how our in-country partner operates, and why their work is crucial in supporting women in Peru.

SDG focus areas

This project will work towards the following SDGs:

- Goal 1: [No Poverty](#)
- Goal 3: [Good Health and Wellbeing](#)
- Goal 4: [Quality Education](#)
- Goal 5: [Gender Equality](#)
- Goal 8: [Decent Work and Economic Growth](#)
- Goal 10: [Reduced Inequalities](#)



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