

Engage, inform and inspire your interns

Give your extended communities the information and connections they need with the SocialChorus FirstUp platform.

To drive business results, it's vital to engage external communities beyond your workforce, like the intern community. But the digital experience they receive at most enterprises just isn't cutting it.

Why current engagement efforts fall short

It's difficult for interns to onboard and learn quickly using unfamiliar systems like the intranet. Information is hard to find on disparate platforms, and remote work can be isolating. Companies need to ensure interns are aligned with company policies—and track that alignment—while also offering ample social networking opportunities.

Improve the digital experience with a platform your company already uses

The SocialChorus FirstUp platform provides a single source of truth for your interns. Companies can share news and user-generated content to engage and build community, while interns can become external company advocates.



Reach your intern community with FirstUp

- **Onboard and offboard** quickly during intern season
- **Support remote internships** and connect interns globally to build community
- **Power campus ambassador programs** post internship
- **Run automated reminders** to announce new programs and drive action
- **Translate content** for international teams
- **Track and measure user engagement**, sentiment and retention of information



Top business drivers for community programs

By keeping your intern communities engaged, you help boost their contributions to these key priorities.

86%

Brand advocacy¹

76%

Business development¹

74%

Talent acquisition¹

FirstUp extends your digital experience beyond your employees

WHAT IS FIRSTUP?

It's the SocialChorus platform your company already uses to give employees the information and tools they need to be productive.

Companies like Abbott and 7-Eleven are using FirstUp to engage their extended communities.

HOW IT WORKS

- 1 FirstUp lets you **target the right content** and resources to each member of your extended community.
- 2 The platform delivers a **personalized experience** to the endpoint or device each intern prefers to use.
- 3 **Analytics give you insight** into how your community programs are working and where to optimize.

FirstUp connects your company with your interns

