Social Networking for Public Gardens

Using Facebook and Instagram, the intern will create social media posts that are educational and highlight the expansive gardens, woodlands, wetlands, and arboreta with the goal of drawing people into visiting the Botanic Gardens. The intern will gain valuable communications knowledge through creation and use of social media. Through this internship the intern will develop leadership skills through real-world experiences building a foundation in leadership that extends into their career.

Qualifications

1. Minimum qualifications: Rising juniors and seniors from LSU and partner institutions studying mass communication, public relations, journalism, agricultural communications, agricultural education or related field with at least a 3.0 GPA are most competitive. Second-year students and those with a minimum 2.5 GPA are also eligible and encouraged to apply.

2. Preferred qualifications: Demonstrate an understanding of public relations and how to use social media as a promotional tool, basic graphic design and photography skills, and have some web development experience. Have strong writing and editing skills. Video production experience is preferred, but not necessary. Good interpersonal, communication, organizational, teamwork and time management skills are essential.

3. Physical qualifications: The intern should be willing to work some outdoors in the heat and humidity and tolerate mosquitoes and other biting insects in the summer.

Primary Contact/Advisor: Jeff Kuehny, Director; Katie Guitreau, Coordinator; Sarah Rayner, Education Coordinator; LSU AgCenter Botanic Gardens, 4560 Essen Lane, Baton Rouge, LA 70809.

Primary Contact/Advisor: Jeff Kuehny, Director and Glen Wilson, Arborist, LSU AgCenter Botanic Gardens, 4560 Essen Lane, Baton Rouge, LA 70809.

Maximum Interns Needed: 1

Weeks 1-2:

Primary Tasks:

- Participate in Leaning by Leading™ internship program orientation at the Botanic Gardens
- Meet with the Mentors, Co-Coordinators, Interns and Director
- Submit a resume
• Tour Burden Museum & Gardens and meet the staff. Learn about the history of the Burden Family and the property, specialty gardens, Burden Woods, Barton Arboretum, Rural Life Museum and Windrush Gardens.

• Meet with Mentor and Co-Coordinators once per week, identify and review internship leadership goals and overall goals for the internship

• Learn about the different social media systems that are used by the Botanic Gardens

• Learn proper etiquette for communications

• Learn how the Botanic Gardens collaborates with the LSU A&M and LSU AgCenter Communications Departments

• Brainstorm sessions for signature project

• Develop and plan signature project

• Meet with Director to review the signature project

Weeks 3 - 9:
Primary Tasks:

• Meet with Mentor and Co-Coordinators once per week, review and update leadership goals and overall goals, progress report on special project

• Begin to implement signature project

• Work Event Coordinator and Communications departments on marketing and public relations of Botanic Gardens programs and events

• Develop presentation on signature project

Week 10:
Primary Tasks:

• Review and evaluate leadership goals and overall goals

• Attend Exit Internship Seminars with presentations on signature projects

• Present signature project

• Participate in a reflective discussion on internship experience

• Modify resume based on internship experience

• Complete an exit interview with the Director and Mentor
Success Measures

- Interns will meet every week with Mentors and Co-Coordinators for a brief evaluation of the internship experience. During the evaluation, interns will discuss what they have accomplished, identify where they need assistance, share future plans, and reflect upon the overall experience.

- Develop and complete internship leadership goals and overall goals

- Develop, implement and complete a signature project

- Each Mentor and Co-Coordinator will evaluate the intern’s performance based on predetermined criteria.