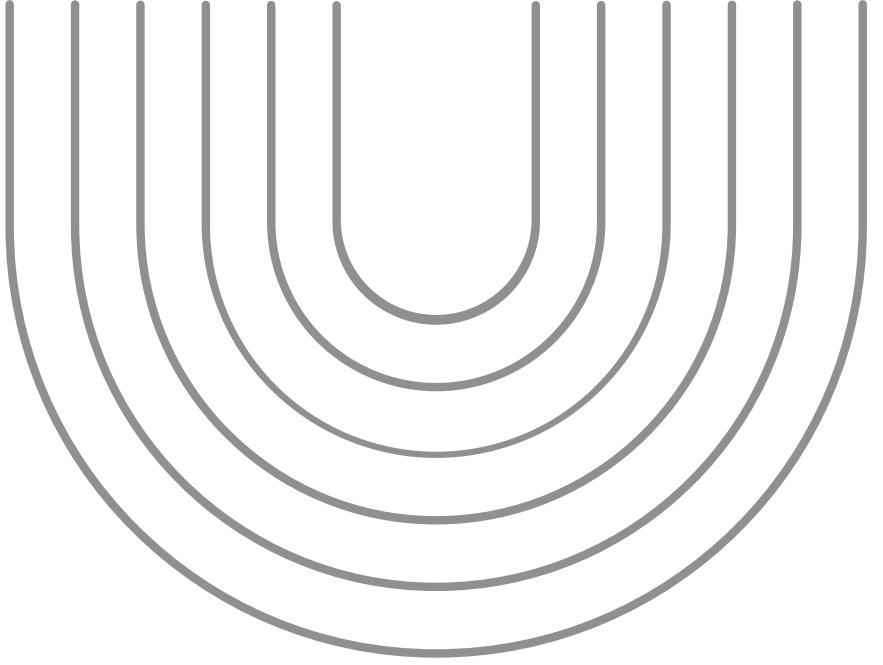


# INTERNSHIP SUMMARY

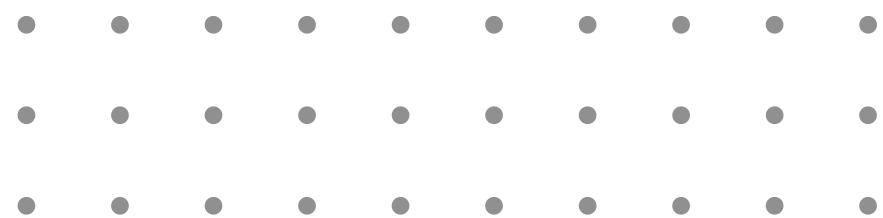
*Sophia Knobbe  
Communications Intern*





01. NEWSLETTERS
02. CONTENT CALENDAR
03. SOCIAL MEDIA/ANALYTICS
04. MATERIALS

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# SUMMER NEWSLETTER

In my first three weeks, I designed and wrote the summer newsletter. I used Canva to draft design ideas and transferred the final product to Levitate.

Although a tedious process, I learned so much about TWF, branding, and pivoting quickly when things don't work out. If you would like to view the Canva newsletter, click the link above.



## SUMMER UPDATE

### In this Issue:

- Program Spotlight
- Doc Talk
- Scholarship Winners
- Hurricane Prep
- Event Successes
- Member Spotlight
- Save the Date

### Program Spotlight

#### Doc Talk

The Women's Fund's Doc Talk series empowers our community with expert-led conversations on today's most pressing health topics. The most recent Doc Talk, Navigating New Alzheimer's Treatments and Supporting Caregivers, explored the latest advancements in Alzheimer's care and offered practical tools for those supporting loved ones.

[Click here to watch the full session](#)

#### Congratulations to Our 11th Annual Barbara Devetski Scholarship Winners!

We're proud to announce the recipients of the 2025 Barbara Devetski Scholarship: **Elora F.** and **Yuhsin C.**! Each student will receive a \$2,500 scholarship in recognition of their outstanding essays and inspiring personal stories of resilience.

This annual scholarship is awarded to two Houston-area, college-bound high school senior girls who demonstrate strength, determination, and a clear vision for their future.

This year's essay theme, **Resiliency**, invited applicants to reflect on moments of personal challenge, the lessons they've learned, and how those experiences have shaped their path to college.

Please join us in celebrating Elora and Yuhsin and their remarkable journeys. We can't wait to see all they accomplish next!

# FALL NEWSLETTER

After learning about the different outlets available to build newsletters, I started curating the fall newsletter on Constant Contact (CC). Rather than transferring content from Canva to an external platform, writing the newsletter in CC has been a much smoother process. This is a more recent project that hopefully will go out mid-August. However, if you would like to view what has been done so far, click the link above.



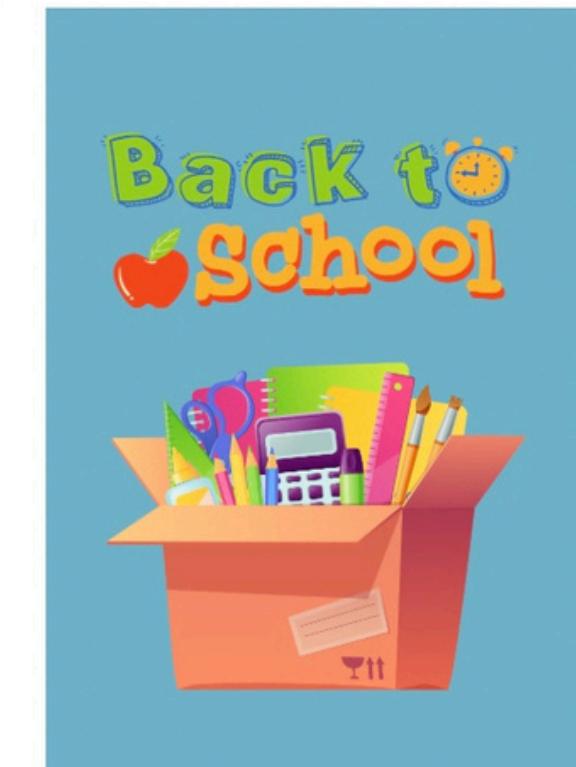
## Strong Starts & Fall Highlights

August | 2025

### Rockin' Resiliency Education Session: "Unapologetically Me"



Save the date **October 19th** for our Rockin' Resiliency Luncheon! During this special event, you'll experience a powerful education session, **Unapologetically Me: Owning Your Confidence & Celebrating What Makes You Unique**, suitable for people ages nine and up. This uplifting panel will explore confidence, individuality, and what it



### Amazon Supply Drive

Help us equip girls with the tools they need to succeed! The Women's Fund is collecting

# CONTENT CALENDAR

After the first newsletter went out, I began working on the post calendar for the rest of 2025. All content from June-December is now planned. Click the link above to view the full calendar or you can find it using this breadcrumb:

M:\TWF Data\TWF-Communications\ Social Media\Content Calendar

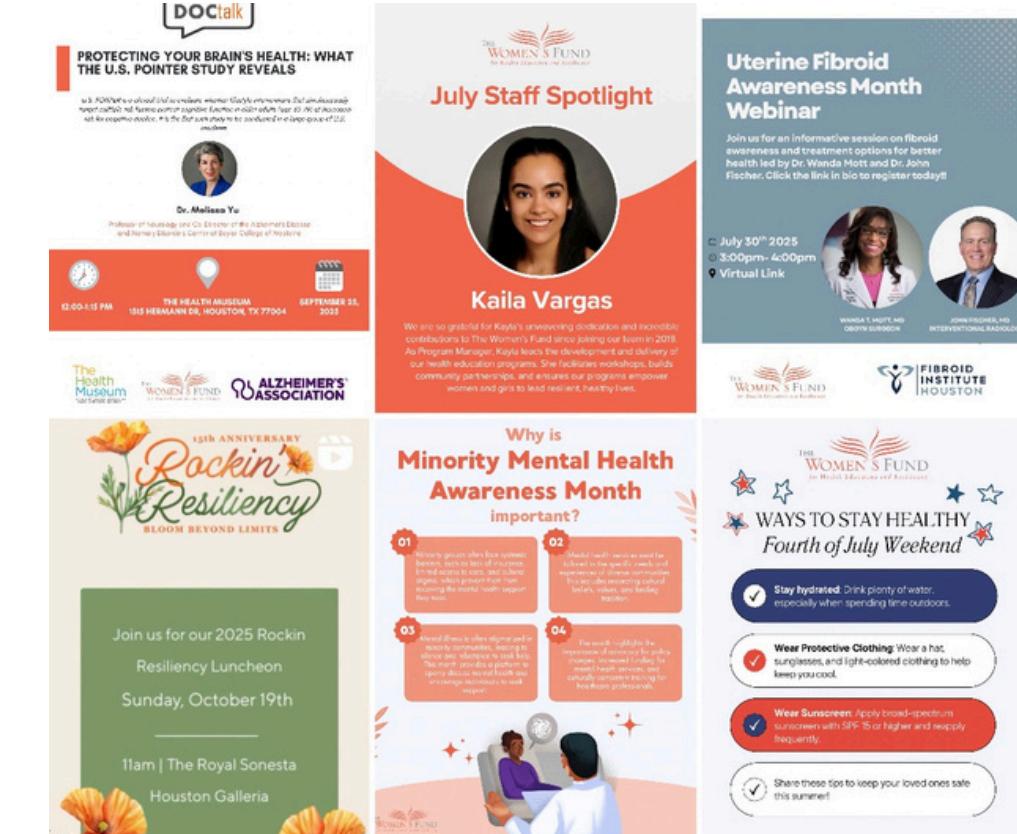
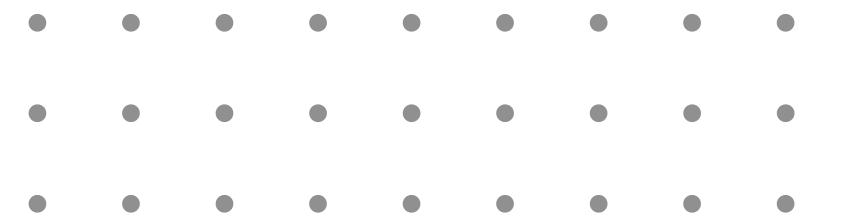
Date	Event Promotion	Event Recaps	Health Observance	Program Updates	TWF Update	Holidays	Newsletter	Other
1 Aug 2025			Graphic: National Immunization Awareness Month (HPV Vaccines for Women)					
2 Aug 2025								
3 Aug 2025	Member Ship Luncheon Promo							
4 Aug 2025						Graphic: BACK TO SCHOOL... Amazon Drive?		
5 Aug 2025								
6 Aug 2025				Doc Talk Update				Story: Wednesday Wisdom Women's Health Fact
7 Aug 2025								
8 Aug 2025								
9 Aug 2025								
10 Aug 2025								
11 Aug 2025	RR Education Session Promo							
12 Aug 2025						Back to school Health Chaelist		
13 Aug 2025								Story: Wednesday Wisdom Women's Health Fact
14 Aug 2025								
15 Aug 2025								
16 Aug 2025								
17 Aug 2025							SEND OUT BACK TO SCHOOL NEWSLETTER	

Yellow highlighted posts I have scheduled and they will post automatically.

# SOCIAL MEDIA POSTS

Once the calendar was complete, I began making graphics and videos following the post schedule. In order not to oversaturate the feed, I posted no more than three to four times a week to keep followers engaged but not overwhelmed. Content ranges from event promotion, programming, TWF updates, event recaps, and health observances. One of the most successful posts this quarter was my Doc Talk Recap Reel. Click below to watch!

## Doc Talk Reel



# ANALYTICS REPORT

In mid-July, I wrote an analytics report comparing our Instagram and Facebook stats in 2025 and 2024. The report analyzed data through July 10<sup>th</sup> and found that Instagram is performing better than Facebook. Based on my findings, I implemented marketing strategies to help drive engagement. Click the link above to read the full report.

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The Womens Fund

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Comparative Social Media Analytics Report: Instagram vs Facebook



Jan 1st- July 10th 2025

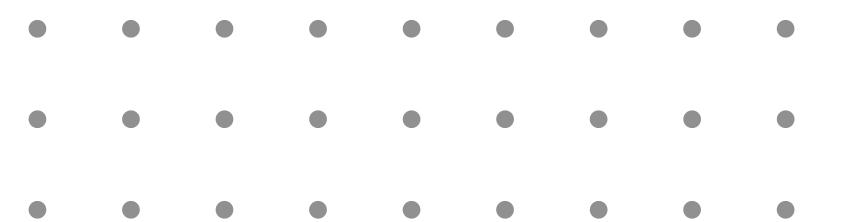
Sophia Knobbe

Communications Intern

# SOCIAL MEDIA MARKETING STRATEGIES

Based on report findings:

1. Keep producing engaging Reels and personal stories to drive interaction and reach.
2. Boost profile conversions: Include stronger calls-to-action in captions ("Follow us for weekly tips!" or "Click our bio to join upcoming events").
3. Maximize best times to post: 2:00 pm, 4:00 pm, or 7:00 pm
4. Create an "about us" post to pin, highlight our mission, and drive traffic to the support us page.
5. Don't rely only on cross-posting for Facebook
  - a. Make sure the content on Facebook uses links and is more event-focused



<u>Performance Metrics:</u>				
Metric	Instagram (2025)	% Change vs	Facebook (2025)	% Change vs
	2024		2024	
Reach	5,549	+32.8%	3,913	-12.8%
Interactions	612	+100%	509	-24.3%
Visits	908	-34.7%	974	-40.8%
Follows	113	+117.3%	43	-18.9%

# MATERIALS

Hours Sheet

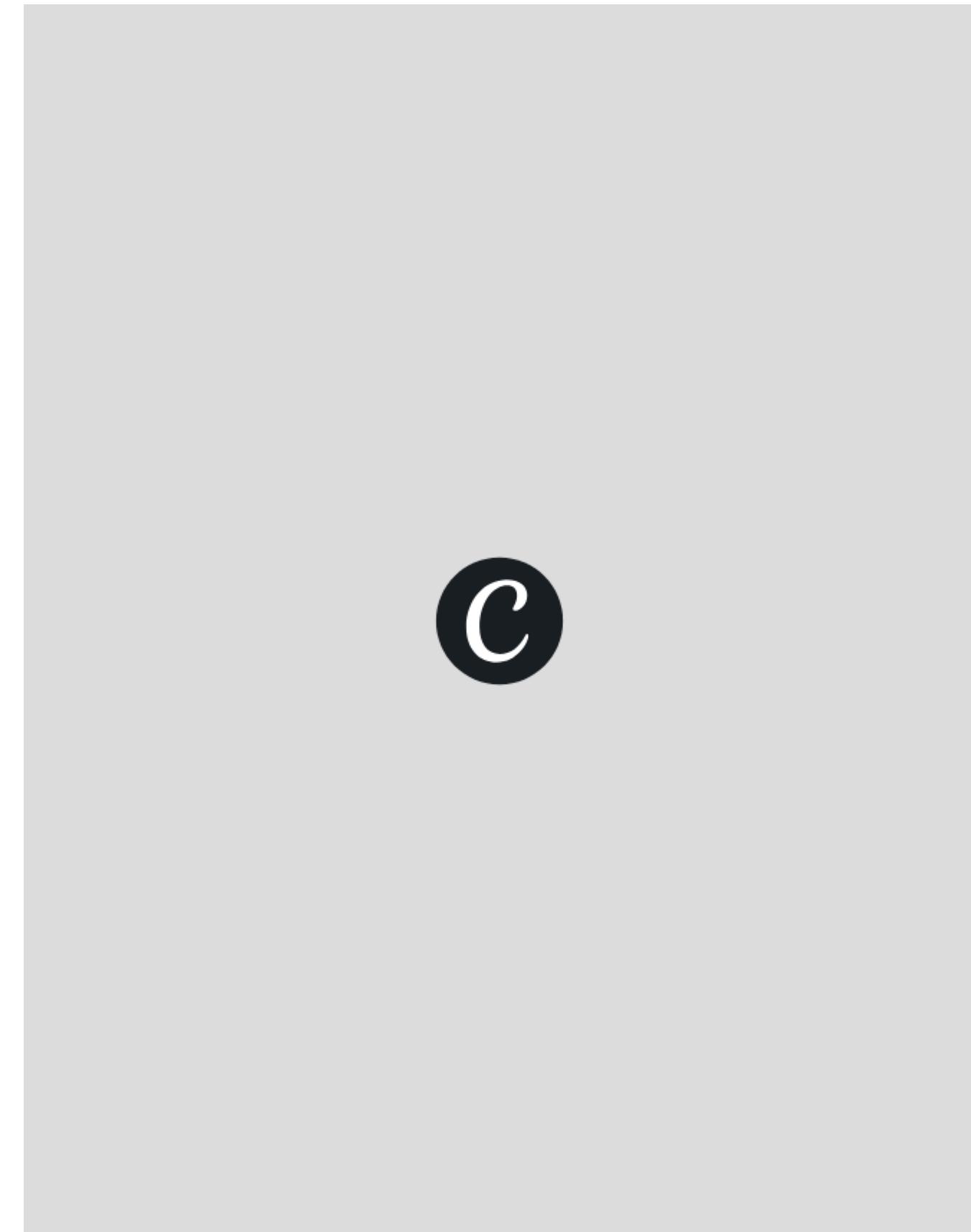
Social Media Post Template

Fall Newsletter

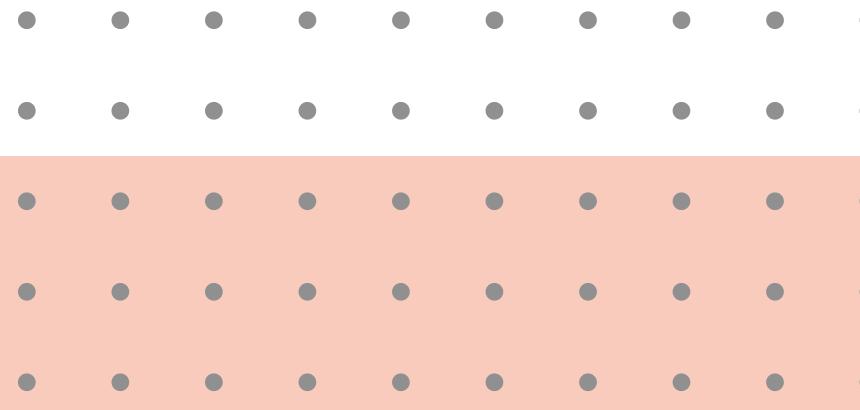
Content Calendar

About TWF Video

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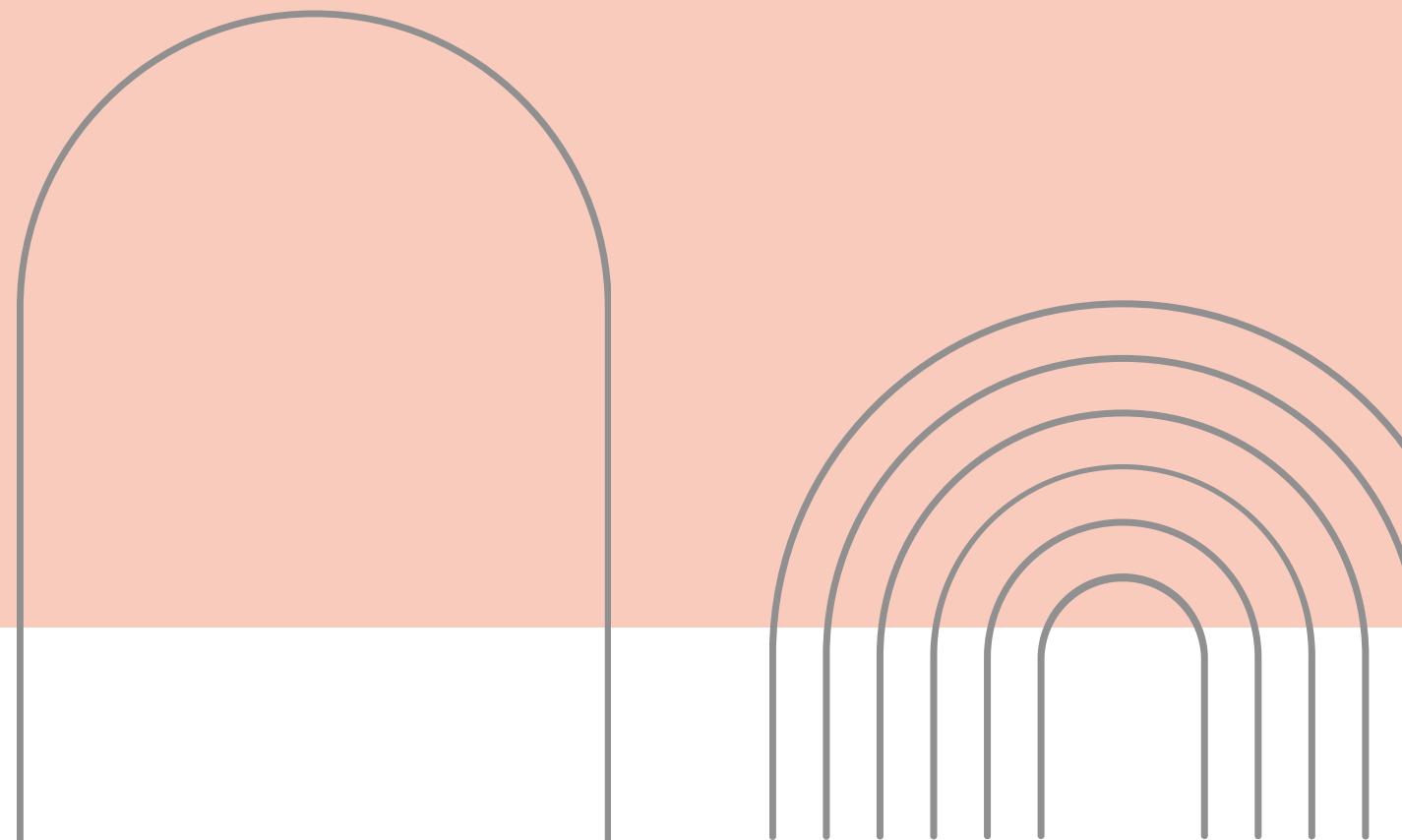


Extra Project Template



# THANK YOU

It has been an honor working with you all and I  
have learned and grown so much in the past  
two months. I hope to stay in touch!



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