

Motherly Inc. Social Media Intern Projects

Intern Responsibilities

My main job as a Motherly Social Media Intern was creating and posting the Motherly Instagram posts and stories to their Instagram page. Even though everything I created had to be checked, I was still allowed full access to posting on their Instagram page. I also am the main intern for their youtube channel. I upload multiple videos a day and that has taught me about monetization, copyright, and other rules I had no idea were important for just posting a video. Throughout my experience, I have gained knowledge of how to work in Canva, use software programs like VidIQ to keep track of video analytics, create and upload posts using what I like to call a “social media calendar” application called Dash Hudson, and source tweets from Twitter to not only provide content, but to see what my designated audience is into and use that as inspiration.

Motherly Mantras

The hardest thing about maternity leave is not being away from your job for a few weeks or months. The bigger challenge, for many of us, is coming back.

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At Motherly, I was responsible for managing the weekly content schedule, specifically selecting and designing *Motherly Mantras*—inspirational quotes that highlighted the authentic challenges of motherhood. My role involved curating the mantra for the week, creating a graphic using the brand's design template, and posting it as either an Instagram story or post.

View this on the Motherly Instagram!
[Motherly Mantras](#)

Motherly Instagram Stories

I was responsible for managing daily posts on the Motherly Instagram Story, where I curated content distinct from the main feed. This included the 'Motherly Essentials' series, which promoted popular brands and products favored by mothers, all available on the Motherly website. Additionally, I designed graphics featuring tips and insights related to motherhood, enhancing the overall user experience.

What to eat:

Eating a Mediterranean diet could increase your chances of becoming pregnant, studies show

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8 Montessori floor bed options we love—and an expert's advice on how to use them



A Montessori expert explains what a floor bed is and why you might choose it to transition your toddler out of their crib.

Motherly Instagram Posts

I was responsible for creating and managing key feed posts for the Motherly Instagram account. These posts were designed to promote published articles from the Motherly website and highlight stories from mothers within the community, with the goal of informing and engaging the audience. My role involved selecting relevant articles, designing custom templates, and uploading the content to Instagram.

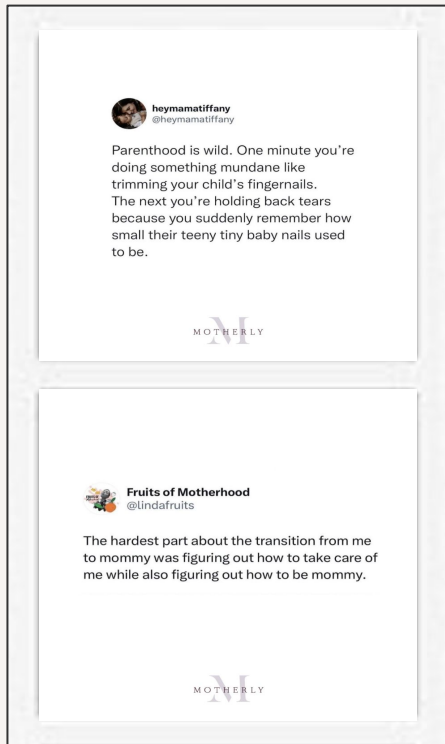
View this on the [Motherly Instagram!](#)



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Motherly Tweets

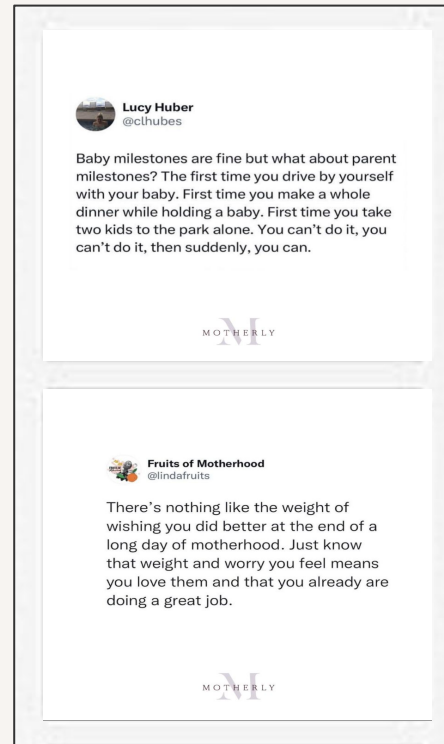
View this on the [Motherly Instagram!](#)



View this on the [Motherly Instagram!](#)

During my internship, one of my key responsibilities involved sourcing relevant tweets. I was assigned specific topics and tasked with identifying humorous or informative tweets on Twitter that aligned with our target audience. I then adapted these tweets into engaging content using our Instagram template and uploaded them to the Motherly Instagram page.

View this on the [Motherly Instagram!](#)



View this on the [Motherly Instagram!](#)

Motherly YouTube Channel



Watch the uploaded video [here!](#)

In addition to posting on Instagram, I was also given the responsibility of uploading YouTube videos to the Motherly YouTube channel. I would caption and schedule the videos to be uploaded for a specific date. Having access to the Motherly YouTube channel allowed me to keep track of video analytics and taught me more about monetization and copyright issues.

THANK YOU!

Do you have any questions?

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