



# Social Media Fellowship

- **Role:** Social Media & Content Fellow
- **Type:** Part-Time Fellowship (approximately 10 hours/week) **Duration:** 4-6 Months
- **Location:** Remote
- **Compensation:** Dependent on experience

## The Mission

Developed by Civic Health Project in collaboration with researchers and technologists, [Normsy.ai](https://normsy.ai) is an LLM-powered “rapid response” system designed to foster constructive public discourse and strengthen civic norms online. At a time when trust in democracy and trust in our fellow citizens is declining, social media is amplifying and accelerating this decline; online actors are using increasingly sophisticated tools to fuel division, undermine core democratic principles, and shake Americans’ collective faith in our capacity for effective self-governance.

Leveraging generative AI (LLMs), Normsy scans social media threads in real time to detect content designed to sow division and undermine core democratic principles, and enables users to intervene rapidly and constructively in those threads that have the greatest potential for civic harm. By seamlessly injecting social-science-backed, trust-building responses into toxic threads, Normsy interventions “shift the conversation” by modeling and amplifying the shared norms that underpin a diverse democracy. Rather than censoring anyone’s voice, Normsy amplifies and “floods the zone” with *other* voices - pro-democratic voices - to ensure that they are being heard just as loudly.

## The Role

We are looking for a **Social Media Fellow** who speaks fluent “Internet.” You won’t just be managing accounts; you are the **human prototype** for our next-generation AI.

In addition to advising on our overall social media strategy, you will create and manage specific persona-based accounts on X (formerly Twitter), growing these into strong accounts with large follower counts as rapidly as possible. These accounts will be used as part of the Normsy program to reinforce prosocial, democratic norms and model healthy disagreement on the X platform.

## What You Will Do

- **Run "House Accounts"**: Develop and manage 2-3 X accounts with specific personas (e.g., "Rational Progressive" or "Principled Conservative"), growing their audiences through authentic engagement.
- **Create Original Content**: Create dynamic memes, threads, and visual content that reinforces democratic norms and promotes social cohesion without being "cringe"
- **"Train the AI"**: Work directly with our Tech Team. Your high-performing posts will serve as the benchmark to train our Gemini/LLM models. You will also help "grade" AI outputs to improve their tone.
- **Advice**: Review our current SM strategy and provide feedback and advice.
- **Experiment**: Test new bridging strategies (humor vs. facts, questions vs. statements) and analyze the data to see what is most effective.

## Who You Are

- **Digitally Native**: You understand X culture, memes, and sub-communities implicitly. You know the difference between "ratioing" someone and "bridging" with them.
- **A Natural Bridge-BUILDER**: You have instincts and skills to bridge divides between groups in conflict.
- **Creative Writer and Content Creator**: You can write copy that stops the scroll. You know how to be punchy, witty, and speak to different partisan audiences within 280 characters. And you know how to generate "bridging memes" that grab attention.
- **AI-Curious**: You don't need to be a coder, but you are excited about the intersection of technology and democracy.

## Why Apply?

- **Real Impact**: Your work will directly shape the personality of an AI that intervenes in millions of conversations.
- **Cutting-Edge Experience**: Gain rare experience in **RLHF (Reinforcement Learning from Human Feedback)** and AI dataset creation—highly marketable skills for the future economy (and excellent on a resume).
- **Mentorship**: Work closely with leaders in the Civic Tech and Bridging spaces.

## To Apply

Send your resume, a brief cover letter, and **links to 3 social media posts** (yours or others) that you think reinforce prosocial, democratic norms in ways that bridge rather than reinforce divides. Send application materials to Trinidad Reynoso Castillo at [trinidad@civichealthproject.org](mailto:trinidad@civichealthproject.org) with the subject line "Normsy Social Media Fellowship."

For more information, visit <https://normsy.ai> and check out the [Normsy whitepaper](#).

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Brief version

### **Normsy Social Media & AI Fellowship: Part-Time, Remote**

**Normsy.ai** is a pro-social Tech Non Profit using advanced AI to fix toxic online conversations and bridge divided groups.

We're looking for a part-time **Social Media & Content Fellow** who is fluent in "Internet" culture and a natural bridge-builder.

You will run persona-based accounts on X (Twitter), creating content that de-escalates tension. Your best posts become "Golden Training Data" to train our Gemini/LLM models (RLHF). You will also be reviewing our current SM strategy and provide feedback and advise.

Gain rare, cutting-edge experience in AI dataset creation and mentorship from leaders in Civic Tech.

**Apply:** Send your resume and 3 examples of "Bridging" social media content to: ....