



## CALL FOR SOCIAL MEDIA PROFESSIONAL

**START: IMMEDIATELY**

July 7, 2020

### THE PROJECT

The [Prairie State Museums Project](#) (PSMP) is a grant-funded project supported by the [Pulitzer Center on Crisis Reporting](#) as a part of its [Coronavirus News Collaboration Challenge](#). The project supports 16 freelance journalists across the state of Illinois hired by [13 news outlets across the state and one national news outlet](#) to report on the impact of COVID-19 on small- to medium-size museums in their communities. Reporting from this project started at the beginning of June 2020 and is set to end at the beginning of August 2020. The PSMP seeks a social media professional as soon as possible to promote the project and its broader fundraising efforts.

### SOCIAL MEDIA AUDIT

The PSMP's extant social media channels are as follows (as of June 7):

Twitter [@prairiemuseums](#) – 14 followers  
Facebook [@prairiemuseums](#) – 67 followers  
Instagram [@prairiemuseums](#) – 20 followers

Website: [prairiestatemuseumsproject.org](#) (based on WordPress)  
Newsletter: Mailchimp – 39 subscribers (no newsletters sent as of June 7)  
Social Media Aggregator Platform – Buffer (all social media platforms set up)

### PROPOSED PROJECT TASKS & STRATEGIES

1. The PSMP seeks the assistance of a part-time social media professional who may be an:
  - a. Under- or Un-employed individual during the current pandemic
  - b. Under- or Un-employed individual at a company or organization during the current pandemic
2. This professional will help the PSMP to fulfill the following goals and strategies:
  - a. Increase social media followers and newsletter subscribers (percentage increases to be agreed upon with Project Director)
  - b. Engage social media followers with current website content.

- c. Connect current media outlets involved in grant and those outside of grant and their followers with existing PSMP social media channels and content (list of all grant news outlet social media handles provided)
- d. Advise Project Director on how to make the website more engaging for social media.
- e. Assist Project Director in using social media to help fundraise for project video (including engaging potential funders via social media).
- f. Successfully use existing PSMP hash tags, #PrairieStateMuseums and #COVID19.
- g. Collaborate with Communications Director at Pulitzer Center (@PulitzerCenter) to elevate social media presence of PSMP.
- h. Refer members of the media to Project Director for follow up.
- i. Suggest engaging stories ideas to Project Director for inclusion in PSMP newsletters.

## PROJECT COMPENSATION & TIMELINE

Half of all participating journalists and project team members identify as individuals of color. In keeping with the PSMP's and the Pulitzer Center's goals of incorporating diversity, equity, and inclusion into its work, the Project Director encourages individuals of color to apply for this opportunity.

The professional engaged in the PSMP Social Media will begin immediately to cover existing and future print, online, and radio content as produced by project journalists. There will approximately 40 pieces produced via the project's 16 journalists and 14 media outlets. Compensation is \$30/hour, five hours per week for one month.

The PSMP would appreciate in-kind sponsorship of a social media professional by a company or organization and would be happy to provide website, social media, and newsletter promotion of this entity as a form of its gratitude in addition to in-kind invoices for tax purposes (the PSMP maintains a fiscal sponsorship agreement through [Chicago Filmmakers](#)). In-kind sponsorship of this social media professional through September 2020 ([through the debut of the PSMP's project video](#)) would also be greatly appreciated.

In addition, the professional hired for this opportunity will be included on the website as a part of the [PSMP Project Team](#).

To apply to this opportunity, please email [dronan@resilientheritage.org](mailto:dronan@resilientheritage.org) with a resume and three examples of social media projects you have worked on with a brief emailed statement about why you or your organization would like to take on this project.

The position will be filled as soon as possible.

For questions regarding this opportunity, please contact Project Director Daniel Ronan at 503.449.2155 or [dronan@resilientheritage.org](mailto:dronan@resilientheritage.org)