

Work-based Learning Internship for the [HELP Fund](#) and its Himalayan partner [HEALTH Inc](#)

Social Media Internship:

Basic Health Information Instagram Channel Development

2024-25 for 3 months

Summary:

This WBL Internship is an online position where you, the Intern, will be largely working independently (with supervision and support from the NGO Founder in Estes Park, CO) to develop an Instagram and Facebook Channel providing young remote villagers in the Western Himalayas access to health information, and to train two NGO staff to use tools and strategy to carry the work forward.

Due to the complex nature of the Internship, we encourage Digital Marketing or Design Student teams to undertake the position as a part of a school project. The internship can also be offered as a three-stage project (Measure local need and survey successful social media channels delivering information; Design posts, reels and memes and create a sample channel; Measure impact and help a Himalayan-based team carry work forward).

The intern (or intern team) will make use of their skills in using Canva and social media analytics to create templates, structure an Instagram page, and measure impact for informing and inspiring users to enhance their health. The intern will build and apply teamwork skills by helping three Himalayan-based staff understand how to carry this work forward.

By improving their design and communication skills the intern will be working toward in-demand employment skills within the nonprofit world (cross-cultural communication, creative and critical thinking, collaboration, IT/computer skills and self-reliance), with skills applicable to many other career paths.

A certificate of completion and recommendation letter will be issued upon completion of the 3-month, 60 hour internship. If the intern is interested in volunteering in person in India, or with any of the other 170+ [Omprakash](#) partners around the world, the HELP Fund and HEALTH Inc will make introductions, and/or work with the intern's supervisors to create a field-based research project in the Himalayas, measuring the impact of access to well-designed information on youth health.

Timeframe, Nature of Work and Goals of Work:

The internship is for 3 months, working up to four hours per week (at the intern's convenience except for scheduled workshops), with the intern reporting to and having the assistance of the HELP Fund's founder, Cynthia Hunt and the HEALTH Inc Project Coordinator, Padma Rigzin, communicating via email and phone/WhatsApp as needed. Workshops will be scheduled to meet both the Intern's and the Himalayan team's schedule and held on Google Meets. There will be an Intake meeting helping the Intern gain an insight into the mission, vision and values of the partner organization and the goals of the Women's Wellness Project (to create a social media-based information channel for accurate and engaging health information). Reflection and evaluation meetings will be held monthly; documentation of work undertaken and accomplished, and reflection of the value of internship expected by the intern.

The internship importantly involves training two staff (located in the Himalayas) with 4 x one hour workshops over a three month period, which will be co-facilitated by the HELP Fund supervisor. Work accomplished will be shared, the intern will highlight the “how and why” of design and strategy, and will assign similar tasks to the staff and support their building skills.

Skills Needed:

- Training staff: Organizing key concepts into a teaching framework, sharing these ideas, and supporting HEALTH Inc staff in using tools/apps to create their own templates, posts, reels and captions for use in the project. These teaching skills will be mentored by the HELP Fund.
- Using Canva: Using Canva to create branded templates for posts, stories, reels, infographics and an example one-pager, and organizing files and folders in a logical way to ease future use of the tool.
- Instagram and Facebook communication: Basic experience of marketing on Instagram and Facebook to inform, inspire, engage and grow an audience to meet a goal of improving access to health information, inspire health behavior change and encourage partners and funders to continue their support of this work.

Work Details – Specific Jobs, Skills needed, Expected Outputs and Nature of Training:

See attached spreadsheet

The five important tasks of this internship include:

- Train two staff/members of HEALTH Inc (in the Himalayas) in the *basics* of the below-listed skills through a series of 4 x 1 hour workshops where the Intern shares ideas and examples and assigns tasks to the staff to produce and offer later feedback. The Intern will be supported in workshop design and implementation by a HELP Fund Member.
- Work with those staff/members toward the goal of creating a HI Women’s Wellness Instagram Channel/Page providing access to information on physical, mental and social health to extremely remote and underserved women and youth living in the Western Himalayas of Ladakh. (HI already has a page) (Mentors from the HELP Fund, HEALTH Inc and the District Hospital will proof materials in support of the Intern and Team).
- Develop one each - post, story and reel templates in the HI Canva Pro account and organize the dashboard and files to help effectiveness and efficiency of posting.
- Develop 1-2 infographics templates and help staff/members understand ways to communicate complex data in graphic and image formats.
- Create a spreadsheet to help staff/members understand best use of hashtags, tagging, following and captioning in posting, and how to target holidays for messaging and fundraising.
- Creating a sample/suggested posting calendar making use of informing, inspiring, and engaging SM users and growing an audience (including reposting accurate, high-quality posts from like-minded organizations).
- Help staff/members understand their Instagram / Facebook analytics dashboard and how to use this information to improve outcomes from posting.

Skills Development – Assessment and Reflection

The intern will be asked to send a list of work accomplished to the HELP Fund and/or School Mentor(s) before each monthly meeting and then during the meeting discuss roadblocks, successes and ideas for what more could be done on each topic in the WBL Work Plan. During these online meetings, a plan for a workshop in sharing skills with Himalayan staff will be discussed and developed. Any issues of help needed or linked possibilities.

The intern will support the sustainability of the important work undertaken by the HELP Fund and HEALTH Inc by improving the skills of their staff and volunteers, and thereby helping them serve thousands of underserved youth in the future. In the long term, those staff and volunteers will be in a position to support other NGOs in the Western Himalayas, scaling service provision and supporting social change.

The intern's skills development – in producing high quality work and training others to do the same – is important in the service world and will be attractive to potential employers in the future.

Expectations:

- There is no cash compensation for this Internship. However, we are eager to work with you to raise a Fellowship through a crowdfunding campaign. In the past, our interns and Board have successfully raised between \$1-5,000 per position.
- If the Intern wishes to carry forward their learning by doing an in-person internship upon completion of this work, the HELP Fund and HEALTH Inc will support the intern to raise funds to visit the project site in the Western Himalayas and have a directed study or research fellowship at a future date.
- To demonstrate the needed self-motivation to undertake each of the five outlined job tasks and produce high quality templates, spreadsheets, and training sessions to build capacity of the NGO to communicate through social media (Instagram and Facebook).
- To complete the listed work to the best of their ability including 4 training workshops on most important skills in a timely fashion, and work with the Mentor(s) reflecting on skills gained from the work experience.
- To treat their coworkers (mentors and HI Staff) with respect and be supportive in encouraging skills building in those staff.
- To honor the confidentiality of all beneficiaries¹ and to understand that the HELP Fund and HEALTH Inc own the rights to the content created by the intern. The intern may use all content created in a personal portfolio for use in further schooling and job opportunities.
- To reflect on the experience and share these reflections as a way to improve ~~her/his~~ *their* skills and to improve the NGOs internships in the future.
- The intern will sign an Internship Agreement upon undertaking the work and if they violate that agreement, the mentor will call an immediate meeting to discuss the issue. If the violation results in great harm to the integrity of the HELP Fund/HEALTH Inc or harms the health and wellbeing of staff or beneficiaries, the internship will be terminated.

Note to Education and Employer Partners:

While young people gain many 21st Century skills through learning and employment opportunities, this internship, demanding both the ability to use marketing and IT skills, but to more importantly, train others to build their own skills, is the ultimate application of theoretical learning. Being able to form and build a trusted teamwork situation, communicate effectively across different languages, and encourage team members to take risks and stretch capacity, benefits the young intern and their future employers and all those they serve.

To offer smaller slices of this internship to IT and Marketing classes would push those students to apply recently-acquired knowledge to real-life situations.

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¹ When creating some posts, stories or reels, it is important to understand that disclosure of the the girls and women's identities can cause clear problems in a traditional conservative society. While the post creator might know the identity, this stays strictly within the team. Equally, if working with HI data in creating infographics, data from vulnerable groups and identities of all respondents are maintained within the HI team.