

# Social Media and Digital Communications Internship for the Chemistry & Biochemistry Department

By Nancy Ooi

## Summary

The focused on branding and developing digital communications for the Department of Chemistry & Biochemistry. Working with staff and faculty, I worked on developing digital media and communications for the department. I also launched new social media accounts highlighting the department's work and achievements.

## Learning Outcomes

**Oral/Written Communications:** I practiced using my written communication skills through development of faculty research descriptions, news announcements, and other marketing materials and social media preparation. For example, I use my writing skill to write captions for an Instagram post and TWIC posts.

**Teamwork/Collaboration:** I developed teamwork and collaboration skills through my work with the supervisor team, including the department's faculty/staff leadership group, and other faculty and staff.

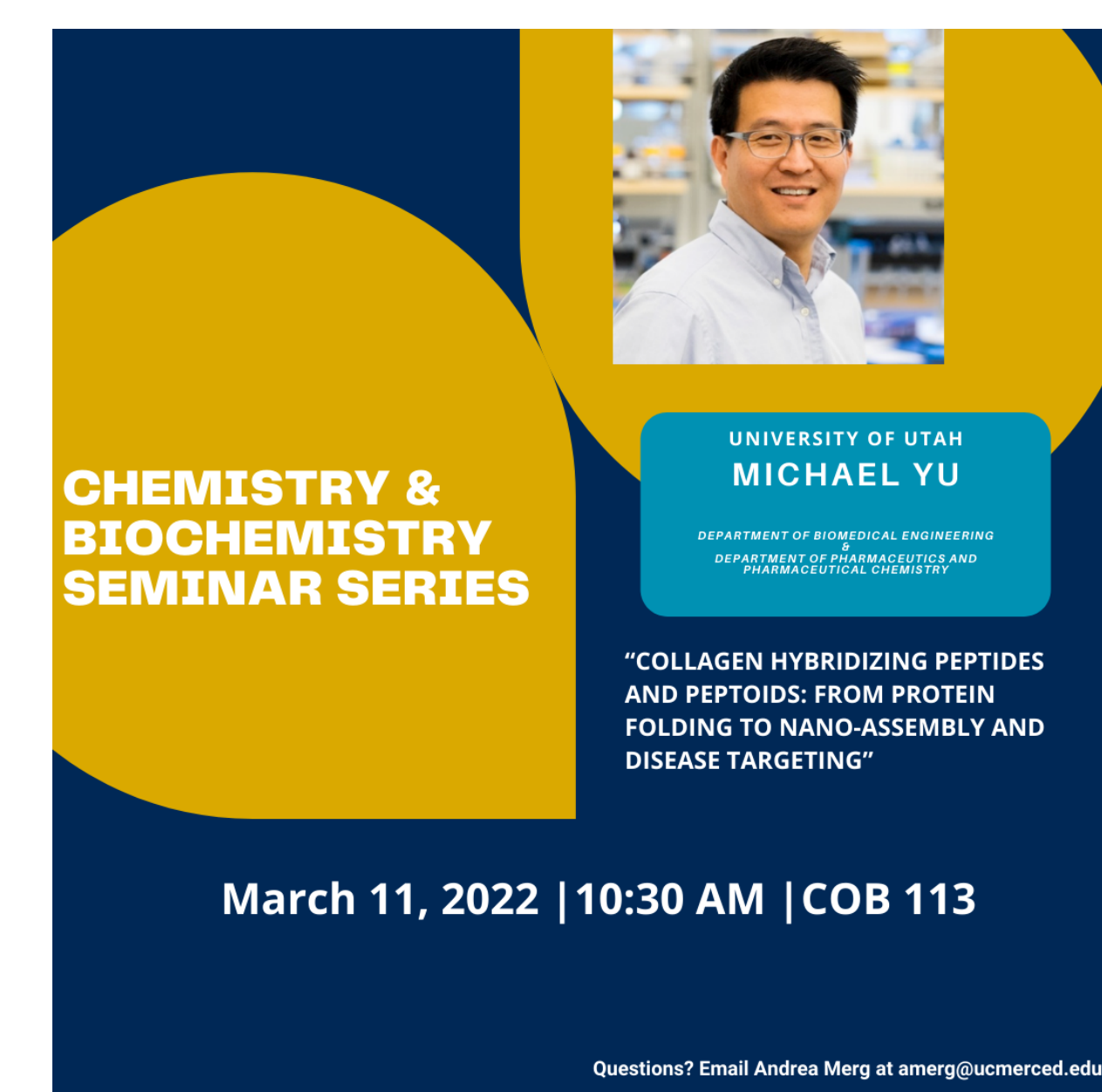
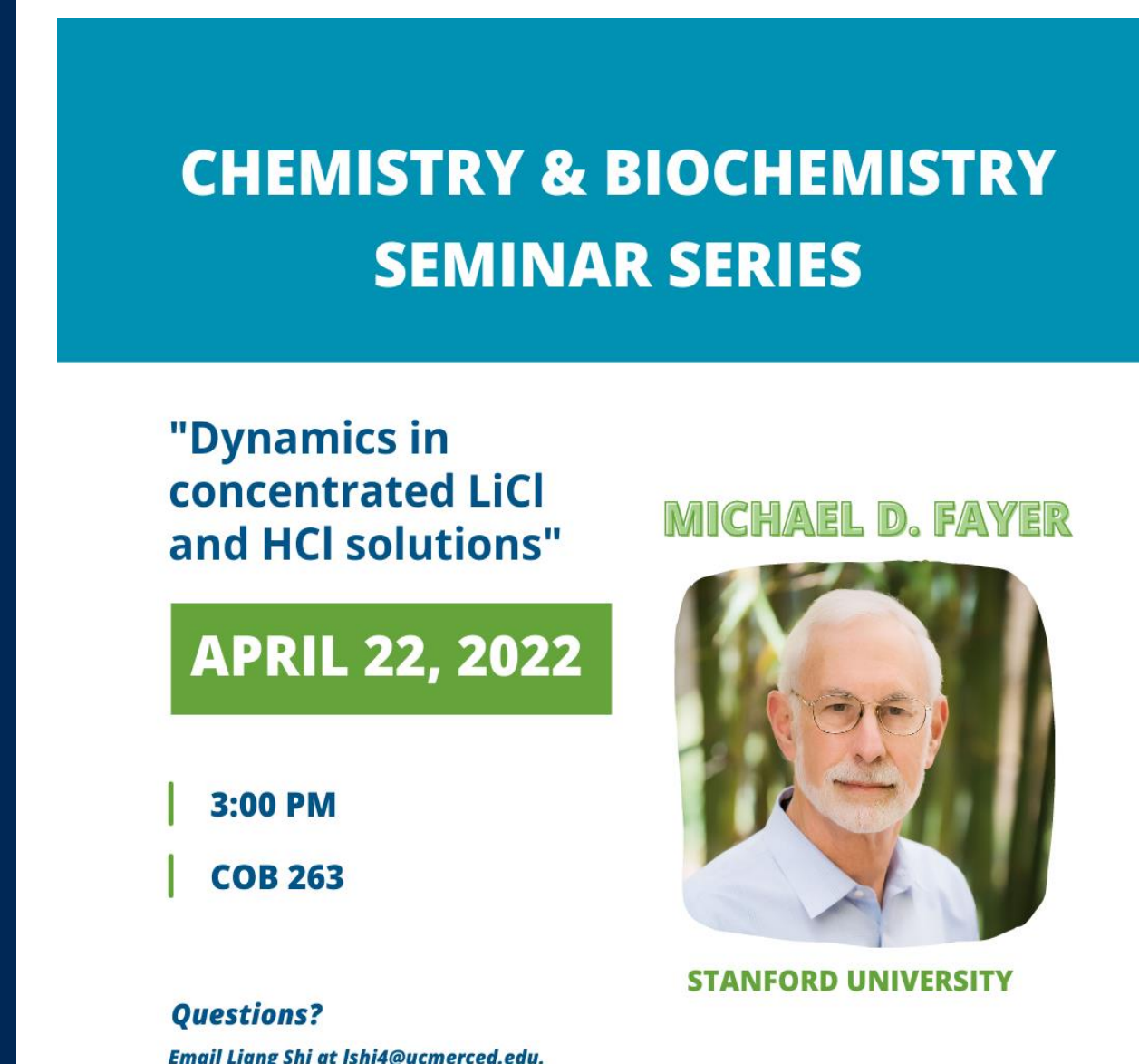
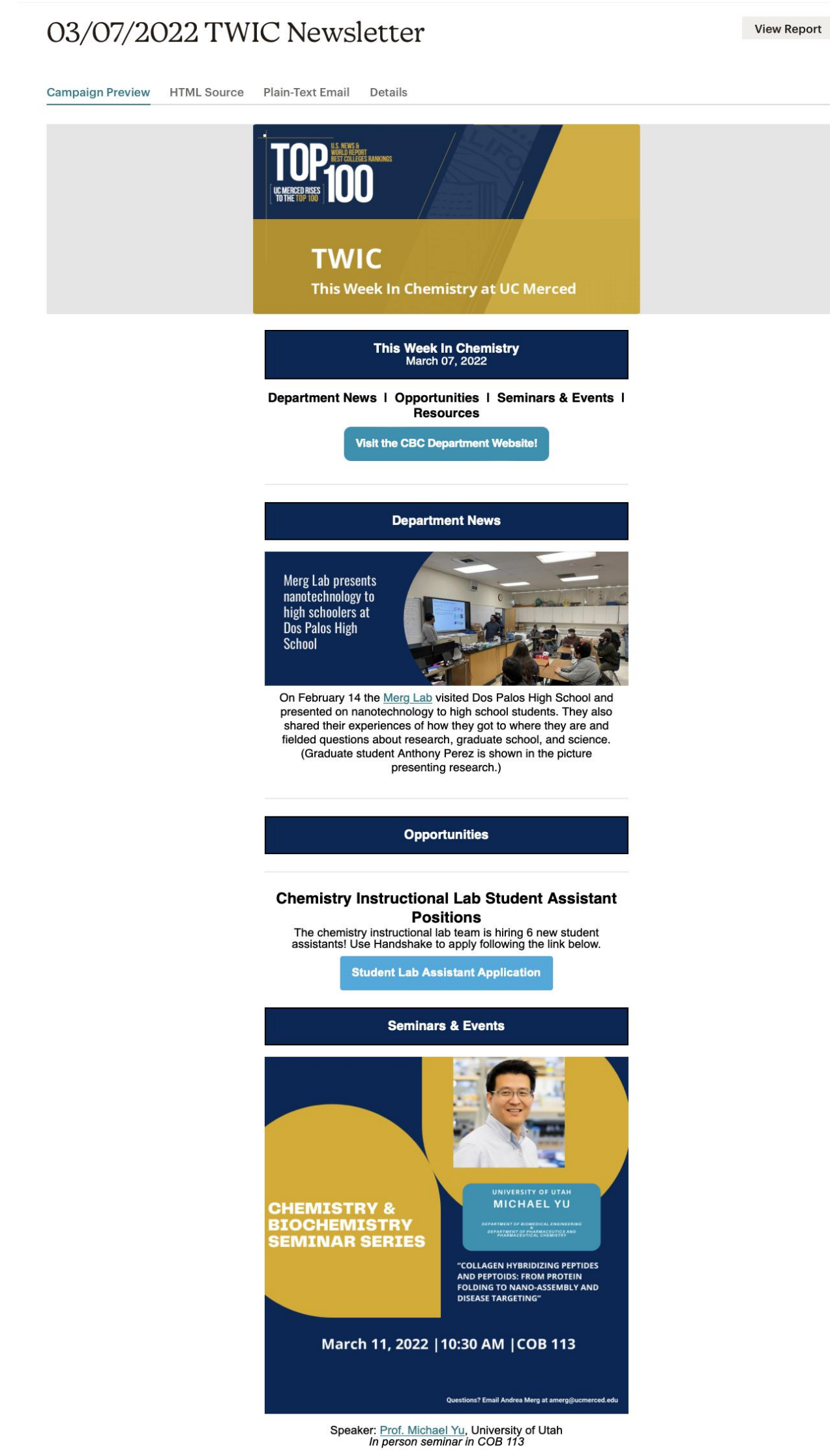
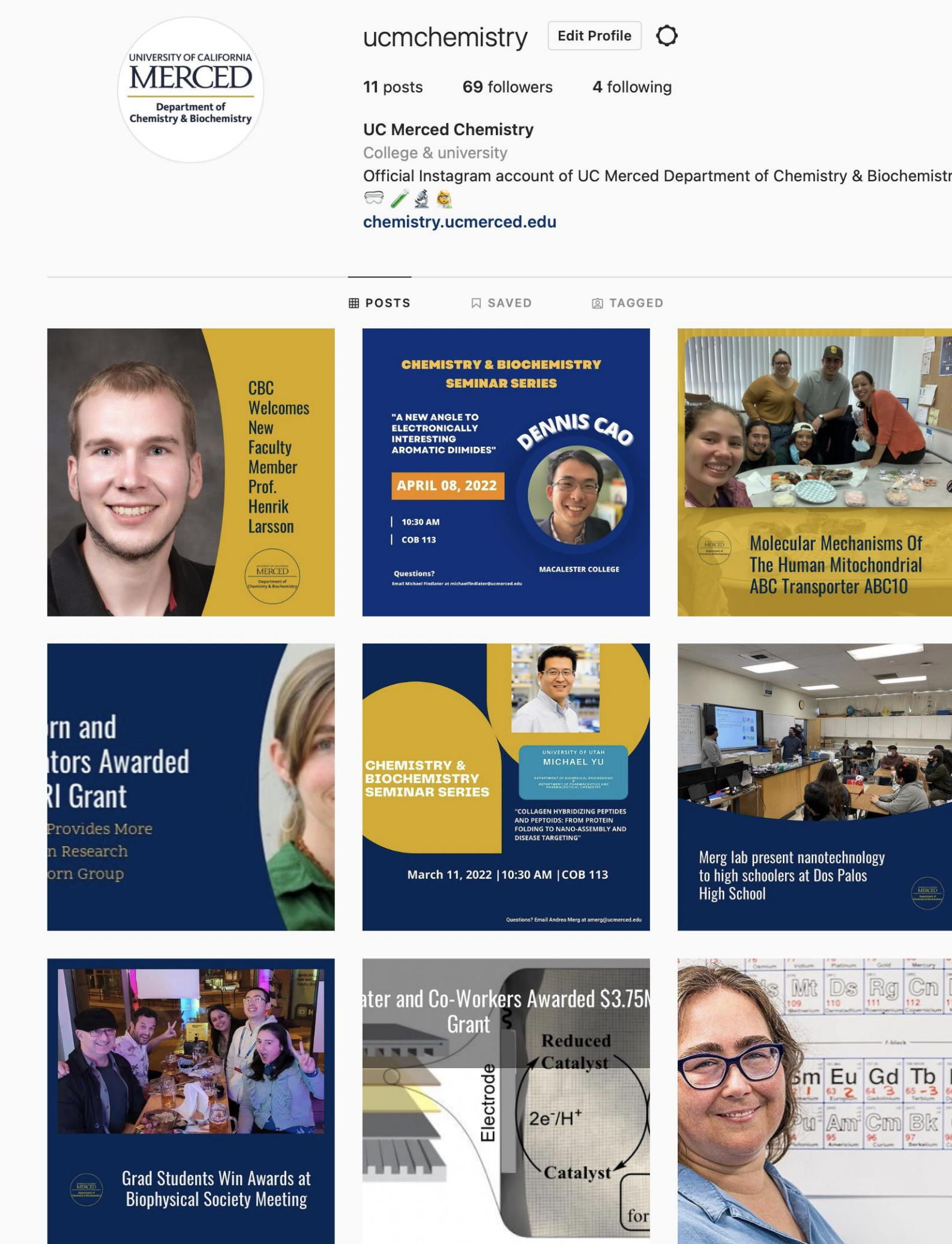
**Digital Technology:** Throughout this internship I practiced and developed expertise in digital technology using graphical design, digital campaign, social media, and other technology tools. Example: I use Canva to design the department t-shirt/mug and posters.

## What I have been working on:

- Work on TWIC weekly
- Post content on Instagram weekly
- Designs posts or upcoming events and news
- Bring on engagement
- Working on t-shirt/mug design
- Learn a lot about the chemistry department and social media and digital communications area.

## Next Steps

My hope is that the social media and Digital Communications department expands within the campus and continues with our project. And for the department social media and community to grow and for more project content.



## Materials

