Appendix

Learning Goals

Social Media Content Developer
1. Learn to use and analyze data from Google Analytics
2. Develop and implement a consistent content plan for the library’s Tumblr page
3. Effectively use Trello to manage social media content
4. Create and successfully execute library social media contests and events

Multimedia Production Specialist
1. Brainstorm ways to improve marketing of the library videos to allow them to reach more students (try to create something that will go viral)
2. Experiment with creating animated videos
3. Get experience working more with motion graphics
4. Acquire skills and experiences that will help with future internships and jobs