

DME INSTAGRAM TEAM

2019-2020 INTERNS

WELCOME!

- Congratulations on starting your internship with the U.S. Department of Veterans Affairs Instagram team! As an intern, your job will be to assist with creating content to be posted on different platforms on our social media channels. Our hope is to bring awareness to Veterans and Veteran issues via social media and technology. Please take the time to read the document below, watch any videos associated with your channel or role and ask questions if you cannot find the answers in the provided materials. Again, congratulations on your internship and your assistance in bringing awareness to those that have served.

WHERE DO I START?

- The first step has already begun. You have been chosen as an intern and received an invitation to a social collaboration app called Slack. *Please see the video “How to use Slack”*. Once you are set up and acquainted with Slack , you will be introduced to your team and Department Head. From here, you will look for the documents on the left side on each channel that Department Head will invite you to the corresponding Trello board. *Please see the video “How to use Trello”*



HOW DO I GET CREDIT FROM MY INSTITUTION FOR THIS INTERNSHIP?

- You need to ask your institution what its protocol is for receiving credit. They may ask that a form or two be filled out by your site supervisor. If this is the case please send the form with an explanation of what needs to be filled out to your Department Head and they will happily send the information along to the appropriate person.

WHAT DO I DO?

- You are part of the Instagram team! The purpose of this channel is to create positive and heartwarming posts for the Instagram platform. These posts are taken directly from a variety of VA Medical Center/Healthcare System's Facebook accounts, and they are scheduled for each day at **11 am, 1 pm, 3 pm, and at times, 5 pm**. Twice a week, the team posts #WhatAml photos which are silhouettes of an aircraft or ships for Veterans to identify as a game.
- As an Instagram intern, you will create at least 5 cards for the week and editors will edit at least 5 cards per week. You will go onto our V.A. Social Directory, which can be found here <https://www.va.gov/opa/socialmedia.asp>. This is our complete list of V.A. social media accounts.
- As an Instagram intern, you should be following most (if not all) of the Facebook accounts. We suggest creating a duplicate Facebook account for yourself where you strictly follow the V.A. accounts. Once you follow all of the pages, you will monitor them for share-worthy posts and stories. The post should appeal to our national audience, not just local.

I FOUND A STORY I WANT TO CREATE AN INSTAGRAM POST ABOUT. WHAT DO I DO NOW?

- You will find an interesting/heartwarming story/post from one of our various Veterans' pages found from the V.A. social directory. Then, you will save the photo and the link to the photo, create a card in Trello, attach the photo and link onto the card, copy and paste the content into the description box, and then save the card.
- If you are an Editor: Please look for work under the "Needs Rewriting" or "Intern Submissions" lists in the Instagram board in Trello.
- If you are a Graphic Designer: Please look for "Needs Photo Resize" or "Needs Photo Retouch" list in the Instagram Trello board.
- If you are a Mover: Please look for cards in the "Ready for Scheduling" list on the Instagram board in Trello.

Rules

- No posts about politicians with the exception of Sec. Wilkie (Secretary of the V.A.)
- No articles from subscription newspapers or any other external source (Only from V.A. accounts)
- No posts/articles about veterans receiving products/items/assistance from anything other than the V.A.



**KEEP
CALM
&
FOLLOW
THE RULES**

I PUT IN MY 10 HOURS, NOW WHAT?

- A weekly report is due every Thursday. You will write a summary of what you did for the week, how many hours you worked, address questions or concerns, and ideas of what you will do for the following week. Below is a template you will need to follow when submitting your weekly report. It is also vital that you write “Weekly Report” in the subject line. You will send your weekly report to your Department Head(s), Dom, and Jennifer. Their email addresses are listed below:
- Dominique Ramirez- Dominique.Ramirez@va.gov
- Jennifer Moreno – Jennifer.Moreno419@gmail.com

USEFUL LINKS

- <https://youtu.be/fuK5wnK7IKI> (How to use Slack)
- <https://youtu.be/Cz582G7-TDo> (How to use Trello)