

The Digital Media Internship Program

Service Specific Training



GARDEN CITY NEW YORK MEDIA

bringing the community to you



DIGITAL MEDIA
PLATFORMS



WHAT DO YOU NEED
IN ORDER TO SET-UP A
WEBSITE?

http://www




WHAT IS A DOMAIN
NAME?



WHAT DO YOU NEED
IN ORDER TO SET-UP A
SOCIAL MEDIA
PLATFORM?



A graphic featuring a white speech bubble with a black outline on the left side, containing the text "HOW IMPORTANT IS AN EMAIL ADDRESS WHEN IT COMES TO SOCIAL MEDIA?". To the right of the speech bubble, there are four envelopes of different colors: a yellow one at the top left, a white one below it, a green one below that, a pink one below that, and a blue one at the bottom right. The background is split into an orange section on the left and a light blue section on the right.

HOW IMPORTANT
IS AN EMAIL
ADDRESS WHEN
IT COMES TO
SOCIAL MEDIA?

WHAT ROLE DOES
GOOGLE PLAY?



@Gcnymedia

LIKE, SUBSCRIBE & SHARE



TEAM MEETING/
SUPERVISION

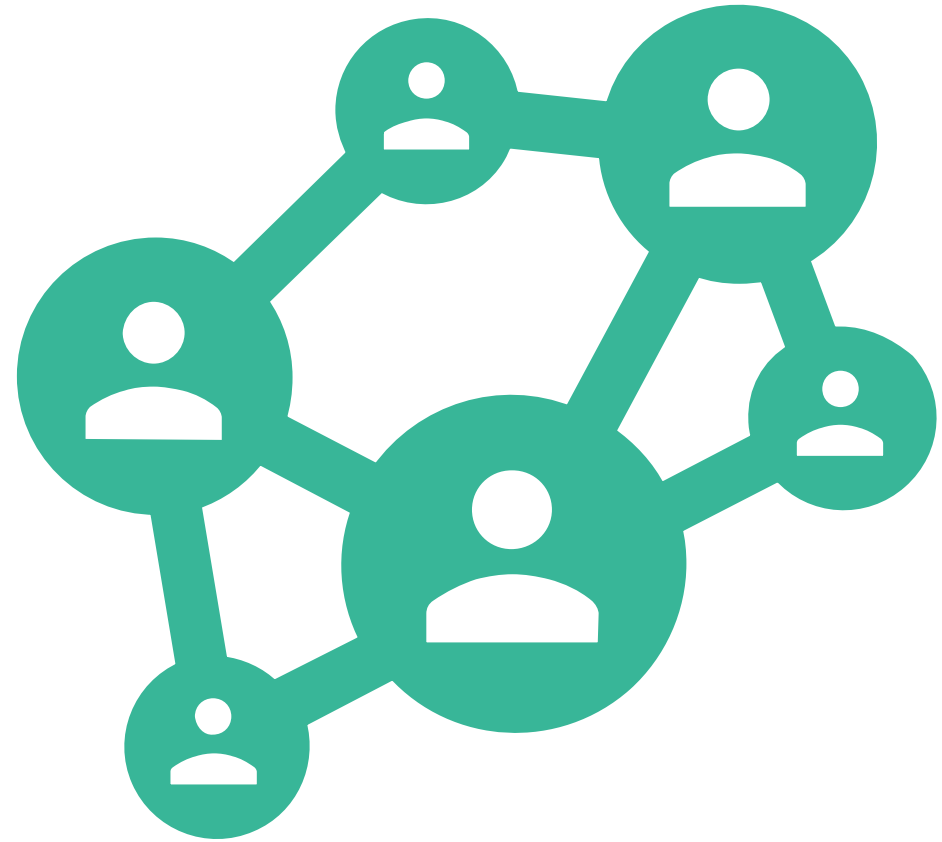


MY WEEKLY VIDEO JOURNAL

(DUE EVERY MONDAY AT 10AM)

Date, what activities were you involve? what challenges did you encounter? & What did you learn? What would you like to do different or better?

**Phase 1-
Campaign
Research/
Canvassing**



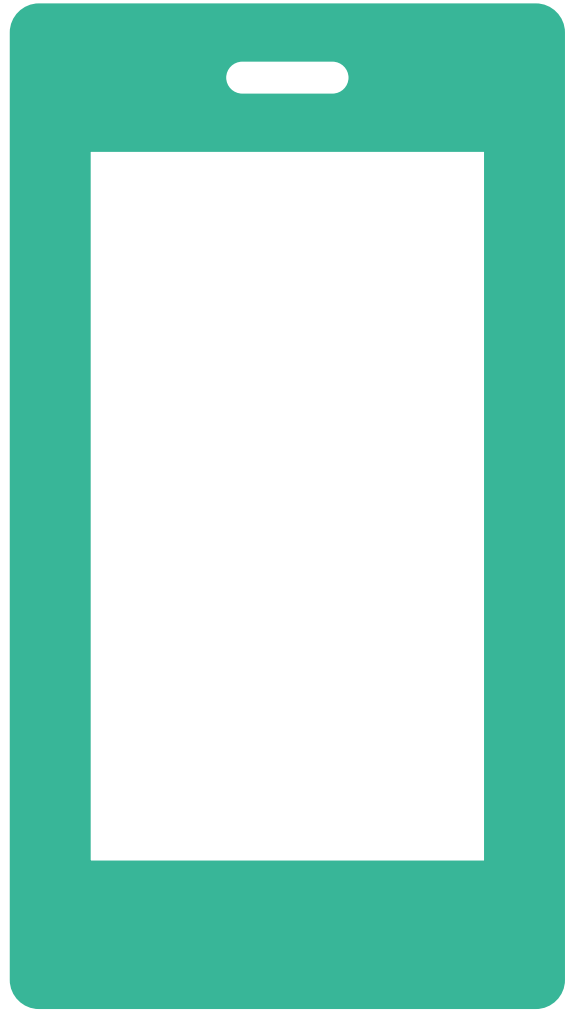


ROLE PLAY DEMO

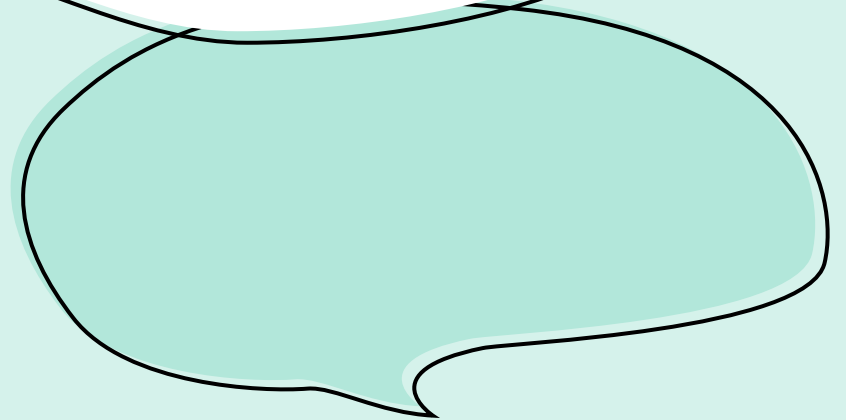
https://www.youtube.com/watch?v=Q4PE2hSqVnk&list=RDLVGrhSLfOI-HM&start_radio=1&ab_channel=LucasBean



THE POWER OF A SMILE.



MY SOCIAL MEDIA
CAMPAIGN



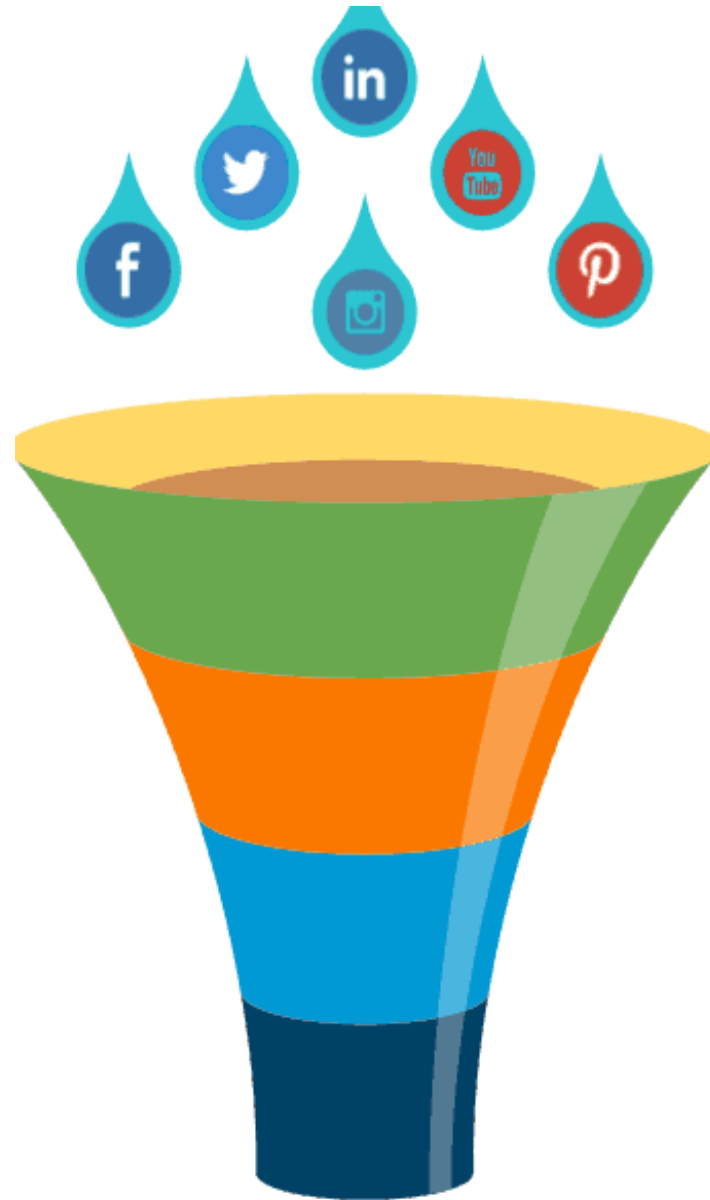


MY TARGET
AUDIENCE

What do they look like?

demographics: age, gender,
financial status, zip code, what are
they interested in?

TO INCREASE



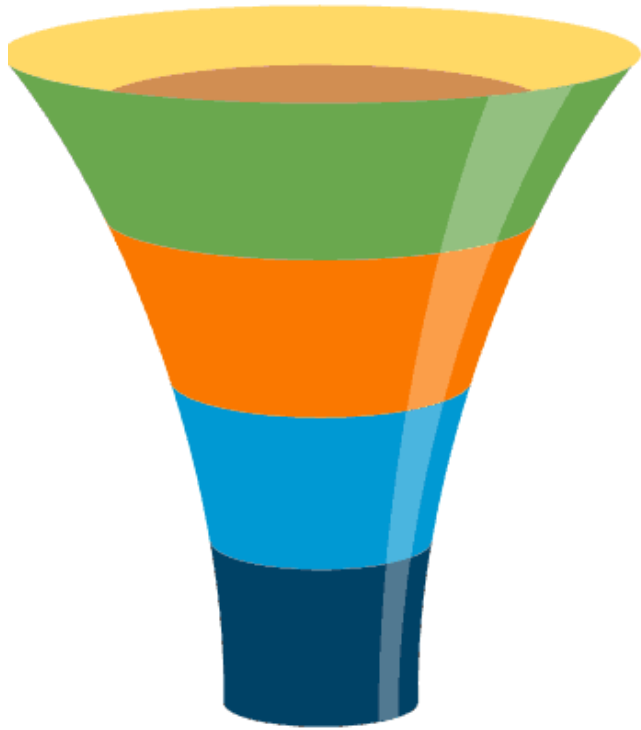
- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action



- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

DID YOU KNOW?

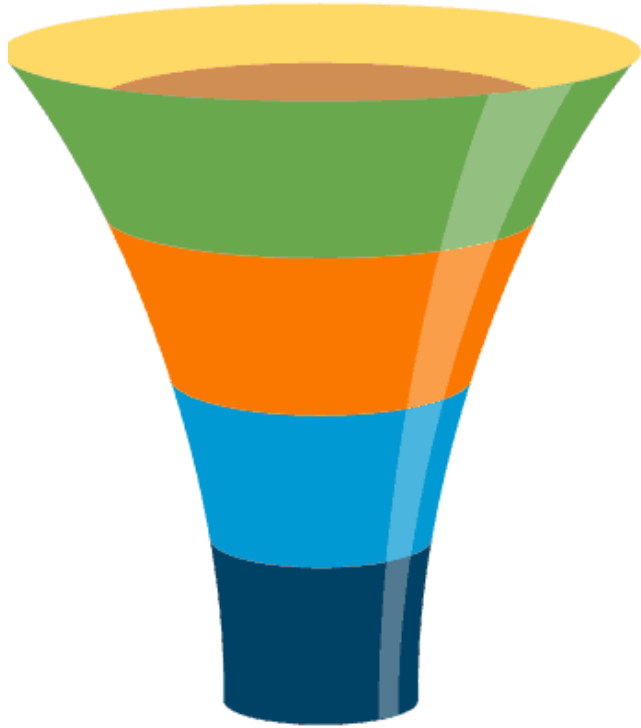
To Increase Awareness



- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

FUN FACT?

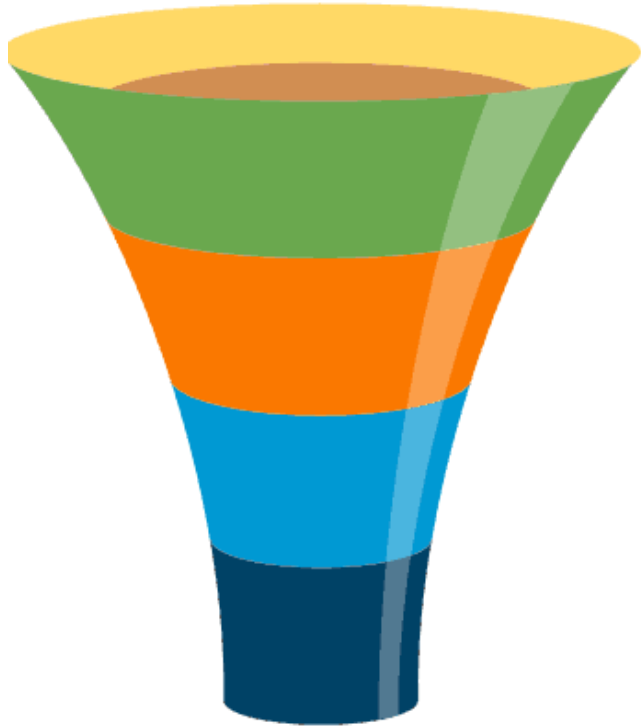
To Increase Interest



- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

LIKE, SUBSCRIBE & SHARE
(SHARE A PHOTO OR VIDEO
OF YOURSELF)

To Increase Engagement



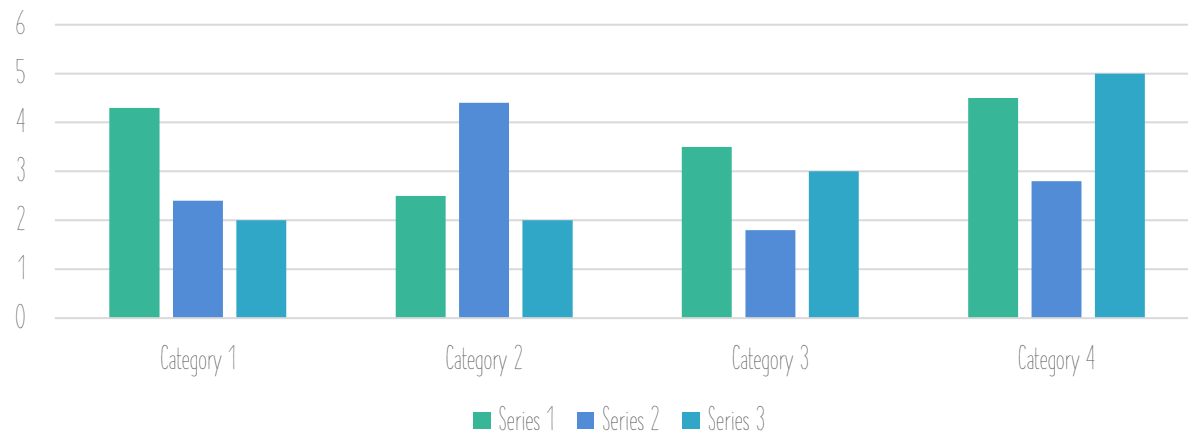
- 1 Awareness
- 2 Interest
- 3 Engagement
- 4 Action

VISIT
BUY NOW
VOTE

Call To Take Action

ABC


Chart Title





RESULTS!

Or go home

A blue pen is positioned diagonally across the frame, pointing towards a white speech bubble. The background is a light blue grid with several blue bars of varying heights, resembling a bar chart. The speech bubble contains the text 'CAMPAIGN ASSIGNMENT/ COMPLETE CAMPAIGN BASELINE' and 'Due next day'.

CAMPAIGN
ASSIGNMENT/
COMPLETE
CAMPAIGN
BASELINE

Due next day

1000 FOLLOWERS
1000 SUBSCRIBERS
100% ENGAGEMENT

Or go home

BONUS

First Place:
\$500



Second
Place:\$10