

INTERNSHIP SURVIVAL *Guide*



PROFESSIONAL JOURNALISM CLASS
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How to survive college without sacrificing your health

College offers new opportunities for students, but it also brings new challenges into the mix. For college students, balancing school, work, home life, social life, health and more can be stressful. Many students focus on aspects of their life such as school or work, and their health often is an afterthought. As a collegiate athlete turned workaholic, I know all too well how easy it is to forget to take care of yourself in favor of getting just one more thing accomplished. Here are a few things I have learned along the way to try to survive in the best health possible.

Learn how to say no.

Decide your priorities and say no to anything that doesn't align with what you find important. Balancing a full credit load, work, extracurriculars, exercise, a well-balanced diet, adequate sleep, relationships with friends and family and "you" time is nearly impossible in college. It is normal to feel overwhelmed and sometimes you simply cannot take on another responsibility. It is healthy to recognize this and do what is best for you.

Build time into every day to relax.

Even if you can only fit in 10 minutes each day, make sure that you find the time to do something that helps you unwind. After days full of responsibilities, it is important to remember to take care of yourself and relax.

Meal prep.

When you're really busy, it can be easy to forget to eat. Having food ready to go will help make sure that you are providing yourself with the nutrients you need and it can save you money, too! Pack a sandwich, a salad or pre-made pasta the night before a busy day and you will thank yourself later.

Move as much as you can.

Exercise can help you feel better both mentally and physically. Taking time out of your day to exercise gives your mind a short break and helps you deal with stress. Whether you prefer cycling class, weight lifting, or a short walk, moving will help you feel better overall.



Alexandra Broeniman

How to land an out-of-state internship when you live here

Out-of-state internships can be intimidating to apply and work for. Not being able to talk with, or see someone face-to-face, can lead to some confusion and miscommunication on projects. To help make the process easier and more comfortable for everyone, follow these three tried and true tips.

1. Communication Is Key

Communicating with your team and supervisor is essential to a successful internship. Utilize video chatting platforms such as Skype, ezTalks Meetings, Google Handouts, WhatsApp, etc. These platforms are all free and extremely user-friendly. Here are a few tips on how to successfully and professionally communicate through video chatting. Once you are on a conference call with your team, be sure to speak clearly and loudly. Pay attention to who is speaking, and acknowledge their comments. Avoid eating or being on your phone during these video calls as it tends to be fairly obvious when you are distracted and not paying attention. Do not be afraid to ask questions if you are confused. You would rather be certain and prepared for a project, then end up doing it wrong and having to redo it and delay your team.

2. Plan Ahead

Content planning requires planning for the upcoming days, weeks and quarters. Continually planning content the day of can leave you feeling rushed and overwhelmed. Develop a personal calendar or a team calendar to help lay out the posts for the next few weeks. Be sure to continually update it to stay ahead.

3. Stay Focused

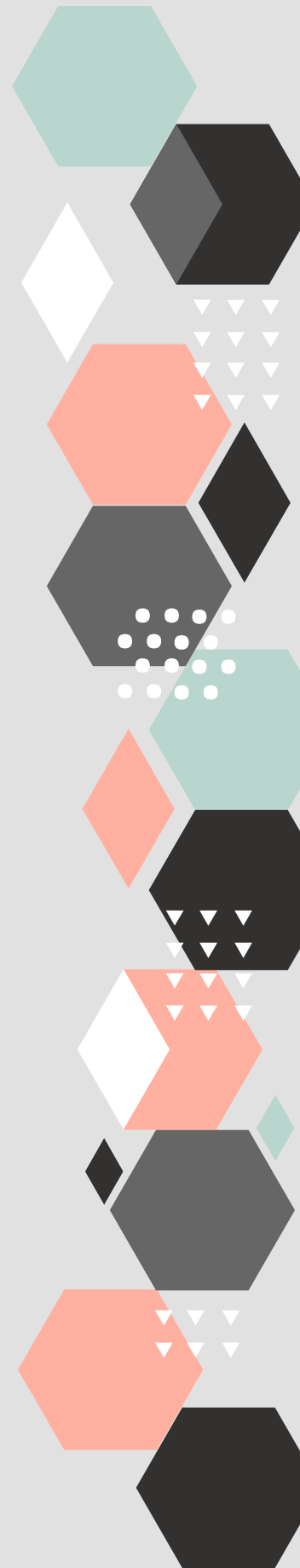
It can be easy to lose focus when you are not working in an office space. Out-of-state internships will often just be you working from your personal laptop, which

can lead to distractions. If you are working from home, do not work while you're lying in bed or sitting on the couch. Make sure you are sitting at a desk, a kitchen table, a dining room table, etc. Avoid areas with a lot of distractions such as a television, roommates, books, etc. Avoid opening unnecessary tabs on your computer, as we all know the temptation of Netflix or online shopping can be too great. Turn your computer and cell phone on do not disturb so you aren't getting overwhelmed with texts, calls and emails.

In the end, the important part of out-of-state internships is to stay motivated and to work hard. It will teach you how to have a great work ethic, as well as how to stay focused and motivated to complete the task at hand.



Kelli Calkins



How to get your creative juices flowing at your internship

An employer looking to hire may wonder what it is that sets your application apart from the rest. Adding a creative flair to what you do can make you more desirable to companies and unique amongst your competitors.

Maybe you have a signature way of writing. Maybe you have a way of coming up with something special to add to any project you've been assigned to. Maybe you have an eye for creating a specific aesthetic. Whatever it may be, it makes you stand out, and it also gives an employer a reason to take a second glance at your portfolio or pay extra attention to you during an interview.

A big role in receiving my internship was demonstrating that I had skills they desired, and that I could take that knowledge and apply it in my own, creative way. The key question you want to answer without being asked is, "What projects have I done well, and how did I make them my own?" I have completed many class projects, but I made sure to highlight the ones where I added my own touch to them. I demonstrated how I went above and beyond the expectations and made them unique.

I work as a web specialist intern and my primary job role is to create and design up-to-date, modern websites for different departments throughout the University. We try to give each department their own, specific look while ensuring we are still keeping the University's brand consistent. The homepage of each website is often my favorite part. Each homepage I have done has been very different from the last to provide a fun look for each department.

When creating a homepage for a website, I start by making notes of what I liked and did not like about their previous website. This gets me brainstorming ideas of what I could do to improve the look and make it more aesthetically pleasing. Then, from there I typically draw out a wireframe of what I imagine my ideas looking like when I apply them visually. I then compare ideas for the layout of the homepage and decide what will look best.

Finding creativity is not always easy, but by taking small steps and working through the problem you are trying to fix, or project you are trying to complete, anything is possible. Once you find inspiration in one element, you'll find that more ideas will naturally progress and your imagination will grow and create something amazing. Having patience and taking time to make something your own by demonstrating creativity in your work will ultimately pay off, increase your self motivation, and advance your career.



Natasha Gray

5 Things you can do now to improve your LinkedIn Profile

Your LinkedIn profile gives you the opportunity to build your personal brand as you want potential employers to see it. Enjoy these five easy tips you can do today to make sure your profile looks the very best that it can.

1. Ensure Your Headshot and Cover Photo Appear Professional

Your headshot is the first thing that potential connections and employers will notice about you, so you'll want to make sure that you look professional. Your picture should be current and high quality. Additionally, make sure nobody else is in the shot, and don't use a picture that is obviously a selfie if it can be avoided. You can take a professional headshot by yourself at home fairly easily using your cell phone camera, a plain wall, natural lighting and a professional outfit. Similarly, your cover photo helps you make an impression and stand out, so choose an image that is memorable, and that accurately represents you and your field.

2. Make Sure All Your Information is Up to Date

Make sure you include your responsibilities not only at your current position, but at each position, as well as your education. The more specific details you can give, the more you set yourself up as somebody with a lot of knowledge in your field. It also helps to have endorsements and recommendations from past employers and peers.

3. Join Groups

Join groups based on your location, industry and job titles that you want, as well as the alumni page for your school if you have one. Groups provide opportunities for you to network with people that you otherwise may not get to, and increases your chances of being discovered by recruiters in your field or location.

4. Customize Your URL

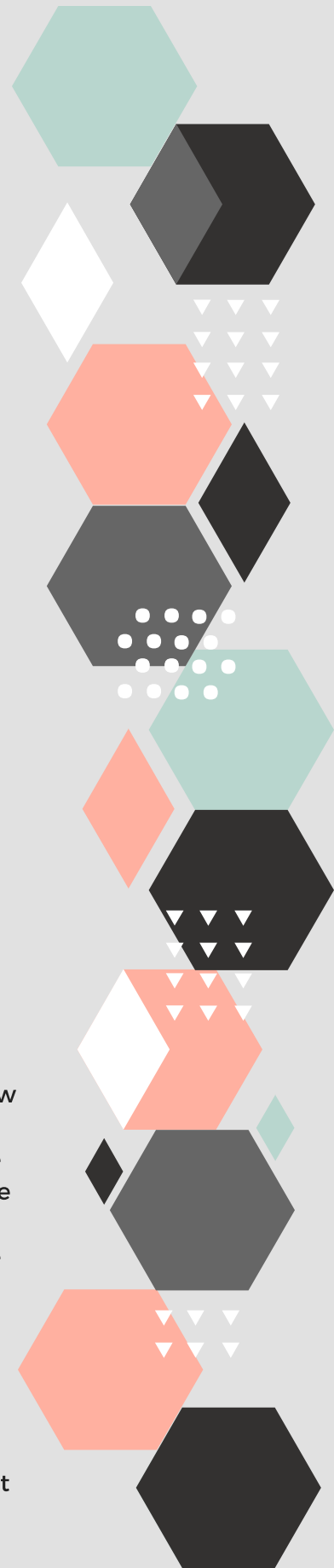
Everyone is automatically given a URL of randomized numbers and letters when they sign up for LinkedIn, but did you know you can customize it to your name or position? Customizing your URL will make it easier for people to find you. All you have to do is go to your profile, and click the "Edit public profile and URL" button at the top right of your screen. Try www.linkedin.com/your-name.

5. Rewrite Your Summary

Your headline gives you the chance to make an impact on your connections and potential employers by telling your story. It is the section of your page where employers and connections get to know you as a person. Try to use your summary to exude confidence, professionalism and intelligence right off the bat, and let employers know what you're all about.



Natalie Heidenreich



The importance of having multiple internships

Just because you watch TV doesn't mean that you are a good actor. That same concept applies to the journalism and public relations fields. You can learn many different skills, ideas and concepts through the different classes offered at UW Oshkosh, but that doesn't mean that you know how to apply them in the real world. That is why internships are so important. There are many things that internships help with directly besides just gaining real world experience, including networking, building a resume, managing your time and laying down career foundations.

Networking is a vital part of any career in any field. It is about who and what you know. By building these relationships with people at your internship site, you build the number of people who can be your references and resources for future jobs. Having an internship on your resume is a great asset, but it will not set you that far apart from the other competition. Nowadays, many applicants have internships on their resumes, so you have to have a way to make yourself stand out. One of the best ways to do that is to have multiple internships, which shows a future employer that you are able to work with a variety of people, complete a variety of tasks and work in a variety of settings. It will also show that you are able to work under different authority figures and have a wider range of knowledge in a professional setting.

During school, it is one thing to receive an assignment, get a guide of when the rough and the final is due, get a deadline, turn it in, sometimes late, and then move on to the next assignment. But in the professional setting, time management skills are essential. Many times, there is nobody looking over your shoulder to make sure that you are doing what you are supposed to be doing. You will receive a task and deadline, and they will expect you to have it done by that day. There are no exceptions, which is why it is so important that an internship teaches you time management skills of how to plan out your workday, as well as how to divide projects into individual tasks to be able to meet deadlines.

You can lay down your career foundation through internships, gaining real-world experiences and developing skills outside of the classroom. Your classroom grades don't always reflect your work ethic when it comes to a subject you are passionate about. This allows you to create many pieces that you can use in your portfolio for future jobs. The earlier that you are able to get an internship in college, the longer you are able to stay in that position. Many times the longer you are in the position, the more responsibility and knowledge you are able to gain from that position. It also looks great to prospective employers that you have worked for a company for a significant amount of time. With working for a company for a longer amount of time, it also allows for the opportunity to transition into a full-time position within that company after graduation.



Taylore Radtke

Social media: What Not to Post

Social media sites have become an integral part of every college student's daily life. You share a funny meme in between classes, check up on friends during lectures and even share pictures from that party last weekend right before bed. It has not only become a way of life, but it's also a way to connect and engage with others while sharing your own unique path and story.

Unfortunately, your network of family and friends are not the only ones looking at your feed of constant updates. In fact, 93 percent of employers will check out your social media profile to see if you are being represented professionally and are a good fit for the company culture before making their final decision about hiring you.

Wait, are you sure you want to post that?

Posing illegal and inappropriate content is the most common mistake that college students and graduates tend to make on their social media profiles. Although at the moment it may seem like a great idea to post a video or picture from last weekend's rager, by doing this you often give the wrong impression to your future employer. To avoid this, once or twice a year perform a thorough check of what you have been posting on your social media profile and remove any photos that might be "incriminating."

Hold on, did you proofread that?

Proofreading is something that college students seem to forget when it comes to posting on social media. No matter how witty or insightful your posts may seem to be, you will not be taken seriously if they are full of typos or poor grammar. While the World Wide Web is considered more relaxed compared to writing a thesis, the basic rules of writing and grammar still apply.

Oh no, did you really say that?

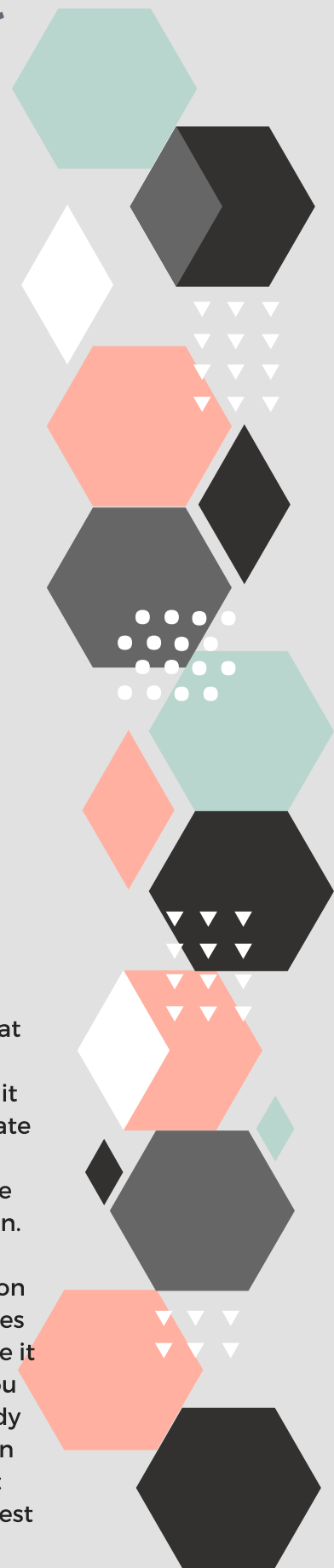
We've all done it, pressed the post button and then regretted it a second later. It's human nature to react without thinking through the consequences. However,

although posting an angry tweet in the heat of the moment may feel cathartic, the momentary pleasure you get from writing it isn't worth the potential harm it could create for yourself in both your personal and professional life. Take a moment to breathe and to think before you hit that post button.

Although being mindful of what you post on a day-to-day basis may seem tedious, it does in fact matter. Whether you want to believe it or not, people and employers will judge you based on what you post. The easiest remedy to this problem is to set a privacy setting on your social media profiles, but that doesn't mean you are completely invincible. The best remedy is to take a moment to truly think about what you are posting before you press the button that will send your thoughts and words into the World Wide Web.



Hollyann Schultz



Digital Marketing Do's & Don'ts

I have learned much about the concept of digital marketing as a student at the University of Wisconsin Oshkosh. Before I started my quest into the Interactive Web Management degree, I had no idea what digital marketing was. I thought it was the same as basic marketing, but it is much more than that.

Digital marketing is the marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media. Platforms like Facebook and Twitter have made it easier to look for digital marketing. We scroll through digital marketing every day. Some just might not know they are doing it.

The key to socialize is to share. Whether it's sharing your thoughts, ideas, foods you like or emotion, sharing is what you do with digital marketing as a whole. However, there are a few things you need to do in order to be successful with digital marketing. First, make a tactical plan. A vague idea will not give you a plan for unique ideas that will move the company forward. Marketing plans must be appropriate to the people who view them. Those people are your customers. Target audience must be identified based upon which a marketing strategy can be built.

Next off, respect customers' privacy. It is a privilege to have their mailing information, so don't abuse it. Do not get involved in making revenue from selling customer mailing lists to any third parties. Good marketing values are above anything else. Another thing to do is to get listed on other websites. Referral traffic is a good way to expand your online presence. Use tools like Moz Local or Yext to manage your local listings.

Next, you want to make sure to create a good content management system. This means updating your content regularly. With platforms like Blogspot.com, BlogAdda and WordPress, regulating content becomes much easier. It helps in SEO optimization and perks in digital marketing. Make sure you pay an equal amount of attention to all segments involving content like content on website, marketing emails, articles on blogs and posts on social media platforms.

Lastly, understand the importance of analytics. Use Google analytics to make sure your digital marketing is setting specific goals. It is much easier to maintain tabs on your goals with analytics. Use these analytics to understand concepts and let your business grow.



Mitchell Teipner

5 tips to kill it at your internship

No matter where you get an internship, or eventually a career, it's important to be respected as well as professional so you can make good impressions amongst co-workers and your boss. Everyone wants to fit in and feel like they belong, so follow these tips and tricks to rock your next opportunity. You can thank me later.

1. Forget gum; carry plastic utensils.

Everyone likes the person in the office that has gum, which has led to a large increase of gum in offices. As an intern, you want to stand out and be that person in case others are in need. That is why I propose that you have a box of plastic utensils in your desk at all times. When you hear someone exclaim, "I forgot a fork!" think of that as your superhero call. First impressions are important no matter where you go, and there's no better way to make a first impression than saving someone's lunch. Pro tip: Buy chopsticks and sauce packets for those special cases.

2. "Important" phone calls

Acting professional is important when you enter the business world, so practice this by taking pseudo important phone calls. In the middle of a boring meeting? Take that phone call from the CEO of Uber about an investment opportunity. You'll know you're doing a great job the more people buy your conversations. How you answer the phone, maintain professionalism and end a phone call are all important parts of maintaining a professional relationship with employees and other clients. This also beats standing in front of a mirror, talking to yourself.

3. Wear a tux

They saying dressing professionally is important at every interview as well as your day-to-day work. Dressing for the job you want gives your boss the impression that you take this job seriously and can put you in great standings for future opportunities. This is why I suggest you buy a tux for every day of work. There isn't another outfit out there that says, "This gal/guy rocks, and I wish I could be them"

more than a tuxedo. You'll walk into that interview already halfway hired.

4. Decorate your desk

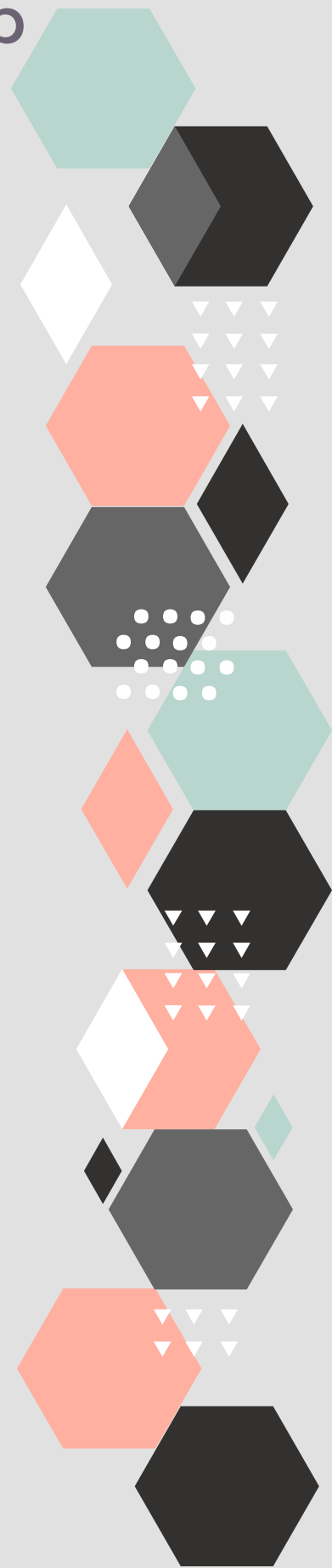
It's a great feeling to finally have your own desk. You really have an opportunity to make your space showcase your personality. Decorate with action figures from your favorite show, flowers that smell great, or photoshopped pictures of yourself with famous celebs. I suggest Bill Gates.

5. Starbucks membership

Accept it, you're an intern so you'll be making coffee runs. Make sure to get yourself a Starbucks lifetime membership to get those sweet, sweet rewards. In addition to making everyone happy, you'll be making your wallet happy with the amount of perks you'll have adding up.



Andrew Tradewell



Start building your brand today

Brand building and self-promotion should be an important element established by any entrepreneur or organization.

Brand building can vary from small Snapchat videos to full-sized billboard signs. Self-promotion is big, particularly on social media platforms with today's generation, and especially for influencers.

"A Brand Is A Story That Is Always Being Told," a quote by American branding consultant Scott Bedbury, rings true to anyone nursing a brand. When a brand is developed, continue to tell its story, and let the brand evolve with the time it is in. It is important to find something to be passionate about, and produce a brand that someone can really stand behind. The brand can even be you! This is where brand building and self-promotion take a happy trail down the yellow brick road.

Brand building and self-promotion aren't just one and done tasks, though. They require dedication and consistency, something that most beginners admitted was one of the hardest steps in a survey taken by BuzzFeed in July 2017.

Any brand can attract some kind of following with the right brand building tools and proper self-promotion. It is important to always remember to keep your best face forward, which simply means to always look and be your best! A successful brand doesn't happen overnight. But if you take the right steps and make your passion evident, you'll get there in no time.



Garahbrie Wesley-James

Don't give up: Finding the right internship takes time

Every so often, rejection happens - especially when it comes to the "internship hunt." Suddenly, students from all over are searching for summer or part-time internships with limited openings.

With that kind of competition, it is not unexpected that rejection may ensue – time after time. Although it may get discouraging, it's important to remember that everything happens for a reason, and a little rejection is OK. What this doesn't mean, however, is that one should just give up, and quit applying.

When searching for an internship, make sure the internship is the right fit for YOU, and do not settle. It might seem stressful (because it is), but that is no reason to give up. As I continue my own coveted hunt for my dream internship, I find myself forgetting to assess my own values and beliefs for an internship. Between the cut-throat competition of landing an internship and the stress of school, it may seem impossible to find the balance and secure the position you want for the summer. It's important to remember that rejection happens, and you always need to put your own values first.

Rejection isn't personal

I have applied to numerous internships and I had a plethora of results. I was nominated for a national internship program along with only 45 other candidates, and after months and in the final stages, I found out I did not get a spot. Locally, I have applied to almost 10 internships and have not secured an internship. I have updated my resume and my cover letter, and reached out to my connections. As frustrating as it can be, I just remind myself that if I keep trying, I know something will stick. Listening to my own mantra, I know I have to find an internship that is the right fit for me, and these things take time.

Don't give up!

My bottom line is keep trying! The internship search gets frustrating, and it can be really stressful. Talk to someone who can help you update your cover letter and resume, grow your network (no matter how small of a scale it may be), and don't let the feats of rejection get you down.



Whitney Wender

