

2022 TSM FTX NA Social Media Internship

We're really excited to be offering an entry-level Social Media role for a paid 10-week opportunity where at the end a post-internship review will occur, with the possibility of a part-time/full-time role offer.

About the application:

The application is two stages. This is the first stage and it consists of two parts. 1st part is general questions, so we can get to know you better. 2nd part is our practical. Successful candidates will then be invited back for the second stage, which will be an interview.

About the role:

- The purpose of the role is to allow an individual to gain valuable experience in Social Media and start their journey into the esports industry.
- Paid 10-week internship (av. 10 hours a week work)
- Expected to work alongside the TSM FTX Social Media team to help manage TSM Report (live game coverage) and support with creating engaging content for main channels (Twitter, TikTok, IG, etc.)

Responsibilities include, but are not limited to:

- Live-tweeting tournaments, with clips and results
- Support main channels with ideation of engaging posts
- Engaging with fans, tournament organizers, and other organizations and professionals

Requirements:

- The ideal candidate will be super switched on with current trends, be creative, have excellent communication skills, be extremely organized, have a good work ethic and drive, passionate about esports, and be a creative problem solver.
- Fluent in English
- Familiarity with the esports TSM FTX currently operate in
- Over 18 years of age

Preferred, but not required:

- Knowledge & understanding of social media platforms such as Twitter, Instagram, and TikTok
- Worked with Adobe Creative Suite

For more information or questions, email: dcox@solomid.net or Discord: #Dunc0001

2022 TSM FTX NA Social Media Internship - Stages

As previously mentioned, our application is split into two stages. The first stage consists of 2 parts. Part 1 is a Google Form with questions (linked below). Part 2 (in this document) is a practical where you'll undertake tasks. Once you've completed your practical tasks in Part 2, you'll be asked to submit them through a Google Form (linked in Part 2).

At the end of this document are details on how to submit your tasks for Part 2.

Stage 1 Part 1

We want to get to know you better and find out where you're from, what makes you a good candidate, and more. Please follow the link below and complete the Google Form. Once completed, move on to Part 2.

[Link to Stage 1 Part 1](#)

Stage 1 Part 2

For this section, we'd like you to carry out a few typical day-to-day tasks. This will test you on your creativity, grammar, and copywriting skills.

Task 1

Your main responsibility during your internship will be supporting the TSM FTX social team with the running of TSM Report. Duties include, but are not limited to:

- Live-tweeting tournaments with clips and result graphics
- Engaging with fans, tournament organizers, and other organizations and professionals.

Scenario: It's your turn to cover a tournament on TSM Report. You're watching the broadcast and you see a moment that is worth clipping.

Task: Please pick just **one** of the following clips, and write a copy that you would accompany with the clip when posting on the TSM Report Twitter:

- [League](#)
- [Valorant](#)
- [Siege](#)
- [Apex](#)

Task 2

Outside of clipping live tournaments and engaging with fans, you might have other tasks which require creating copy.

Scenario: It's a player or influencer's birthday and you're tasked with creating the copy for the post

Task: Please pick **any player or content creator of your choice (from TSM)**, and write a copy that you would accompany with an already produced graphic (do not create a graphic for this task, just copy)

Task 3

Outside of TSM Report, your other responsibilities include ideation and creating of engaging content for TSM FTX's main social media platforms (@TSM Twitter, @TSM Instagram, @TSM TikTok).

The purpose of these posts is to get fans engaging with us. Be it through likes and shares, or opening up conversation with us, giving us the opportunity to reply (i.e. question tweets). These posts are designed to perform well and have a high level of engagement. Note: these don't always have to be memes/shitposts. Engagement posts come in lots of different forms.

Examples: [Tweet 1](#), [Tweet 2](#), [Tweet 3](#), [TikTok 1](#), [IG post 1](#), [IG post 2](#), [IG post 3](#).

Task: We'd like for you to come up with an engaging piece of content for Twitter and Instagram. This is your opportunity to show your creativity.

Bonus: if you want to create a TikTok, you can. Or if you don't have editing abilities, but have an idea for a TikTok, that can also be submitted. TikTok is an incredibly important platform for us in 2022.

OPTIONAL Task 4:

[Fill in this simple Google Form](#)

Checklist of things to do

- ☐ [Part 1: Interview via. Google Form](#)
- ☐ Part 2
 - ☐ Task 1
 - ☐ Task 2
 - ☐ Task 3
 - ☐ Task 4 (Optional)
- ☐ [Upload Part 2 files via. Google Form.](#)

What to do once you've finished your tasks:

- [Upload tasks to this Google Form](#)
 - You can either upload a pdf of a document with Task 1 and 2 in and then upload Task 3 as individual files.
 - Alternatively, add everything to 1 Google Doc, download it as a PDF, and upload.
 - [Example of 1 Google Doc](#)
 - Save as PDF, [upload to Google Form](#)
- All applications need to be submitted before the closing date (January 19th @ 11:59PM PT)
- For any questions, please email dc Cox@solomid.net or add me Dunc on Discord: Dunc#0001

Good luck, have fun, get creative, think outside of the box (remember, we're not JUST a League of Legends organization anymore)