

ASSIGNMENT 5 Digital PR & Social Media Marketing

Project: Internmo

Submitted By: Siddhi Nayak

Course: Digital Marketing Certification

Institute: PW Skills

Project Role: Digital Marketing Executive – Internmo

Objective

To understand how Digital PR and Social Media Marketing can help Internmo increase brand awareness, build trust, improve online visibility, and reach more students through effective digital marketing strategies.

1. Introduction

Digital PR and Social Media Marketing play an important role in building a brand's online presence and connecting with the right audience. For an internship platform like Internmo, social media can help students discover internship opportunities, learn about career development, and build trust in the platform.

As a Digital Marketing Executive at Internmo, the objective is to strengthen the brand's visibility across social media platforms and create useful, engaging content for students and freshers. Along with social media promotion, Digital PR activities can help Internmo build relationships with colleges, career communities, influencers, and education-focused websites.

This report analyses Internmo's current social media presence and identifies areas where the brand can improve. It also presents a one-week content calendar, a Digital PR strategy, a promotional social media campaign, and key performance metrics that can be used to measure the effectiveness of these activities.

Social Media Audit

Platform	Content type	Posting Frequency	Audience Engagement	Strengths	Areas for Improvement
Linkdin	Career tips, practical experience, skill development, portfolio and job-search advice	Regular; recent posts are active	Low to moderate; visible recent post has 2 likes	Relevant career-focused content, active page and 2.8K+ followers	Increase likes, comments and shares; use more visual and interactive content
Instagram	Education and career-related content, internship and career-focused posts	Low/inconsistent	Very low; 28 followers and visible post has 1 like	Clear education/career positioning and website link in bio	Increase Reels and Stories, improve engagement and follower growth
Youtube	Limited official content; Internmo is also featured on third-party career/job channels	Limited/irregular official activity	Limited official engagement	Opportunity to reach students through video content	Create regular career tips, internship guidance, webinars and success-story videos
Facebook	Career advice, employability tips, graduation and job-related content	Active but limited	Very low; 2 followers	Clear career-focused messaging and website link	Increase followers, post consistently and use more Reels/videos
X (Twitter)	User/intern shared internship announcements, offer-letter updates and project updates using #Internmo	No official posting schedule	Limited official engagement; activity mainly from users/interns	Internmo creates organic mentions and word-of-mouth visibility	Create an official X handle and engage regularly with students

One-Week Social Media Content Calendar

Date	Platform	Content Topic	Content Format	Objective
17 Aug	Linkdin	Why Practical Experience Matters for Students	Carousal	Build awareness and educate students
18 Aug	Instagram	5 Skills Every Fresher Should Learn	Reel	Increase reach and engagement
19 Aug	Facebook	How to Build a Job-Ready Resume	Image/Carousel	Provide career value and drive engagement
20 Aug	Linkdin	Student Success Story / Internship Experience	Story + Post	Build trust and credibility
21 Aug	Instagram	Internship Application Tips	Reel + Story	Increase engagement and awareness
22 Aug	Youtube	How to Prepare for Your First Internship	Video	Educate students and increase video views
23 Aug	LinkedIn + Instagram	Internmo Internship Opportunities & Call to Action	Promotional Post + Story	Generate website visits and internship leads

Content Calendar Strategy:

The content plan focuses on a mix of educational, informative, engaging, and promotional content. The aim is to provide useful career guidance while gradually increasing awareness, trust, engagement, and website visits for Internmo.

Digital PR Strategy

Digital PR Activity	Strategy	Target Audience	Expected Benifit	Frequency
Student Success Stories	Share internship experiences, achievements and testimonials	Students & freshers	Build trust and credibility	Monthly
College Collaborations	Partner with colleges for internship awareness sessions and promotions	College students	Increase awareness and reach	Monthly
Guest Articles	Publish career and internship articles on education and career websites	Students & job seekers	Improve brand authority and backlinks	1–2 per month
Career Influencer Partnerships	Collaborate with career influencers to create useful internship and career content	Students & freshers	Increase reach and brand awareness	Monthly
Webinars	Conduct webinars on internships, resumes, interviews and career skills	Students & freshers	Generate engagement and leads	Monthly
Education Website Outreach	Reach out to education blogs and career websites for features and mentions	Students & job seekers	Improve online visibility and authority	Ongoing

Strategy Overview

Internmo can use Digital PR to build stronger relationships with students, colleges, career influencers, and education websites. Sharing real student success stories and useful career information can increase trust, while guest articles and website collaborations can improve brand visibility. Regular webinars and influencer partnerships can further help Internmo reach a larger student audience and generate potential internship leads.

Social Media Campaign

Campaign Elements	Details
Campaign Name	#InternmoCareerReady
Target Audience	College students, fresh graduates and students looking for internships
Campaign Objectives	Increase awareness of Internmo, encourage students to explore internship opportunities, and generate website visits and leads
Platforms	LinkedIn, Instagram, Facebook and YouTube
Content Type	Reels, career-tip posts, student success stories, internship information, carousels and short videos
Expected Outcome	Increased brand awareness, social media engagement, website traffic, follower growth and internship enquiries

Campaign Overview

The #InternmoCareerReady campaign will focus on helping students become better prepared for internships and their future careers. The campaign will combine useful career tips with Internmo's internship opportunities and student-focused content. By using multiple social media platforms, Internmo can reach students at different stages of their career journey and encourage them to explore relevant opportunities.

Performance Measurement Metrics

Metric	Why It Is Important	What It Measures
Reach	Shows how many unique people saw the content	Number of unique users reached
Impressions	Helps understand how often content is displayed	Total number of content views/displays
Engagement Rate	Shows how actively the audience interacts with content	Likes, comments, shares and other interactions
Likes	Indicates basic audience interest in the content	Number of likes/reactions
Comments	Shows deeper audience interaction and interest	Number of comments received
Shares	Indicates that users find the content useful enough to share	Number of times content is shared
Website Traffic	Shows whether social media is bringing visitors to Internmo's website	Visits coming from social media
Leads Generated	Helps measure whether the campaign is producing potential students/customers	Number of enquiries or registrations
Follower Growth	Shows whether the brand is building a larger audience	Increase in followers over time

Measurement Approach

These metrics will help Internmo understand whether its social media and Digital PR activities are achieving the desired results. Reach and impressions will show the visibility of the campaign, while engagement metrics will indicate how interested the audience is in the content. Website traffic and leads will help measure the business impact of social media activities. Tracking these metrics regularly will allow Internmo to identify what is working well and improve future campaigns.

Conclusion

Digital PR and Social Media Marketing can play an important role in helping Internmo build awareness, trust, and a stronger connection with students. The social media audit shows that Internmo has a good opportunity to improve its presence by maintaining consistent posting, creating more engaging content, and using different formats such as Reels, videos, carousels, and student success stories.

The proposed content calendar provides a balanced mix of career guidance, internship information, educational content, and promotional posts. At the same time, Digital PR activities such as college collaborations, guest articles, webinars, influencer partnerships, and student success stories can help Internmo reach a wider audience and strengthen its credibility.

The #InternmoCareerReady campaign can further support these efforts by combining useful career content with internship opportunities. By regularly tracking reach, engagement, website traffic, leads, and follower growth, Internmo can understand what works best and continuously improve its digital marketing strategy.

Overall, a consistent and student-focused approach across social media and Digital PR can help Internmo increase its online visibility, attract more students, and build a stronger and more trustworthy brand in the internship and career space.