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# *Making a Digital Difference*

AN INTERN BLOG POST



Getting Help...Getting Better...Giving Back.

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CHRYSALIS CENTER COMMUNICATIONS INTERN

Before the opportunity arose to work at Chrysalis Center, I knew that I wanted to make an impact one way or another. Whether that meant physically helping individuals or making a long-lasting impression at a company, I urged myself to find a meaningful internship.

“Is it possible to make a difference as an intern?”

I asked myself the same question...

This made my search for an internship that much harder. It narrowed down my searches, while also narrowing down my opportunities. However, the time and energy put into finding an internship was well worth it, when I came across this internship opening at Chrysalis Center.

Chrysalis Center is a multiservice non-profit organization that assists and serves individuals and their families in the state of Connecticut. Being an intern at Chrysalis Center would mean that I could help REAL people with REAL problems, while making a lasting difference in the community of Hartford and beyond. I was overjoyed with this opportunity and accepted the offer right away.

However, COVID-19 meant that I would be completing my internship remotely. I would not be able to help individuals in the way I thought would be possible. A hands-on internship turned into sitting behind a computer screen in my childhood home in Massachusetts very quickly.

I was still determined to make a long-lasting impact, even if it happened to be in a different way than I expected. Adria Giordano, Director of Development and Communications, explained my role as a communications intern at Chrysalis Center. One of my main responsibilities included creating and designing content for their social media pages. This was an amazing opportunity for me because it showed me a glimpse of what it would be like as a content manager or social media marketer.

And then it made me think.... Do social media marketers make a lasting impact?

Before my internship, I would have said no. I didn't think of social media marketers as having a substantial impact in non-profit organizations. When thinking of social media, I always saw it as a form of entertainment and relaxation. I hadn't given credit to how much weight social media had on the success of a business. But now thankfully, my perspective has changed.

Over the entirety of my internship, I strived to make a lasting impression at Chrysalis Center through my responsibilities in social media marketing and content creation. With every post, the goal was to gain the most attraction so that people would hear our message. By bringing attention to the organization, I hoped to increase followers and help spread our mission of transforming lives. By posting about events and different fundraisers, I was able to share information with supporters of Chrysalis Center, and announce ways that they can make a difference as well as thanking them for their generous support.

I was able to see first hand the power of social media, and I am truly grateful that I had this opportunity. It is eye-opening to see how individuals respond to specific social media posts, on different platforms.

Although I was not able to have an in-person interactive experience that I desired in the beginning, I gained a unique experience and was able to make a difference of my own. While doing this, the communications internship also gave me valuable knowledge that I will carry with me in future endeavors.

I am thankful for the opportunity to make a difference this Summer, a digital difference.