

Work-based Learning Plan for Women’s Wellness Social Media Campaign Program

This is an online position unless the Intern would like to work with us to raise funds for their trip to work in the Himalayas for a 1-3 month period in 2025

Funding: AMAZE.ORG project operates from September 2024-June 2025
 YOURTIME project operates from November 2024-September 2025
 TNYF Winter Camp project operates December 2024- January 2025; cofunded by HELP Fund and CHAI

Item	Specific Need	Skills Needed	Goals/Targets	Expected Output	Expected Outcomes	Measure
Train local staff	In each of the below 6 items, train 2-3 local youth staff so that work is sustained by local NGO as the number one goal of the internship. This involves leading 4 x 1 hour workshops online	Ability to organise and run 4 x 1 hour workshops discussing the most important major tasks below with ESL staff, assigning tasks to young staff, and encouraging discussion of "why" behind designs and how to sustain social media work by themselves	HI Staff/Members lack understanding of using social media to effectively communicate information, inspire followers and use SM tools and analytics to build an audience. HF and HI have a goal of creating a Women and Youth Mental and Physical health page to address severe lack of information in the Himalayas of Ladakh. The Intern will help brand, frame and start the channel/page and train 2-3 Himalayan staff in some basics of sustaining that page, and in doing so, help them understand the basics of SM as a tool.	Intern builds teamwork/teaching skills, along with capacity to analyse communication needs of an NGO and design a SM plan for local staff to implement and raise their profile, and give remote youth access to information. For HI Staff: build teamwork skills and gain an understanding of each of the below tasks supporting their projects, while also learning how to work with remote SM volunteers and interns.	For Intern: build resume for working in Non-profit marketing and cross-cultural communication skills. For staff: fear of communicating with clients, partners and funders through SM reduced, efficiency in communicating radically changed with understanding how to design content and use SM tools, HI Info channels reaches over 200,000 persons with health information, some for the first time.	Monthly meeting via a workshop and production of below items, reflection journaling by both Intern and Staff for sharing with Project Mentors, final evaluation of the post and teamwork.
Templates for Women's Wellness (WW) Instagram and Facebook within Canva	Design and create 2-3 HI branded Instagram and Facebook templates for use in the Women’s Wellness channel, organize the HI Canva Pro account to facilitate easier production of branded content (and team members collaborating online), and share "why" behind design of templates with Team	Basic+ understanding of Canva, branding and creating templates, and how to organise templates, projects and files in relevant folders.	As a part of the AMAZE.ORG project, HI must produce a Women's Wellness Instagram Channel. In order to maintain the channel after creating it, work will need to be efficient and multiple team members able to access images and branded templates easily in Canva. To insure audience grows and learns, understanding of a variety of posting (inspire, inform, engage etc) and re-posting and scheduling both. And a beginning understanding of creating one-page, engaging, visual report Canva templates will help with ease of communication	Intern: two branded post/story templates for each (Instagram and Facebook); sample of how to brand a Reel, conveying understanding use of music and audio, and sample of one pagers to communicate back to partners and funders. Organised folders in the HI Canva account. Staff: One branded template each, understanding of Canva Account organisation, and ability to use Canva effectively for the WW Instagram channel.	Culturally, collaboration on Canva-like platforms is unknown. With a better understanding of teamwork within online tools like Canva, production of health information can radically change, with youth and girls discussing concepts of rights, inclusion and access to equal care, and staff will gain confidence to use these skills to make further changes for rural populations. Profile of NGO changes. Building relationships	Templates produced. HI Canva account organised. Workshop on Canva basics held and staff produce their own templates and reels. Labels are logical for ease of use.
Templates for WW Instagram and Facebook within Canva	How to translate dense information into (branded) graphics and use images to convey written words and numbers, and even make it fun!	Find examples of effective infographics to share with staff, and how to find data for sharing through infographics, and ability to create examples in Canva	HI does not understand how to use infographics and share data to express need for change and effectiveness of projects. This internship will build skills of compiling compelling industry statistics to create graphic and image-based infographics to inform, inspire and engage partners, funders and most importantly clients.	Samples of effective infographics use, and how to find accurate data for use in them, better understanding of using Canva, and ability to use Canva to share dense information in graphic/image representations. And ability to look for like-minded charities and how they use infographics effectively.	Shift from opinion of what's needed for healthy change to using local and global research and data to convey messages of need, intervention and impacts, in an inclusive method that engages audiences.	Template produced, workshop held and staff feel more comfortable searching for data, good examples and taking complex information and sharing it with partners, funders and most importantly clients.

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Create a spreadsheet for increasing followers and impact	Create a list of holidays for posting, industry-specific hashtags, and list of suggested accounts to follow so that analytics improve and a greater audience is reached.	Understanding best practices in use of hashtags, tagging others, following like-minded organisations and influencers and ability to organise this information in a "cheat sheet" for staff to use	While personal use of hashtags and following is understood, applying this to the mission, values and projects of the organisation is not as understood. The use of holidays and linking to fundraising or awareness raising campaigns is not understood. The internship will help staff understand ways to increase following and effectiveness by appropriate use of tools. Spreadsheet and training also shares common pitfalls on NGOs in their strategy.	Better understanding of another set of tools to increase reach of WW Instagram channel and ways to ensure partners, funders and clients see information. Staff can use spreadsheet to support them in the future.	The greater the capacity of the staff to reach more youth and women in Ladakh, and to communicate with partners and funders, the more underserved people can access vital information and funders can see the value of supporting access to information to change health outcomes.	Spreadsheet produced and staff start using tools more effectively on the channel. Intern can use spreadsheet as an example for other NGOs or future employers.
Create a "how to" caption posts spreadsheet	Create a one-pager with suggestions of industry best practices of captioning on posts, stories and reels	Understanding best practices in captioning to inform, inspire and engage on topics, and share this with staff including a "cheat sheet"	Effective captioning, learnt from industry leaders, is not understood and will be vital if the goal of the channel is to increase knowledge of women and youth physical, mental and social health (and rights). The intern will share examples of effective captioning and suggest ways, including use of AI, to use clear messaging.	Spreadsheet for caption suggestions in different kinds of posts on both platforms. Better understanding of using tools (spellcheck, grammar check and AI) to improve captioning, with aim to inform audiences.	Quality captioning assists in getting much-needed health information to more women and youth, supporting positive health changes and their related economic and social changes.	Spreadsheet produced and staff can use tools to improve captioning in their content.
Create a posting calendar for Instagram and Facebook	Create a calendar with appropriate variety (inform, inspire, build community, engage, male laugh, convert etc), and offer relevant examples of each, including celebration days, target audiences, reposting, etc	Research industry standards for posting, use of hashtags and tags, and collect examples of different posting calendars to share with Staff	Operate a workshop with the Himalayan Team showing how to provide interesting variety through the posting timeframe to raise audience and analytics, sharing some examples of other accounts			
Create a measurement/a analytics spreadsheet	Create a spreadsheet of items to measure from the analytics on Facebook and Instagram, and share in a workshop with 2-3 Himalayan Team members	Understanding of Instagram and Facebook analytics tools and an ability to teach use of these dashboards to staff.	Instagram and Facebook analytics dashboards is unknown to HI staff. Building an understanding of how to use these tools to improve posting will greatly increase effectiveness and efficiency of SM use. Operate a one-hour workshop with the Himalayan Team to share the analytics dashboards, showing the importance of monitoring which posts do well and how to capitalise on similar posts.	Team starts using powerful analytics tools and saves time while increasing reach of information on the WW Channel.	Analytics is used across SM platforms and undertakings (ie. Newsletters) with this supporting a much better reach of information on health for remote village people and their improved health and demand for access to health services.	Dashboard is understood. Brief spreadsheet on important numbers to watch. And thought given to how to improve poorly-performing posts, stories and reels.