

How to get hired: Skills to develop before your internship

Public relations internships are mutually beneficial opportunities. They allow employers to get a closer look at incoming industry talent and give interns the opportunity to develop their skills. But what about potential interns that still need to add to or develop their abilities before applying for an internship? See below for our recommendations on how to build your public relations skills before submitting your resume.

Media Relations

Volunteer for student media opportunities. The writing experience and AP Style proficiency gained through working for a student newspaper or broadcast station is invaluable. Although the style of writing used in public relations is different from that of mainstream journalism, practicing prepares you for sharing news releases that are concise and relevant to journalists. Prior to working in the newsroom for the University of North Texas' student newspaper, I had a basic understanding of AP Style from my journalism courses, but it became second-nature once I started putting classroom learning into practice.

Social Media Knowledge

Many young adults enjoy using social media in their spare time. Why not capitalize on that? Take your social media knowledge one step further and become familiar with social media analytics. Although these numbers are not the only form of measurement used in PR, understanding them will make other forms of data easier to interpret. There are many easily findable online courses to help you learn more about social media analytics and digital marketing, and, if you're a quick learner, you can introduce yourself to digital analytics through your favorite social media platform. During my first internship, I monitored the client's social media pages to see how well posts were performing. Although seemingly simple, my knowledge of those measurements impressed my employer and encouraged me to continue learning.

Teamwork

Join organizations in your community or on campus. This introduces you to networking opportunities and other ways to develop effective communication skills. In some cases, you also learn to work and create with others. Those experiences prepared me for agency life, where much of the work is based on collaboration and communication. Through involvement with different groups, such as the [National Association of Black Journalists \(NABJ\)](#), I now have a network of contacts across different industries that ultimately aided me in my search for an internship.

Being a public relations intern fully immerses you in what the field has to offer and introduces you to the basic responsibilities needed for long-term career success. And with just a little prep work, the perfect internship is within your grasp!

To apply for or learn more about Three Box's fall public relations internship, [click here](#).